DemandTec
by acoustic

Autonomous
Promotions

From disparate data to a **single source of truth**

Single system to manage promotions ensures seamless data flow with other systems

From manual to **automated**

From data intake to recommendations and alerts – automation is infused into the process to save you time and drive ROI

From reactive to **proactive**

Take control over your promotion strategy with AI-powered promotion planning, optimization, and recommendations

From narrow view to a **holistic approach**

With Unify by DemandTec, gain a 360-degree view of shopper demand across the entire product's lifecycle

Key capabilities

Promotion Management & Forecasting:

- Leverage AI and "What if" scenarios to perfect your promotion planning process
- Drive the optimal promotion leveraging your data with a science-based approach
- Promotion forecast accuracy exceeds 90% for trust in reporting

Promotion Optimization & Recommendation:

- Prescriptive recommendations based on AI-powered evaluation of consumer behavior, customizable with user-selected criteria according to preferred business goals
- In-flight analysis for real-time campaign adjustments
- Post-event analysis of campaign results and actionable insights
- Gain full transparency to the reasoning behind the system's recommendations

Autonomous Collaboration:

When combined with Autonomous Collaboration, Autonomous Promotions produces a streamlined, efficient, and interactive promotion lifecycle management experience leveraging real-time negotiation and trade collaboration between retailers and suppliers.

Deals and offers flow from the vendor community to automatically generate forecasts and recommendations. In addition, retailers can choose which promotions to run based on autonomous recommendations, then seek trade funds for these retailer-generated promotions.

A Part of Unify by DemandTec

Autonomous Promotions is available as a standalone product or as part of Unify by DemandTec platform. The cloud-native platform unifies disparate data and fragmented merchandising systems to understand shopper behaviors holistically, driving actionable insights and prescriptive recommendations, resulting in profitable revenue growth.

With Autonomous Promotions, retailers are empowered to:

Quickly determine optimal promotional offers to significantly grow baskets, increase revenue, and help retailers achieve item and category-level objectives.

Generate accurate promotional forecasts with a unified approach: cannibalization, halo and cross-elasticity effects of regular retail and promotion pricing produce highly accurate forecasts.

Streamline the trade promotion and funding process by automatically surfacing offers submitted by vendors, when using Autonomous Collaboration. Trade promotions forecasts can also be included in the broader promotion planning process to increase their effectiveness.

To learn more, contact us.

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A pioneering leader in retail pricing technology for decades, DemandTec is ushering in the new era of unified autonomous merchandising. With Unify by DemandTec— the industry's first — retailers can unite their data, systems, internal teams, and collaborate with suppliers to generate profitable revenue growth with the power of AI.

From food to fashion, DemandTec partners with more than 700 customers around the globe. Current and past retail partners include 7-Eleven, Acosta, Carrefour, Cencosud, Coop, Exito, Farmacias Cruz Azul, Lowe's, The Very Group, Tops Friendly Markets, and W.H. Smith, among others. To learn more, please visit us at **www.demandtec.com**

Autonomous Pricing | Autonomous Promotions | Autonomous Markdowns | Autonomous Collaboration