# Promotions Analytics

**Improve promotional performance with Customer Data Science**

Promotions Analytics enables you to understand past promotions, identifies potential growth opportunities and streamlines your planning workflow.

**For Category, Insight, Marketing and Analysis teams across retailers and manufacturers**

**+0.25-0.5% increase in margin**

**+1-3% increase in cash sales**

**x10 return on investment**

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# How Promotions Analytics helps you

Promotions Analytics is a web-based tool that adds value to the promotional planning process by using data and science to support everyday promotional decisions.

**1** **Provides** category guidelines such as most incremental display type in order to optimise promotion plans.

**2** **Calculates** the incremental performance of historical promotions and the contribution each tactic has delivered.

**3** **Identifies** the long tail of promotions that are sales and/or margin diluting.

# Return on investment

**Promotions Analytics enables you to leverage Customer Data Science to turn critical shopper insights into action; driving an improved, streamlined approach to promotions, while maximising category financial performance.**

- Increase sales and margins – and minimise risk of underperforming and margin diluting promotions
- Maximise promotional performance by selecting the best mix of tactics
- Leverage insights for better win/ win negotiations with manufacturers
- Deliver more relevant promotions and improve the Customer experience

# Key questions answered

How effective was a historical promotional plan or period?

How much sales/ margin/ volume was lost to cannibalisation?

How much incremental uplift was achieved by the display/ feature space or the flyer/ leaflet?

How do specific products perform on the various promotional mechanics?

What is the best display/ feature space to allocate to a product based on uplift?
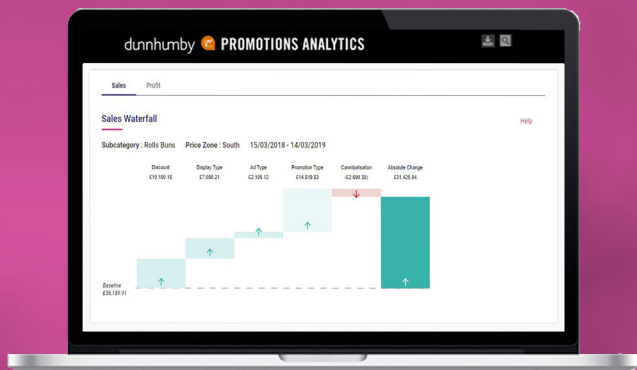
What is the best leaflet/ flyer positioning to allocate to a product based on uplift?

Did your promotion drive incremental sales/ margin/ volume? By how much?

Which products should you avoid promoting together to avoid cannibalisation?

# How it works

**1**



## VIEW HISTORICAL PERFORMANCE

View the historical performance identifying the impact of advertisement, display location, and promotion type had on product performance.
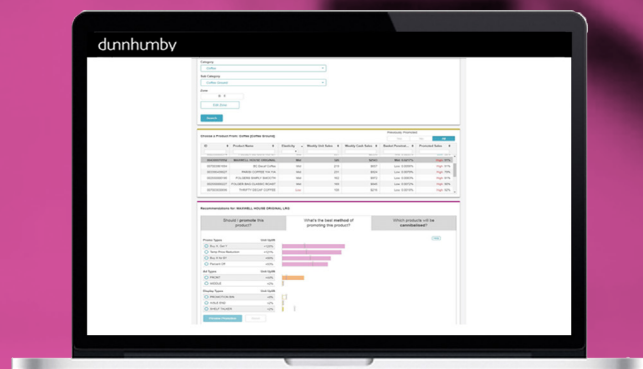
**2**

## FIND TOP PERFORMING PROMOTIONS

Identify top performing promotions, view their classification and understand what factors drove success.



**3**



## IDENTIFY THE BEST PROMOTIONAL TACTICS

With a series of dynamic visual dashboards, quickly identify the best way to promote a product based on product and category historical performances.

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**THE WORLD'S FIRST
CUSTOMER DATA SCIENCE PLATFORM**

## THE WORLD'S FIRST CUSTOMER  DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers – in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Connect with us to start the conversation
**dunnhumby.com**