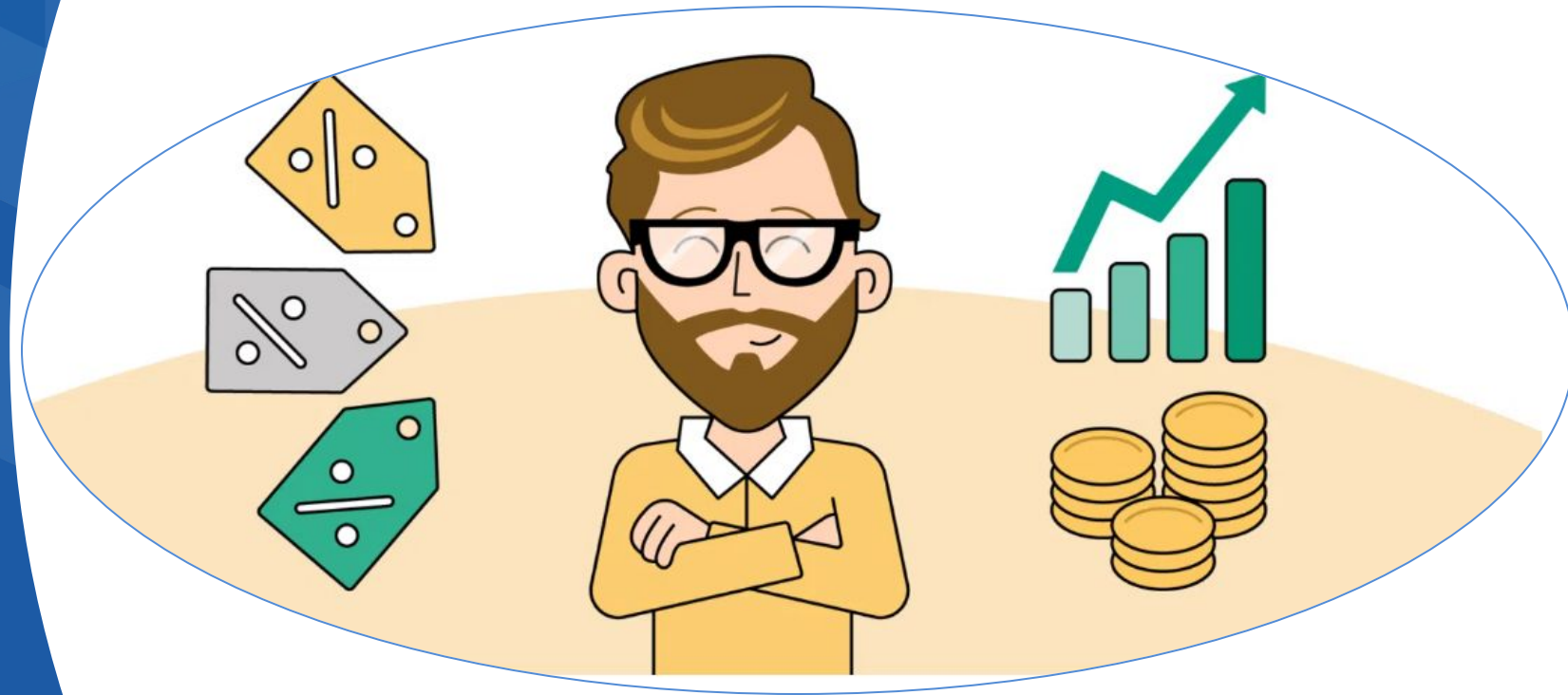


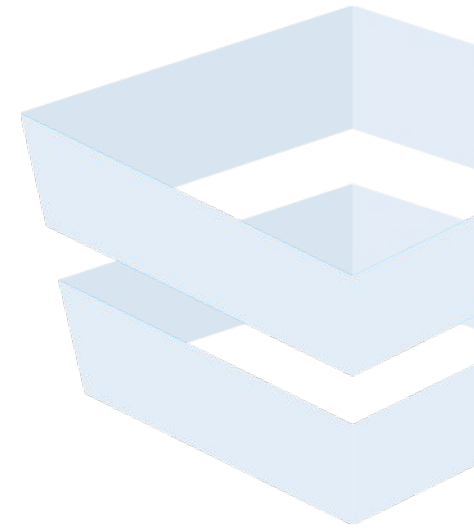
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PromoView



Mastering Success: Precision Promotions for Lasting Impact!



