

ANALYZE AND OPTIMIZE PROMOTIONS USING ALL RELEVANT DATA

Easy-to-use tools that let you holistically analyze promotional data so you can drive more profitable offers in the future

Promotions remain a key growth-driving initiative for retailers and their suppliers. But measuring their overall effectiveness is hard. There are three main reasons for this: First, promotional data often sits in silos, preventing access to a comprehensive view of detailed data. Second, basket-level analysis is often a time-consuming, manual process. And third, promotional analytics often happen at item or category level but fall short of examining which promotions drive the most profitable traffic to the store.

ALL THE METRICS YOU NEED ON A SINGLE PLATFORM

Understanding the holistic impact of a promotion is important for retailers looking to elevate their analytical capabilities. This is where the 1010data Promotional Analytics Suite can help. 1010data helps retailers – and their suppliers – decide on the right promotions that will drive more profitable store traffic.

With the Promotional Analytics Suite from 1010data, businesses can quickly and efficiently analyze promotional performance and plan for future promotions using existing data combined with a scenario-planning interface. The 1010data Promotional Analytics Suite is built on the powerful 1010data technology, an end-to-end integrated platform that ingests large volumes of data for analysis-driven insights.

TWO INTUITIVE ANALYTICS TOOLS FOR POWERFUL INSIGHTS

The 1010data Promotional Analytics Suite is composed of two tools, the Event Group Lift History tool and the Circular Optimization tool. These tools make it possible to conduct flexible and iterative analysis of promotions across categories, brands and items.



**Event Group
Lift History**



**Circular
Optimization**

EVENT GROUP LIFT HISTORY

The Event Group Lift History tool provides a view of past promotions at a detailed level for a particular set of items. It breaks down event code data by shopper segment. The data breakout includes event details such as:

- ◆ Period covered
- ◆ Page in the circular where the promo appeared
- ◆ Regular price
- ◆ Promo price
- ◆ Unit lift
- ◆ Avg. basket margin
- ◆ Halo margin
- ◆ No. of trips
- ◆ % of shoppers reached
- ◆ No. of baskets per day
- ◆ Basket size

Event Group Lift History

Event Group: CASCADE | Target Customer: Tenure | Trips: | Primary Dept: | Metrics: Key

Ad Start Date	Ad End Date	Page	Promo Offer	Event Code	Avg. Reg Retail	Avg. Promo Retail	Store Count	# Buyers	Units / Score	Unit LIFT	Adj. Margin	Baskets Per Day	Halo Effect on Margin
02/02/17	02/11/17	30	MISLET	BOOY_CASCADE	\$6.49	\$4.39	124	642	7.2	1016	\$1,803	77.9	\$4,249
08/14/16	08/27/16	25	PINKBERRY	BOOY_CASCADE	\$6.49	\$5.49	119	482	5.4	168	\$1,376	43.8	\$11,450
02/25/16	03/05/16	27	COOKIES	BOOY_CASCADE	\$6.49	\$4.79	120	610	6.5	784	\$1,536	74.1	\$9,887

E001_CASCADE

Tenure	Member Overall %	Buyer Dist.	Buyer Index	Trips LHM	Member Overall %	Buyer Dist.	Buyer Index	Top OMA by Sales \$	Member Overall %	Buyer Dist.	Buyer Index
0-1	20%	2%	12.3	0	33%	6%	18.6	APPARELS	28%	15%	56.1
1-3	40%	20%	50.8	1-3	33%	17%	51.2	CONSUMABLES	28%	6%	156.7
3-7	26%	40%	151.6	6-9	21%	37%	178.9	BONE	44%	61%	92.8
7+	13%	37%	276.4	9+	13%	40%	276.4				

The Event Group Lift History tool provides a detailed look at any promotion’s past performance

The Event Group Lift History tool allows businesses to compare performance across different promotions and understand how valuable those trips were to the category and total store.

CIRCULAR OPTIMIZATION

The Circular Optimization tool provides a future-looking view that enables retailers to design “what if” scenarios for a proposed promotion. Specifically, this tool shows the impact a proposed promotion would have on:

- ◆ **Holistic store KPIs** – get a view of how many trips a promotion would generate, the size of the basket, and the store margin impact
- ◆ **Category adjacencies** – understand the strength of the relationship between products in a basket or between products featured on the same page of a circular
- ◆ **Position of the feature in a circular** – choose which page or variation of a theme to feature for a select item
- ◆ **Promo length** – do a comparison across promotions of what the length of a promotion should be
- ◆ **Reach and relevance** – compare the number of shoppers a promotion is estimated to reach, by item

Circular Optimization

Which Ad Items Should be on the Cover to Drive Traffic and Profit? | Buyer Dist: % | Index

Event: A_00170522 | Target Customer: Tenure | Trips: | Primary Dept: | Breakout by: Tenure | Refresh

Scenario	Event Group	Relevance %	Store Margin Potential (\$000)
Front Page Scenario A	SCOTT'S MULCH x SCOTT'S SEED x SOLAR WALKLIGHTS	1.3%	\$394.0
Front Page Scenario B	RAWLINGS x SAMUNG TV x STARBURST x VIZIO	1.6%	\$328.7
Front Page Scenario C	PATIO CHAIRS x PATIO SETS x PATIO TABLES	1.1%	\$1,137.3

Event Group	Brand	Effect	Relevance (%)	Basket Margin
SCOTT'S SEED		14.10	0.9%	22.6%
SOLAR WALKLIGHTS		15.29	0.3%	7.12
SCOTT'S MULCH		9.12	0.4%	\$14.4
STARBURST		5.31	1.3%	0.1%
VIZIO		21.61	0.3%	17.74
RAWLINGS		6.38	0.0%	0.38
SAMUNG TV		0.38	0.0%	0.38
PATIO TABLES		39.77	0.3%	0.8%
PATIO CHAIRS		36.68	0.1%	18.22
PATIO SETS		18.22	0.1%	18.22

Tenure Segment	Relevance %	Store Margin Potential (\$000)	Buyer Dist (%)
0-1	0.4%	\$14.4	1.9%
1-3	0.8%	\$27.6	22.6%
3-7	1.4%	\$147.4	31.6%
7+	2.4%	\$144.6	35.6%

Tenure Segment	Relevance %	Store Margin Potential (\$000)	Buyer Dist (%)
0-1	1.0%	\$13.7	4.5%
1-3	1.1%	\$75.5	22.9%
3-7	2.0%	\$122.0	37.7%
7+	3.3%	\$117.1	35.0%

Tenure Segment	Relevance %	Store Margin Potential (\$000)	Buyer Dist (%)
0-1	0.3%	\$63.8	4.0%
1-3	0.7%	\$277.1	25.1%
3-7	1.2%	\$421.5	37.9%
7+	1.9%	\$374.8	32.4%

The Circular Optimization tool allows decision-makers to build “what if” scenarios when planning promotions so they can make the most informed decisions possible

Users can break out results by segments, or limit projections to certain segments. The end result is that decision makers have the guidance they need on the best offers to make, based on a wide variety of metrics, including how much traffic will be generated, and how profitable the traffic will be.