

PRICING EXCELLENCE

How do you improve the odds for a successful promo?



BlueYonder and DoubleBlaze, a BlueYonder implementation partner, explore how to achieve pricing excellence

What is the purpose of your promo?



Give your promos direction

There are a lot of reasons you advertise and promote. Knowing your goal is table stakes. Are you trying to inform, persuade or remind?



New store? New products? New residents? **Inform** them so they know who you are using ads, press, web, word of mouth, and social media. Generate awareness and give them a **reason** to buy



Have a lot of competition? **Persuade** customers to try you using promos, added value offers, and temporary price reductions. Give them an **incentive** to buy.



Remind them about you using post card mailers, seasonal ads, newsletters, announcements, e-mail campaigns, and social media.

Knowing your strategy will help guide your campaigns when making decisions on products to promote, deals, and marketing instruments.

What is the right promo?



Take chance out of your promo strategy

Even when you know your promo's purpose, campaigns often feel like a crapshoot. What are the right items? What is the right price? Can your supply chain execute? Getting answers to these questions will help you place the right bets.

Are you promoting the right item?		Sometimes its hard to determine which items should be promoted. Slow movers? New items? Use analysis to find opportunities.	Place Bets
Is it the right price?		Using statistics and machine learning can help you set the optimal price to achieve your goals like margin gains.	
What about halo effects or cannibalization?		Should you even promote? Sometimes its best to do nothing when higher margin items are cannibalized.	
What is the right marketing instrument?		Analyzing historical campaigns will help you determine the right marketing instrument.	
Are your teams coordinated?		What if marketing runs a coupon and merchandising is planning a price drop?	
Can your supply chain execute?		When planning a promotion, your supply chain needs to know so they can plan when to have the product.	

How do you improve the odds?



Improve promotion performance

Using tools for analysis, collaboration and optimization on your promotions will help you improve the odds.



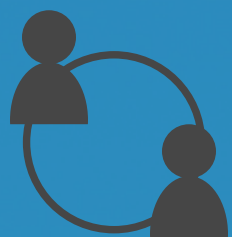
Analysis

Using tools for analysis will help you help you identify problem spots by showing you items that aren't selling as well or meeting your forecast demand. These items will bubble up to the top for attention.



Optimization

Once you identify the items you'd like to promote, optimization tools utilizing machine learning and statistics can recommend prices that will maximize your profit and revenue goals.



Collaboration

It is imperative to collaborate with key stakeholders to coordinate campaigns across marketing, merchandising, operations and supply chain. Using tools that manage the process will minimize surprises and mistakes.

Achieve up to a 20% improvement in campaign margin

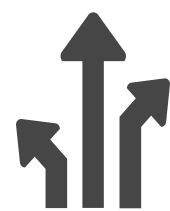
By instituting the use of tools for analysis, optimization, and collaboration, you'll find your campaigns are much more effective yielding up to a 20% improvement in margin

EXCELLENCE



DoubleBlaze can do an assessment by working with key stakeholders to identify what how we can help your promotions process.

Utilizing BlueYonder's pricing solutions, DoubleBlaze can help you optimize your promotion performance and achieve the results you want.



[Click here for more information about DoubleBlaze's approach to implementing BlueYonder's pricing products.](#)

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