

# Pricing & Promotion



## Accelerate your ROI with pricing and promotion

Promotions can be a powerful way for retailers and manufacturers to increase sales and customer loyalty. They can also be expensive drains to the bottom line. The difference between success and failure often hinges on how effectively a company can plan and execute several complex, time-sensitive processes that span departments and even trading partners. The drawback for many companies is that their teams still rely on a combination of gut predictions, disparate systems and standalone spreadsheets to manage these concurrent processes. This approach limits visibility and information sharing among decision makers, which can ultimately lead to costly errors such as excess inventory in the supply chain or out-of-stocks.

To improve the return on your promotional investment, companies must coordinate and optimize everything from determining what promotions to run to ensuring the accuracy of their promotional lift projections. This requires managing and synchronizing both the base demand forecast and the promotional demand forecast to ensure that the right inventory levels are appropriately priced and readily available to meet customer demand. With so many key decisions at stake, leading companies are recognizing the need to invest in far more sophisticated pricing and promotion capabilities to drive a higher level of performance.

What's needed is Blue Yonder's prolific, market-driven capabilities that go beyond rule-based pricing and promotion and deliver analytical, continuously

## Real results

Decreased markdown  
spending up to

12%

Improved revenue up to

15%

Stock per discount reduction  
up to

10%

optimized prices at the finest levels of granularity: store, product, color and size. Using artificial intelligence (AI) and machine learning (ML), enterprises can achieve projected success, today.

## Why go at it alone? Rely on Blue Yonder, the industry leader

Blue Yonder is consistently leading the pack in innovations and always designing with the end-user experience in mind. Our effective and progressive set of capabilities help achieve your business goals by delivering dynamic, data-based pricing and promotion solutions that reflect real customer demand across all channels.

For more than 25 years, hundreds of the world's leading retailers and manufacturers have increased sales and brand awareness with the support of Blue Yonder. Our leading-edge capabilities can assist your company in determining: which products to promote at which locations, the optimal promoted price to maximize profitability and the most effective marketing instruments to reach your target market, as well as your financial objectives. Driven by workflow, monitoring and alerts, pricing and promotion keeps everyone on the same page.

Blue Yonder's pricing and promotion uses AI to test, measure and learn the interactions between price and demand changes. From everyday pricing to markdown, our pricing and promotion capabilities consider the costs and impacts of price changes, along with consumer buying behavior, internal sales data and external data feeds such as weather when making its calculations. It's the perfect approach for progressive enterprises looking to grow revenue, increase profits and simultaneously decrease time consuming repricing events.

Blue Yonder also remains the first and only provider to offer a complete end-to-end promotion planning and execution suite. Combined with Blue Yonder's advertising capabilities, enterprises can facilitate the workflow associated with planning and executing promotions. Seamless integration of marketing plans, products, locations, prices, copy and images eliminates redundant data entry and reduces errors

in the process. By capturing promotional instructions and other elements, teams can ensure flawless execution and compress the planning cycle.

## Pricing and promotion capabilities within easy reach

Providing a systematic, scientifically based method for analyzing and decomposing demand history, Blue Yonder's pricing and promotion unlocks powerful insights into consumer purchasing behaviors, enabling your planners to explain not only how much is projected to sell but also why.

Determining the right price is critical to a successful promotion. Our capabilities boost the planning process by recommending optimized pricing to meet your financial objectives, such as revenue, volume or margin. These set of capabilities enable you to establish a promotional pricing strategy at any level of the product hierarchy, including and/or excluding product attributes. Promotional prices can also be efficiently managed and seamlessly delivered to your price management system.

As a well-rounded set of capabilities, pricing and promotion also provides scenario support through what-if analysis to select the best mix of products, marketing tactics and pricing to meet business objectives. Organizations can even incorporate vendor trade promotions into the planning process and show the resulting impact on net landed cost and gross margin.

Another tremendous competitive advantage of pricing and promotion is its connection with the forecasting capabilities. With this combined power, it ensures that the calculated lift for a promotion is fed back into the forecast. Thus, the effects of the promotion are synchronized with your supply chain so that the right amount of product is available to meet the expected lift to help drive sales and loyalty. And with a seamless integration, the result is a comprehensive, end-to-end solution to support the entire pricing and promotion planning and execution process for companies of all sizes.

 **Luminate Retail**

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