Revionics®

PROMOTION SUITE

Deliver impactful promotions that build brand, loyalty and margin using the most advanced AI in the marketplace.
CREATE A WIN / WIN FOR YOU AND YOUR SHOPPERS

Technology-enabled and well connected, today's shoppers love receiving deals, but they are bombarded with offers as retailers compete for their business. While promotions remain one of the best ways to make a customer connection, retailers often struggle to execute the right offers and deliver them through the right channels and vehicles. The results: excessive promotions, excessive discounts and excessive spending that deliver fleeting customer loyalty and lower margins.

Now is the time for retailers to get strategic regarding who to target, how to reach them and what to offer.

Revionics® Promotion Suite enables you to transform your promotions to successfully reach and engage shoppers on their terms. Deliver impactful promotions that both resonate with shoppers and align with your financial goals while building brand, customer loyalty and margin.

35% of shoppers say getting an unwanted offer made them feel annoyed, want to shop there less often or not care one way or another.

- “Indiscriminate Promotions Cost Retailers,” a commissioned study conducted by Forrester Consulting on behalf of Revionics, May 2018.
PROFITABLY PLAN PROMOTIONS WITH AI THAT KEEP SHOPPERS COMING BACK FOR MORE

Revionics Promotion Suite helps you profitably manage the entire promotion process - from planning to execution through analysis. The Suite uses AI and retailer strategies to recommend items and offers, understand cross item effects, and see the lift that each vehicle generates.

Combined with an intuitive, configurable workflow, it unlocks knowledge, empowers users, drives adoption and delivers sustainable benefits. Powerful forecasting, simulation and pre, post and in-flight analysis eliminate the wait-and-see guessing game.

Effectively plan, forecast and monitor strategic promotions that deliver

Ensure the best promotional offer with recommendations that align with your strategies

Reward and cultivate customer engagement while extending social reach
Revionics Promotion Suite enables retailers to deliver impactful promotions and achieve their strategic and financial objectives with:

- Promotion Management
- Promotion Optimization
- Promotion Performance Analysis
- Future Promotion Analysis
- Competitive Promotion Data
- Promotion Workbench
The solution analyzes promotions across campaigns and marketing vehicles to ensure that you are maximizing those investments and tracking to meet your targets. Leading-edge science breaks down the expected lift by vehicle so you can pinpoint the greatest impact for each vehicle and vehicle combination. Additionally, the solution is already prepared for that next “new” marketing vehicle that is just around the corner.

- “Indiscriminate Promotions Cost Retailers,” a commissioned study conducted by Forrester Consulting on behalf of Revionics, May 2018.
IMMEDIATELY STOP INEFFECTIVE PROMOTIONS

Many retailers know they aren’t always promoting the right items, at the right discount, or with the right vehicles, but how do you identify which promotions are truly reaching their strategic and financial goals?

Revionics Promotion Performance Analysis and Revionics Future Performance Analysis reveals what is actually occurring. Using Revionics AI Platform and interactive dashboards retailers can see how their promotions are delivering against key metrics such as net revenue, profit units, individual vehicle lift cannibalization and affinity. Retailers can see these metrics holistically for all the promotions and for each individual promotion; thus enabling them to eliminate poor performers, continue to execute high performers and improve those in-between. As the retailer plans their future promotions, they can use Revionics Performance Workbench to see which categories and which items best respond at different times of the year.
PROMOTE EFFECTIVELY.
PROMOTE STRATEGICALLY.
PROMOTE CONFIDENTLY.

Revionics Promotion Management empowers retailers to easily plan, forecast, simulate and analyze promotions across all channels while maximizing vendor funds and marketing investments. By incorporating financial targets and forecasts against demand, you can understand lift by individual vehicle and predict overall campaign effectiveness and impact.

Simulation capabilities and side-by-side comparisons make it easy to plan alternative offers, compare their forecasts, and determine the best strategic offers. You can be confident that you’re planning the most effective promotions that make your customers happy. And since vendor funding options can be maximized through offer simulations, you can negotiate the best deal that is a win-win for both you and your vendor.
COMPETITIVE INTELLIGENCE FOR STRATEGIC PROMOTION DECISIONS

Revionics Promotion Suite provides you with accurate online competitive intelligence data to support more responsive, precise promotion decisions via our Revionics Competitive Data and Insights solutions.

Through user emulation, these solutions deliver the highest match rates in the industry, combine online and offline information, and provide powerful visual dashboards and analysis of your competitors’ data and tactics.

Revionics Promotion Suite is part of a unified pricing platform that also includes Revionics Price Suite and Revionics Markdown Suite. Users can seamlessly manage prices across the product lifecycle.

This ensures consistent execution and improved forecasting while avoiding price conflicts, wasted work and unnecessary price reductions.
IMMEDIATELY IMPROVE MARGINS AND STRATEGICALLY REACH CUSTOMERS WITH

Revionics®

PROMOTION SUITE

- **Understand** what your customers want
- **Maximize** marketing investments and promotional spend
- **Strengthen** deal negotiation and vendor funding
- **Monitor** your competitors’ promotional activity
- **Simulate** the most strategic promotions
- **Quickly respond** with meaningful offers
- **Connect** with the best vehicle mix
About Revionics, Inc.

Revionics is a global SaaS provider of science-based pricing, promotion, space and competitive insight for innovative retailers. Revionics helps retailers around the world gain a competitive edge by managing and optimizing their pricing, promotions, markdowns, and space. Created by retail experts, Revionics’ cloud-based SaaS solutions deliver amazing year-over-year ROI with an attractive total cost of ownership.

Embracing the retail and science in its core DNA, Revionics delivers machine learning solutions that retailers use to translate shopper insights and competitive response into high-impact results. With Revionics, retailers gain leading-edge capabilities, an invested partner and an evolving solution for today’s dynamic retail landscape.


Learn more at www.revionics.com.