

PROMOTION OPTIMIZER

Combining reliability with efficiency to find the ideal promotion

How to efficiently choose the best promotion from a large universe of ideas?

Promotion can drive your business. But finding the ideal one can be a challenge. Testing alternatives in real

- do take time which often is not available
- do cost significant resources (management, IT etc.)

- can be burdensome in regards of internal regulation and compliances
- and may compromise business if chosen poorly.

So how to select the ideal promotion from a big universe of ideas and variations efficiently but reliably?

The Promotion Optimizer: reliability & efficiency combined help you to act faster!

Our fast and reliable solution allows you to test a number of promotions in a close-to-reality frame (replicating decision processes, including competition etc.).

Our engine is based on setting consumers in a decision

context and environment and let them simply choose what they do instead of asking directly for appeal of promotions. This is backed up with behavioural and attitudinal validations to achieve valid levels of real-life responses to promotions.

Your promo scenarios and their performance in a nutshell!

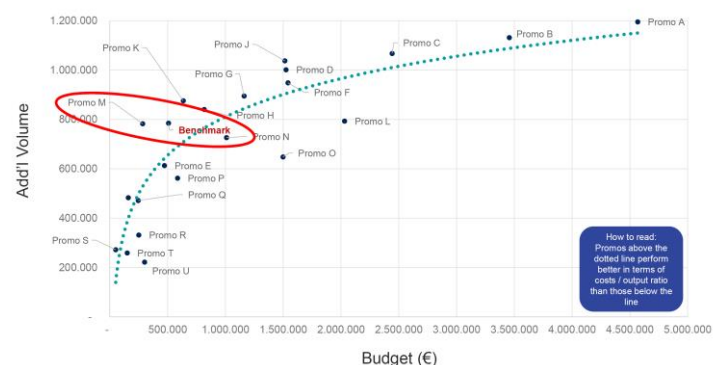
We deliver clear rankings of your promotions together with the magnitude of their performance. In case you can provide benchmark examples we can even extend our deliverables to absolute figures on performance, costs and ROI. A user friendly simulator allows you to play around with different promotion scenarios to explore what is working best for you.

In our example the deviation of a previously ran promotion turned out to be only max. 2,5% from the simulated ones in our model.

Our recommendation delivered the same impact as the benchmark at only 55% of its costs.

This is the trust base needed to base decisions on!

BUDGET AND VOLUME FOLLOW A LOGARITHMIC CURVE.
BEST RESULT FOR PROMO M: SAME EFFECT AS BENCHMARK AT 55% COSTS



Contact:

You would like to know more about how we can help you to optimize promotions? We are happy to support!



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GAME CHANGERS

