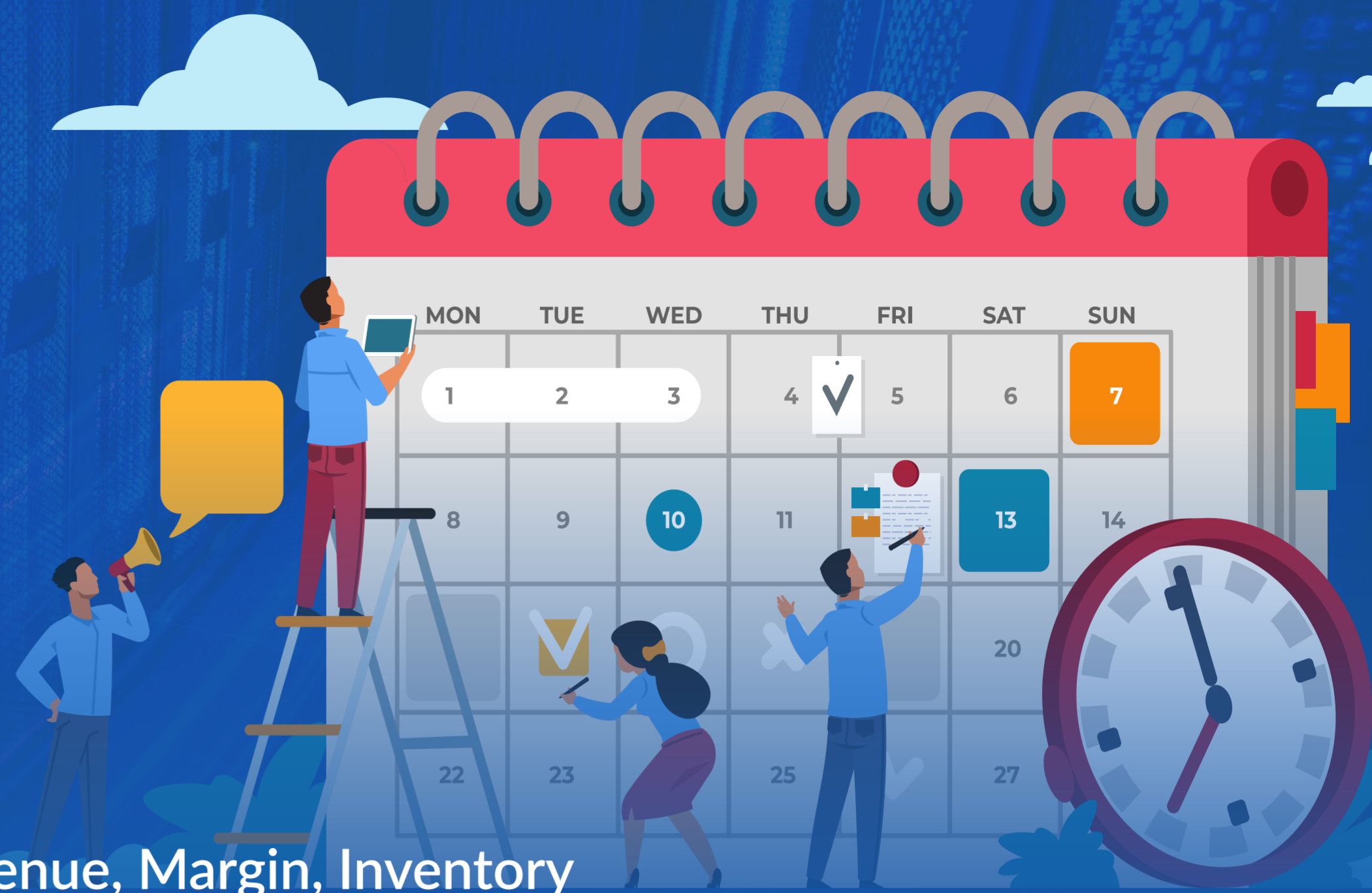# LatentView
Actionable Insights • Accurate Decisions

PromoView

AI-powered playbook to maximize promo impact, minimize toxic spend!

True Lift Calculator | Promo Waterfall | Multi-lever Optimizer: Revenue, Margin, Inventory

Problem Statement

Promos take up 10-30% revenue but only 1 in 3 succeed.

True impact of promos on adjacent categories and customer file health is rarely done right.

PromoView does the math and does it right, so that retailers don't end up leaving money on the table!

Solution Approach

20%

Lookback

Dive into past promos, including best and worst performers.

Understand True sales lift, Category Lift + Halo – Cannibalization.

Understand adjacencies and customer file health performance.

50%

Predict & Optimize

Forecast overall revenue across categories of interest.

Set budget and calibrate key levers – revenue, margin, and inventory.

30%

Strategize

Simulate promo options for optimal results.

Lock in and export recommendations for action.

Methodology
Consists of 3 modules

Advanced forecaster

Forecast sales at product level considering historical Transactions, Promotions, Demographics & Firmographics data.

Built-in Optimizer

Multi-level optimization using genetic algorithm.

Promo Creator

Simulator to calibrate and finalize promo recommendations.

Business Impact

✓ Successful promos can generate 12% revenue lift and boost brand awareness by ~15%.

✓ 3-6% increase in margins by eliminating low performing promotions

✓ Up to 25% reduction in time spent on promotion planning.

Technology