“ Promotions are the catalysts that transform potential customers into loyal advocates “

Current State of Promotion Planning

- Promotion planners do not have birds eye view on factors influencing promotions.
- Manual planning in Spreadsheets is time consuming & inefficient.
- Vicious cycle of running the same promotions every year due to lack actionable insights and time.



Need for Optimizing Promotions

- Promos are expensive, costing **20-40%** of retail topline.
- But, **1 in 3 promos fail** to meet objectives, reducing margins.
- Trade promotion is a big spending item for retailers but 59% of promotions fail to break even.



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



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PromoView: The Precision Scalpel for Promo Planners



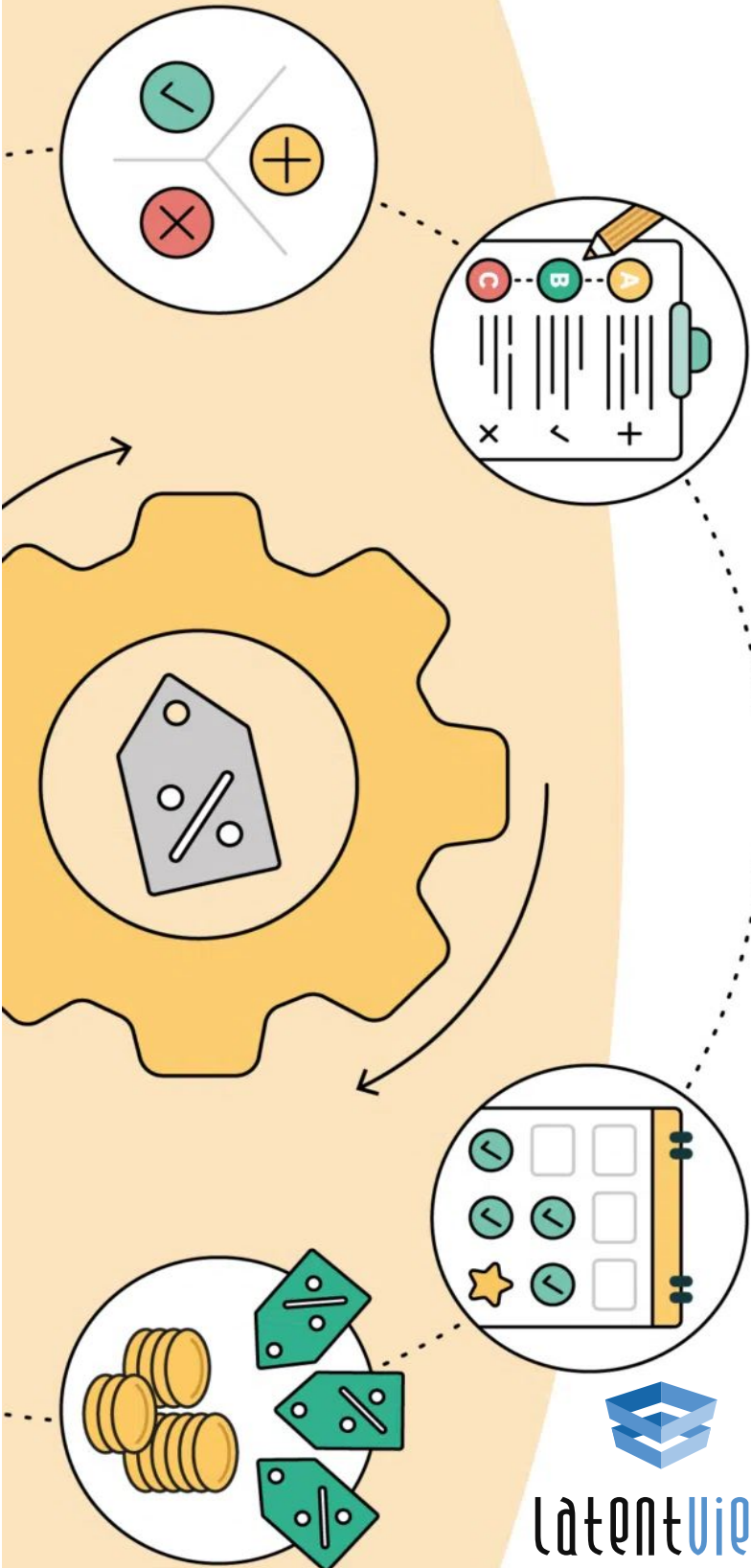
Playbook to Assess, Optimize, and Strategize promo campaigns.



