

Revionics® Promotion Management

Promote effectively. Promote strategically.
Promote confidently.



Revionics® Promotion Management empowers retailers to easily plan, forecast, simulate and analyze campaigns, promotions and events across all channels while maximizing vendor funds and marketing investments. By incorporating financial targets and forecasts against demand, retailers can predict the overall campaign effectiveness and impact. With in-flight analysis, retailers can analyze the market response and adjust before the promotion ends.

Herding Cats Made Easy

It is becoming increasingly difficult to evaluate, let alone forecast, all possible offers. Even though retailers have more information available to them than ever before, it's challenging to sift through it, disseminate what is relevant, and keep it up to date. Additionally, retailers must promote across several traditional and emerging vehicles while balancing the demands across multiple teams. Hence, it is nearly impossible to make the best decision for the consumer and the business.



Winning retailers consolidate their information, operationalize data into insights, maximize each marketing vehicle, and use facts to create, compare, and forecast different promotional options.

The Highlights For those with limited time

- In-Flight Reporting
- Decomposition of Vehicle Lifts
- Promotional Forecasts Including Affinity & Cannibalization
- Analysis of Vehicle & Campaign Effectiveness
- Like-Item and Attribute-Based New Item Forecasting
- Flexible & Intuitive Workflow
- Offer Simulation & Side-by-Side Comparison
- Freeze Forecasts, Reforecast & Configure Forecast Alerts

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Chock-Full of the Good Stuff And some fun stuff too

DON'T PLAY THE WAIT & SEE GAME

It used to be that the only way to see how a promotion performed was to wait for it to finish, run the numbers and then learn from the mistakes of the past. With in-flight reporting you can now see your promotion's performance real-time and make adjustments as necessary based on market responses. Once your promotion does complete you can evaluate the promotion's success, as well as determine the wider impact it had on its associated category or department.

"HALF OF WHAT I SPEND ON ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF" – JOHN WANAMAKER

Retailers aren't exactly sure how effective each marketing vehicle is. Revionics® Promotion Management decomposes the promotional forecast and provides you insights into the lift of each vehicle. With this you can match every promotion with the most optimal vehicle mix, ultimately maximizing your marketing investments.

MEET CAMPAIGN & VEHICLE TARGETS

From a marketing perspective, the costs associated with annual plans and campaigns are enormous. Revionics® Promotion Management gives visibility to promotions across campaigns and vehicles, allowing users to roll-up financials and ensure plans are on target. No multiple systems, time delays, different versions of the truth... make a change, see the overall impact.

ACCURACY DRIVES USE

When you buy a solution you need to be confident in the results. More importantly, your teams need to actively use the solution. Revionics® Promotion Management provides accurate, understandable, transparent forecasts which leads to confidence, which leads to adoption, which leads to sustained benefits.

FORECAST NEWNESS

Products frequently come in and out of assortments and present confidence issues in forecasting. Revionics® Promotion Management provides two options to accommodate these changes: the more manual like-item approach and an automated attribute-based methodology.

GET THE RIGHT PROMOTION, FASTER

Revionics® Promotion Management is flexible to fit the needs of each individual promotion and your unique workflow. Your promotions are as simple or complex as you need them to be. The intuitive user interface means your team spends less time stumbling through a system.

SIMULATE & COMPARE OFFERS

Asking "What if...?" shouldn't be an issue when you're planning promotions. Revionics® Promotion Management allows you to easily simulate and compare offers ensuring you're selecting the right offer for that promotion's specific strategy and targets.