

# Post-Promotions Performance Analytics (PPA) 4.0



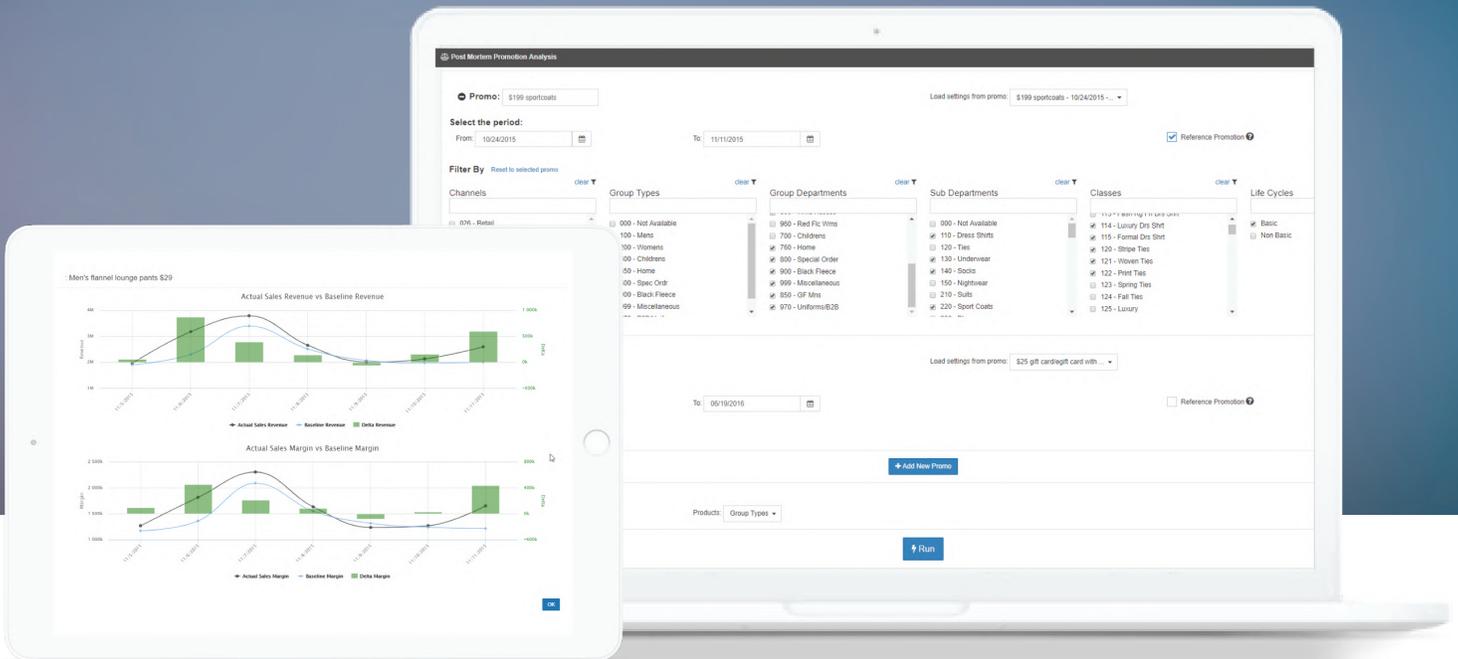
Understand effects of promotion



Compare and plan for upcoming seasons



Build a profitable campaign



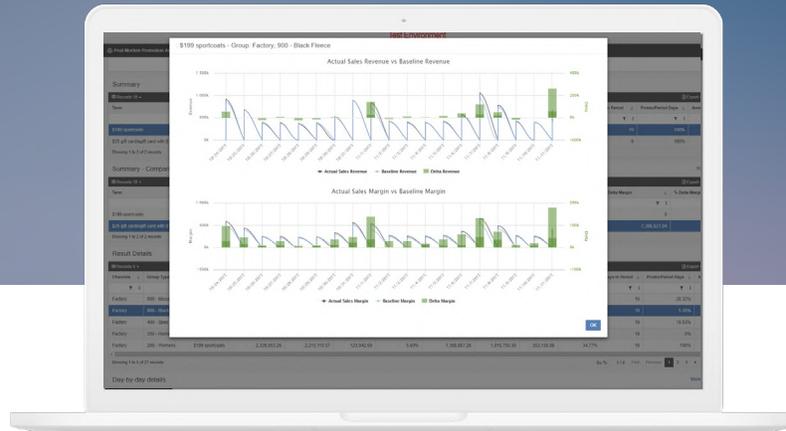
**Promotions are investments or, in financial terms, expenses.**

They are used to drive sales of the product being promoted and of other products the retailer hopes the customer will add to the basket when they visit the store.

To measure the true effectiveness of a promotion, sales leaders measure the expense versus the margin generated during the campaign. Just comparing it against last year or the previous campaign gives directional information but it falls short of understanding the full impact of the promotional strategy.

## Promotions should be considered as part of an overall marketing strategy and not a standalone event.

Sales leaders need to identify the impact their promotional strategy is having on the sales and margin over time. Customers respond in greater number and more consistently when the offers are relevant, leading to more store visits and increase in purchases. The longer a customer is engaged with a store the more they tend to spend across the store. The performance outcome of increased sales and margin is achieved over time in a very sustainable way.



ORS Post-Promotions Performance Analytics 4.0 allows products and services owners to visualize their promotions effectiveness by:



Assembling and integrating silo-ed enterprise data



Applying deep math algorithms, statistical models, and econometrics to business processes



Bring big data analytics to enrich enterprise data

ORS PPA 4.0 is a powerful platform to:

- Compare a promotion performance to a similar promotion during a different period
- Compare two or more different promotions performance (in terms of products and/or periods)
- Compare a promotion performance to a non-promotion in the same time frame
- Estimate a Baseline that represents the quantity/dollar volume sold during a non-promotion to consider promotional periods, change in average price, seasonality, and weather conditions
- Understand how sales during non-promotion periods are affected by a previous promo or the next planned promotion
- Compare quantities sold, revenue and margin of two or more promotions

Using ORS RETa.i.L™ Platform, we are able to create a highly sensitive and responsive digital supply chain, to manage inventories in real-time and to optimize operations end-to-end. Buy Anything, Get Anywhere 4.0 (BAGA) is a disruptive solution for automated omnichannel fulfilment to help us build superior customer experience and avoid lost sales.



Gianluca Tanzi  
COO

For more information, please contact [sales@ors.group](mailto:sales@ors.group)