Promotion Optimization

for Retailers

Omnichannel Aware Promotion Events and Pricing

What's a good promotion now? History was always a guide, even though it was faulty. But it was something. Now everything has changed and, sadly, the path forward looks nothing like the one taken.

Online revenue accounts for 40% - 60% of total revenue for many retailers, and it is expected to continue its growth. Yet, DC's don't have the capacity to fulfill every online order, especially during peak time. More importantly, customers expect to have multiple fulfillment options at any store. But why does this matter for promotions?

Promotions drive inventory. They are the primary way of moving inventory throughout a retailers' enterprise. And if promotions don't account for the methods that shoppers expect to buy, return, and have their order fulfilled - inventory levels will be off, customers' expectations won't be met, and margins will suffer. While it is essential to get the promotional offer and discount correct for revenue, margins, and inventory goals, it is now even more crucial to manage the overall inventory efficiency throughout the season and communicate those expectations with the supply chain, especially for omnichannel retailing.

We Unify - We Enhance - We Empower - We Align

We unify merchandising, marketing, and supply chain decisions with a shared forecast that understands every demand driver. We enhance promotional planners' knowledge by simulating weekly, in-season sales with AI and machine learning based on the demand profile. We empower users to make optimal promotional decisions by evaluating different promotional vehicles and offers against recommended prices. We align promotions, end-of-season pricing, and inventory to the store and online fulfillment demand while accounting for potential returns.

Features

- **Promotion Optimization** — Increase sales, revenue, and margin with enhanced in-season discounts and promotion events

- **Omnichannel Aware** — Understand store demand, online fulfillment demand, and returns for every Style/SKU/location

- **Unified Demand Signal** — Connect merchandising and supply chain decisions by understanding the effect of every demand driver including seasonality, price, product lifecycle, trends, and local events

- **Lifecycle Pricing** — Connect in-season and liquidation pricing decisions to maximize inventory margins and sell-through

- **User-Designed Workflow** — Gain visibility and strategic control for improved productivity and adoption

> " Automation combined with greater accuracy and specificity will be the hallmarks of a successful pricing strategy for unified commerce retailers.
>
> This change will require adoption of AI-driven analytics and technology to augment human effort. "

Rober Hetu - Gartner VP Analyst

Market Guide for Retail Unified Price, Promotion and Markdown Optimization Applications

Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at **info@antuit.ai**

Retail Solutions from antuit.ai

- Forecasting, Allocation & Replenishment
- Lifecycle Pricing
- AI Demand Modeling Studio
- Assortment & Size Optimization

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