



PROMOTIONS ANALYTICS

Improve Performance with Shopper-Focused Business Intelligence

MOVING FROM HINDSIGHT TO FORESIGHT: PREDICTIVE INSIGHTS FOR IMPROVED PERFORMANCE

Could you be wasting 25% of your time planning ineffective promotions? What about 50%? With thin margins common in consumer goods retailing, you can't leave money on the table – and you can't afford to waste the limited trade funds you get from suppliers.

If you're like most retailers, your typical promotions planning cycle involves reviewing last year's plan, making a few tweaks, maybe doing some simulated forecasting, and then rolling it out in the market. Your buyers and category managers often aren't equipped with the data they need to know whether their choices are the right ones – their spreadsheets don't provide the level of insights needed to be truly strategic.

Are you confident that you know...

- How effective was last year's promotional plan?
- Did your promotions actually increase incremental revenue, household penetration, financial return, or other desired objectives? By how much?
- How frequently should you promote a certain product?
- Has your mix of products on promotion actually delivered less in performance than what you could be getting?
- What time periods work best for different promotions?
- When should you end promotions for maximum effectiveness?
- How do your promotions influence overall shopper purchasing behavior?

The answers are buried in your shopping history, but who has time to wade through mountains of data? Without these answers, you risk lost opportunities. The likely outcome is equal or possibly moderate growth next year – and in a competitive climate, that's just not good enough.

WORKING SMARTER SO YOU CAN DO MORE WITH LESS

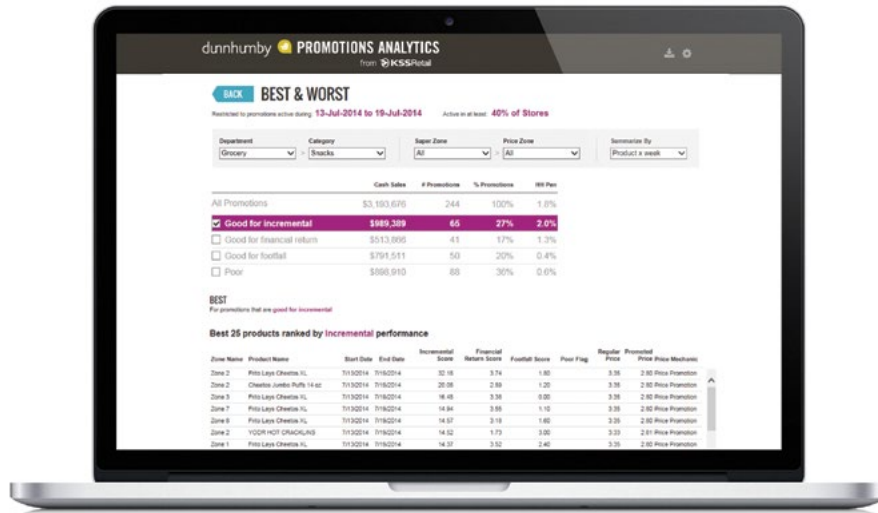
Promotions Analytics from dunnhumby is a web-based business intelligence solution that helps you answer these questions. It helps you evaluate key metrics such as:

- Financial impact: Understand the incremental lift in your product or category KPIs, such as volume, revenue, and profit
- Household basket impact: See which promotions are resulting in new product purchases versus pantry loading
- Customer impact: Discover how you can target promotions at a more granular level and create offers that are unique to your loyal customers

We deliver these insights using proprietary tools and algorithms, which predict trends and thus simplify and accelerate the pace of decision making. We can help you identify the sweet spots for what promotions work best at the product, category and department level.

Promotions Analytics provides you with a “cheat sheet” of where to start and what to consider in building your plan – ultimately saving hours in simulation time. Find out:

- How long should you wait before promoting one product vs. another? When should you take an item off promotion before you see diminishing returns?
- What tactics should you try – discount savings or “buy one get one” offers? In-store signage alone, or advertising?
- What cannibalisation effects might occur based on your plan?



Review the best and worst historic promotions. Quickly identify what to repeat for success and what to avoid, change, or renegotiate in order to avoid failure.

