

Don't Let Promos Backfire- Protect Margins, Maximize Returns

Promotions can fuel growth—or drain profitability. icogz lets you simulate, monitor, and adjust promotions in-flight to drive returns while keeping risk in check.



Key Data Integrated:



AI-Driven Impact:

Outcome Area	Value Delivered
ROI Monitoring	Know which promos add value—and which don't
Abuse Prevention	Flag double-dipping, over-redemption, leakage
Margin Protection	Detect erosion across SKUs and channels
Execution Assurance	Catch execution gaps as they happen

Ask icogz:

- Which promo campaigns underdelivered vs forecast?
- Any channels over-redeeming discount codes?

Agentic Insight:

- Promo X cannibalized two profitable SKUs in Tier 1 cities.
- Retailer Y over-redeeming Q2 codes across online + in-store.

Powered by Aryabot™ turning promotional chaos into control.

icogz | Unified Intelligence. Autonomous Execution.
Launch, monitor, and recover promo ROI in real time.