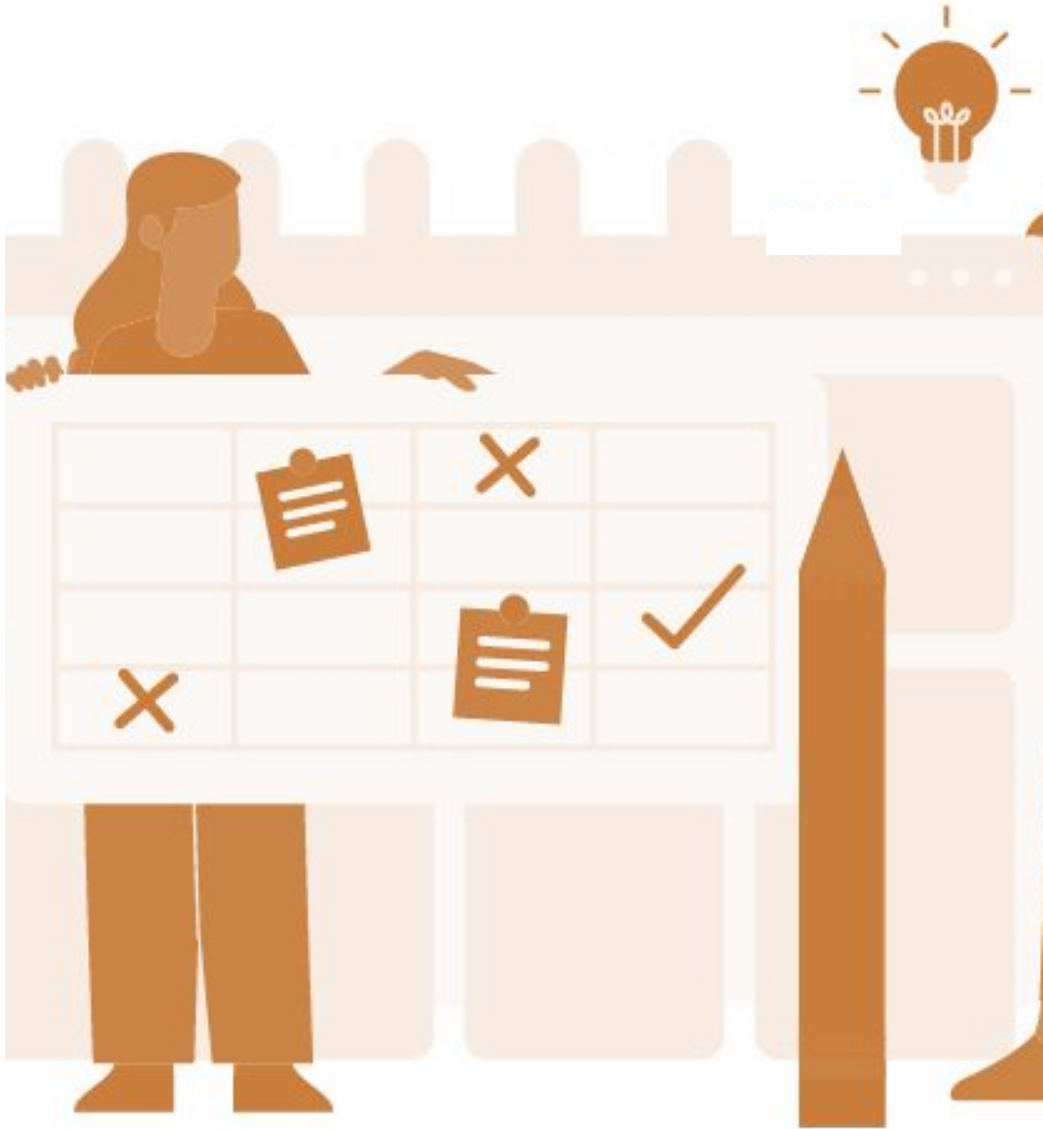
Minimize toxic spend, optimize for key levers: revenue, margin, or aging inventory