FUEL FOR YOUR OPTIMISATION EFFORTS

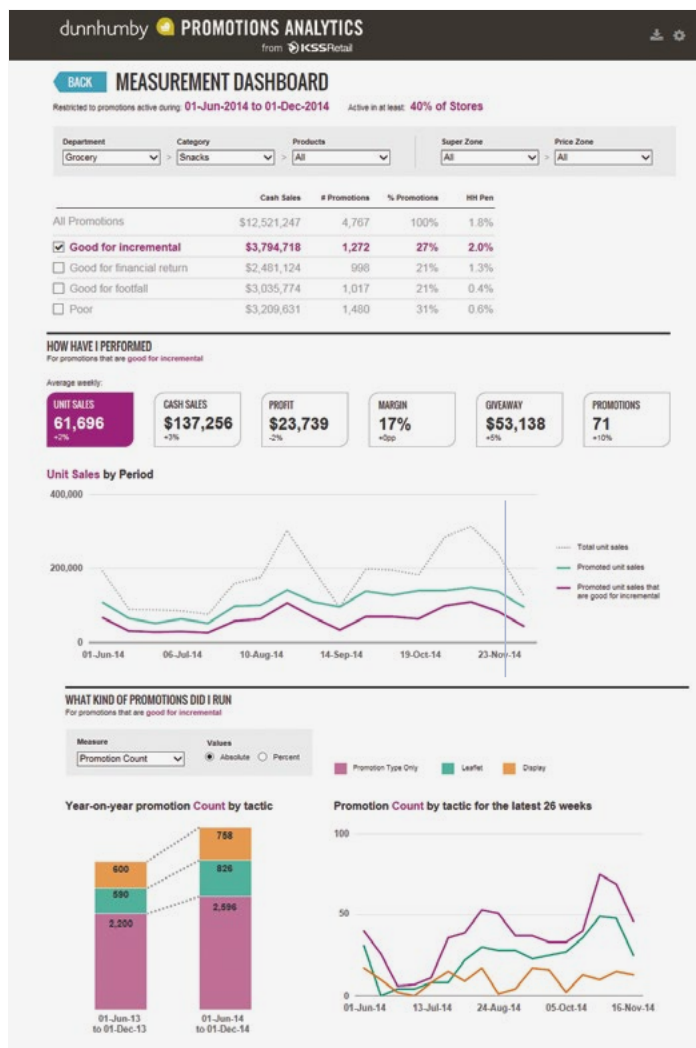
Best-in-class promotion optimisation software, such as PriceStrat from dunnhumby, is important for helping you understand which items will perform best when featured in an ad, which items will respond best to in-store displays, and what price points will be most effective in driving consumer response. What they can't do is guide you to what scenarios to create and compare, so you often spend a lot of time doing “what-if” analysis.

Promotions Analytics gives a real turbo boost to your optimisation processes, shining a spotlight on potential growth opportunities and making your planning more efficient and ultimately much more effective. By incorporating more financial and shopper history, you can gain visibility you don't have with optimisation alone. Leverage these insights to then build your scenarios and turn your promotions into a true strategic competitive advantage.

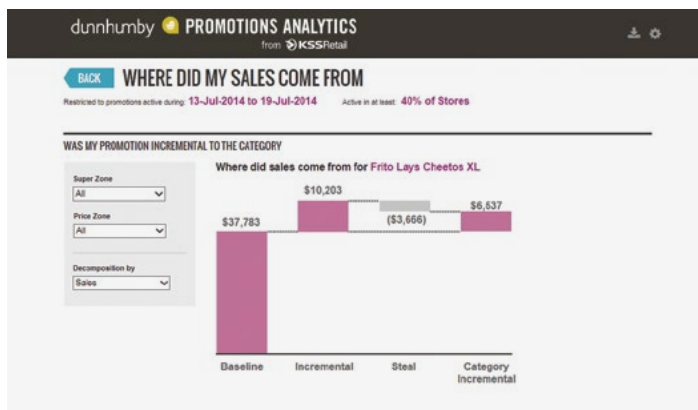
VISUAL INSIGHTS – AT YOUR FINGERTIPS

Promotions Analytics dashboards save you time – reducing time to decision.

A series of dynamic visual dashboards enables you to quickly see the impact of the decisions you've made so you can be smarter in evaluating the decisions that lie ahead. Here are just a few examples.



Look at promotions “in motion” and see the history of what’s happening in specific categories. Understand how your tactics and key measures have trended over time and where you have areas for opportunity.



Dig into the data and evaluate the impact of promotions across your category. Understand the incremental effects of specific circumstances or conditions.

KEY BENEFITS

- Increase sales and margins – and minimise risk of underperforming promotions
- Understand what tactics and mechanics to deploy to maximise promotional performance
- Get answers to questions fast – with an easy-to-use interface and pre-built dashboards
- Improve efficiency across your promotions planning workflow
- Improve collaboration with suppliers and demonstrate ROI for trade funds
- Deliver more relevant promotions for shoppers, improving the customer experience



ADVANCED BUSINESS INTELLIGENCE SOLUTIONS FROM DUNNHUMBY

Promotions Analytics is just one of the advanced analytics software solutions available from dunnhumby. These scientific tools are all designed to help retailers make strategic, customer-centric decisions that ultimately deliver improved business performance and strengthen competitive advantage.

Contact us for more information about our other business intelligence solutions, including:

- PriceStrat Analyzer
- Heartbeat Market Basket Analytics
- Heartbeat Out-of Stock Analytics

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Lagging retailers rely more heavily on experience and intuition than Winners to make operational decisions. Winners consistently put more emphasis on making decisions using experience/intuition AND data.”

—“Retail Analytics Moves to the Front Line, Benchmark Report,” Retail Systems Research, January 2014

FINAL ANALYSIS

Even one-third of top-performing retailers say that maintaining visibility into promotional profitability remains one of their most critical challenges, according Retail Systems Research¹. Bad promotions may boost revenue in the short term, but in hindsight may be costing you in wasted resources. Success in retail today requires the ability to leverage science and customer data strategically and turn insights into fast action. Promotions Analytics enables you to do just that.

The result is not just a win for your business, but a better shopping experience for your customers. When shoppers see more relevant promotions, they walk away feeling they are getting better value for their money – and that ultimately translates into loyalty, the ultimate retail prize.

¹ “The Pricing Paradox,” Retail Systems Research, April 2014.

To learn more about how Promotions Analytics can help you improve your performance



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OR VISIT

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dunnhumby is the world's leading customer science company. We analyse data and apply insights from nearly one billion shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments. Our strategic process, proprietary insights, and multichannel media capabilities build loyalty with customers to drive competitive advantage and sustained growth for clients. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas and works with a prestigious group of companies including Tesco, Monoprix, Raley's, Macy's, Coca-Cola, Procter & Gamble, and PepsiCo.