

Drive sales through compelling cross-channel promotions and loyalty that protect margins



Retailers need to engage with customers in an interactive and personalised dialogue consistently across all channels. Such a dialogue needs to be adaptable based on the brand values and target segments to cover a wide range of customers benefits from discounts, promotions, bundles, coupons, rewards to exclusive membership.

What is Sonetto® Promotion Tool Kit (PTK) on Azure?

Sonetto® PTK is an on-demand suite of tools to create, manage and execute promotions consistently across all channels delivering rich customer experience while protecting margins. Sonetto® PTK extends your promotional and loyalty capability and improves your agility whilst maintaining accuracy and consistency across channels.



Why Sonetto® PTK?

- Central location for managing and evaluating promotion eligibility and loyalty across all channels
- Cross-channel execution with pricing and promotion changes available in real time in-store and online
- 50+ promotion types including complex promotions, rewards and membership created through the combination of multiple attributes

Simplifies Complexity

- Pre-defined promotion templates with an easy to use user-interface
- Avoid price and discount issues with cross-channel promotion validation
- One-click publish across all channels while maintaining consistency and accuracy

Expand to new channels quickly

Extends Marketing Capabilities

- Seamlessly create compelling offers including coupons, vouchers, flash, mix & match, multi-buy, bundling and loyalty
- Personalise promotion targets with channels, time, segments and products
- Supports multiple customers rewards including RFM (Recency, Frequency & Monetary) and social interactions

ROI of 400% within 6 months

Enrich Customer Experience

- Engage in a real-time interactive dialogue through “missed promotions”
- Lifestyle-driven not price-driven inline with Lifestyle Retailing
- Access seamless and consistent cross-channels promotions

Rich and seamless customer journey

Well executed promotions will increase incremental sales by 100-200%.

For poorly executed promotions it will be only 10-20%

Martec