Visualize True Promo Lift, Multi-dimensional Impact



Key Features of PromoView



5 Ways Promo View Boosts Profitability



01

Save time and reduce errors by automating manual planning processes

02

Minimize under- and over-pricing scenarios to preserve margins and maximize sales

03

Maximize revenue, profit, and traffic with a flexible, creative planning process

04

Capture the true impact promotions have on the top and bottom line

05

Multi-Objective What-If simulator capturing Trade-off scenarios

PromoView - 3 Steps to Perfection

Assess - Lookback what happened?

- Identify Top Promotion campaigns in terms of sales lift & Margin
- Halo & Cannibalization – Assess Net impact
- Top performing locations in terms of promotion receptiveness



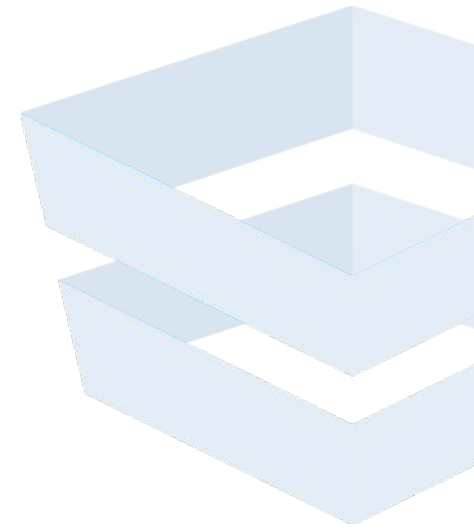
Optimize - Predict & optimize future promotions?

- Forecast overall revenue across locations taking in to account multiple factors (Internal & External)
- Recommend optimal promotion mix - Using Genetic Algorithms



