

promotional recommendations



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Background

A produce client asked the Perishables Group (PG) to provide recommendations for their future promotion strategies. The Perishables Group conducted a promotional analysis to help the client understand the impact of past promotions and to understand strategies which could be applied and adapted to future promotions to produce superior results.

Approach

The Perishables Group measured the impact of the client's past promotions and provided a guide, or set of parameters, based on fact and data, to optimize the performance of future promotions.

PG began by compiling two years of client-specific subcategory and item performance data, including weekly item volume, dollars and promotional information.

After selecting eight retailers from the Perishables Group database, representing three different regions of the U.S., PG coded the data and calculated promotional discounts to reflect the subcategories and items involved in each promotion. Next, PG Analyzed the effect of various types of promotions on volume, dollar, and gross profit sales and sell-through to determine the combination of factors that demonstrated superior promotional results.

A set of parameters and recommendations was then created based on past superior promotional results that the client could apply to their future promotions to replicate superior promotional results.

Results

The promotional analysis and recommendations helped the client create optimal promotional plans for the future by providing them with a set of parameters on which to base their promotions in order to achieve superior results.

The parameters included: how often to promote items, what discount range to promote items, number of items to include in promotions, type of items to include in promotions, price types to promote items and what, if any, brands to coincide promotions.

The Perishables Group provided the client a set of parameters based on data and fact to optimize the performance of future promotions

