

Promotion Management

A complete solution to drive store traffic, manage product lifecycles, and maximize sales and margins.



Drive Customer Loyalty

Attract new customers and strengthen existing brand loyalty by offering the most compelling deals based on customers' interests, demographics, and location. Get offers in front of customers at the right time, and communicate with them in the ways they prefer.



Maximize Revenues and Lower Costs

The Mi9 Promotion Management solution supports creativity and innovation, leading to higher revenues, reduced overall costs, and increased margins as departments work together to make better use of vendor marketing budgets, improve promotional product selection, and reduce advertising costs.



Increase Productivity With Powerful Promotion Tools

Mi9 Promotion Management enables retailers to streamline the planning and execution of promotions across offline and online channels, and to manage all aspects of the product lifecycle pricing, increasing operational efficiency between departments while reducing costs as a result.



Plan and Execute Successful Promotions

Plan more effective future campaigns by analyzing and evaluating the effectiveness and profitability of your promotional programs. Quickly and easily move your planned promotions through the execution process getting them to consumers faster and more efficiently.

Attract new and existing customers while increasing revenues and reducing marketing costs, thanks to the power of a unified promotional strategy. Promotions are levers smart retailers use to drive store traffic, manage product lifecycles, and maximize sales and margins.

The Mi9 Promotion Management solution is the ultimate promotion management tool — allowing departments, external agencies, and vendors to collaborate on targeting options, campaign development, and event management. The promotion management software has features to allow the creation and adjustment of promotion forecasts and “what if” scenarios and to facilitate the analysis of category impact.

The software has been designed to meet the complex needs of today's busy merchandising, marketing, and advertising teams. The teams work together in one system, streamlining the planning and execution of promotions across offline and online channels. The solution gives users the power to easily and accurately plan successful promotions, incorporate their impact into the overall retail planning process, and then evaluate their effectiveness.



Plan

- Campaign & event calendar
- Event creation
- Targeting options
- Promotion creation
- Promotion-level price clusters
- Price strategy

Recommend & Forecast

- Promotion forecasting
- Manual override
- History comparison
- What-if planning
- Yearly promotion calendar

Execute & Analyze

- Understand Category Impact
- Analyze Promotional Space
- Determine the Media Mix
- Measure Ad Spend ROI
- Manage Content and Versions
- Manage Digital Assets
- Visual Layout Templates
- Coupons
- Automated Publishing
- Store Signage



Marketing

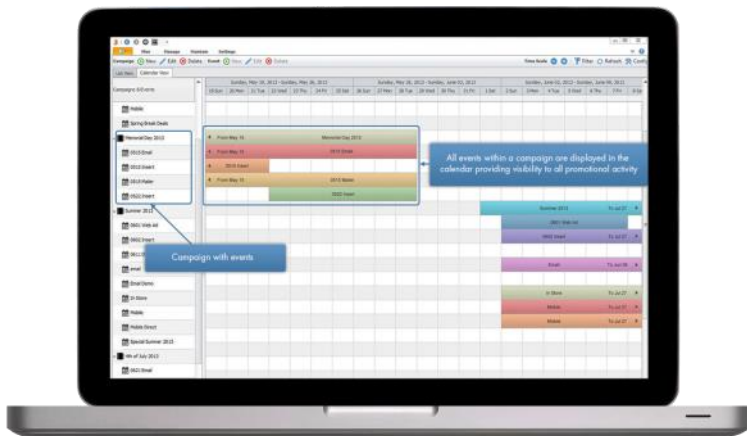
- Establish campaign goals
- Set & manage promotional budgets
- Target campaigns demographically & geographically
- Analyze promotional performance

Merchandising

- View financial planning information
- Plan cross-channel promotions
- Identify best products to promote
- Forecast promotional uplift

Advertising

- Automatically receive cross-channel plans
- Visually build promotions across all media types
- Deliver promotions to 3rd party publishing systems



About Mi9 Retail

Mi9 Retail is the fastest growing provider of enterprise software for retailers, wholesalers, and brands. Mi9 enables the world's leading retailers to automate and optimize their entire Plan-to-Sell™ process, from planning to executing, influencing, and selling merchandise in-store, online, and on any device. Mi9 corporate retail systems facilitate better planning, master data management, allocation, and replenishment, and Mi9 customer engagement and point-of-purchase systems boost revenue across digital and brick-and-mortar channels. Our solutions are connected via a common analytics framework that serves as the foundation of the system and speeds time to insight with role-based dashboards, KPIs, and governed self-service data discovery. Mi9 Retail is committed to helping retailers on their path to success, so they can maximize revenue and customer engagement while minimizing costs. Visit www.mi9retail.com to learn more.