Strategize - Intervene & Plan

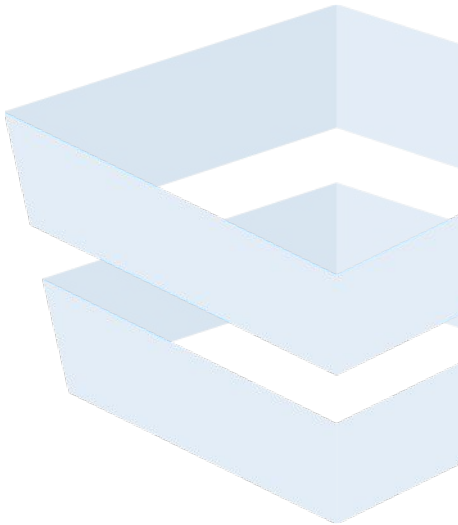
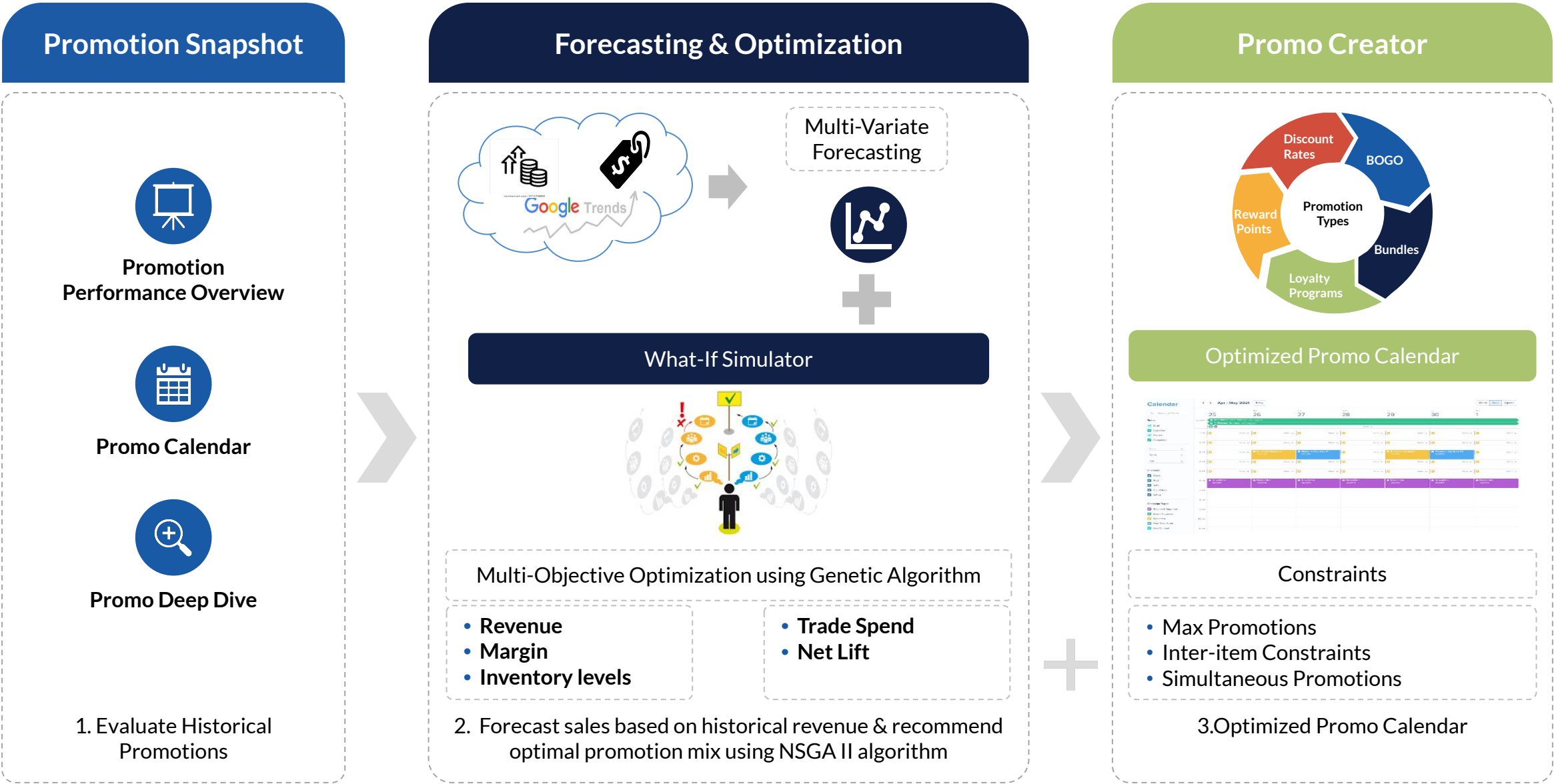
- Fine tune the optimal promotion mix considering constraints & ground truth
- Extract finalized promo calendar for further use.

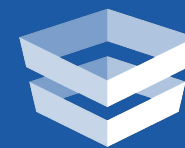


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Key Modules of PromoView





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Thank you