



AI Promotions Optimization



Maximize every offer

Leverage industry-leading science and AI-powered recommendations to deliver effective promotions and meet consumer demands for increasingly complex offers with confidence.

Advanced AI for optimal promotions and accurate forecasts

- Create tailored promotions based on your sales data, customer behavior, locations, goals and more
- Streamline promotion planning and execution across multiple teams
- Analyze prior promotion effectiveness across channels and quantify impact to eliminate under-performers
- Improve forecasting and performance analysis with dynamic mid-flight metrics, aggregated and filterable views, and trend tracking



Promotions Planning & Optimization

Unlock personalized, inventory-aware, omnichannel promotions for today's sophisticated shopper with Promotions Planning & Optimization. Plan, forecast, manage and measure with greater accuracy and confidence, even for new and complex offers.



Optimization at your fingertips

- Run both simple and complex promotions targeted to achieve specific outcomes with ready-to-execute and AI-driven offer recommendations
- Improve predictive planning with forecasting that accounts for inventory constraints, cannibalization, affinity, stock-ups, and vendor funding impacts
- Seamlessly plan, manage and execute promotions across your pricing, merchandising, marketing and vendor teams with one collaborative platform
- Get more effective offers to market faster with streamlined workflows, bulk action execution, automatic in-flight alerts and customizable dashboards

Key Features:

- Industry-leading AI platform built to solve and deliver the most complex promotions based on consumer demand across all channels
- Flexible planning platform with support for excel uploads, data integrations and portal-based management
- Comparative predictive analytics for easy offer comparison to find the right offer and elevate vendor negotiations for maximum impact
- Transparent recommendations with item level data for forecasts, funding and target coverage and gaps, affinity, cannibalization and more



Promo Effectiveness

A profitable promotions strategy starts with understanding which past promotions delivered positive revenue and profit impacts. With Promo Effectiveness, our AI evaluates past results and forecasts future direct and indirect lifts to determine overall promotional performance.

Drive maximum promotional impact

- Reduce margin leakage and stop ineffective promotions
- Understand uplifts, affinity, cannibalization, and vendor fund impacts
- Identify effective offers that you want to repeat – by category or product
- Gain vendor funding negotiation leverage with insights and analytics on promotional impacts



Key Features:

- Action-driven promotion segments for easy management – keep doing, find funding, change offers, or stop doing
- Vendor fund analytics for identifying additional funds per unit required to recoup margin on non-profitable promotions
- Cross-selling capabilities that suggest new promotional item combinations

The Worldwide Leader in Retail Pricing

Leading retailers around the globe trust Revionics to guide them on the lifecycle price optimization journey. Backed by best-in-retail AI and unmatched expertise, our powerful solutions for Base Price, Promotions and Markdown deliver sustained value for our clients year after year.

SEE SUCCESS IN ACTION

TALK WITH A PRICING EXPERT

REVIONICS[®]
an aptos company