Revionics®
Promotion Management

Promote Confidently, Promote Strategically, Promote Profitably

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 as needed, to ensure the most profitable promotion.

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.

52% of shoppers receive promotions they would be Content paying Full Price*

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
- One-Click Financial Insights
- Target Customer Segments
- Consideration of Constrained Inventory
- Vehicle Layout Fine Tunes Delivery Tactics

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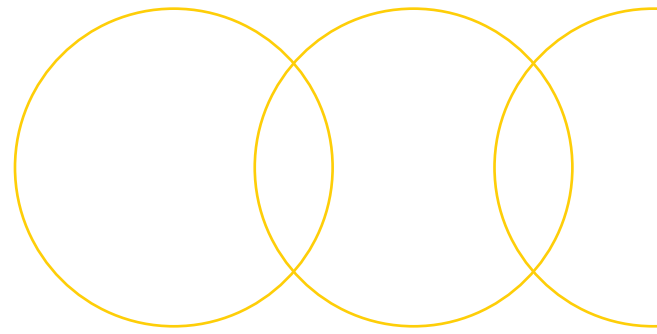
Chock-Full of the Good Stuff
And some fun stuff too

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 now can 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.

TARGET ACQUIRED

Targeted promotions are now becoming the expectation rather than the exception. Revionics provides the models and proper forecasting needed to effectively craft offers targeted to specific customer segments that will in turn resonate with your customers.

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. With easy one-click financial insights and visibility to constrained inventory situations, you can be confident you're selecting the right offer for that promotion's specific strategy and targets.

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.

"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 decomposes the promotional forecast and provides you insights into the lift of each vehicle. Combined with vehicle layout simulation, you can match every promotion with the optimal vehicle mix and tactic, 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.

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 more time executing promotions and less time trying to figure out the system.

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