

Meet Cognira's PROMOTION SOLUTION



Promotion Planning	I					<u>©</u> ?8
PROMOTION DETAILS						
Name	Start Date		Status			
% off Kellogg's Cereal	10/04/2020		Planning	•	Promotion Type	
					Percent Off	V
Description	End Date		Target		Percent Off	Quantity
% off Kellogg's Cereal	10/11/2020	<u> </u>	Ad Zone	•	% 15	1
Purpose	Discount Type		Vehicle		Max Regular Retail \$ 6.29	Max Promoted Price \$ 5.35
Select a purpose	 Select a Type 	▼	Select a vehicle	•	Min Regular Retail	Min Promoted Price
					\$ 6.29	\$ 5.35
Search product					+	
					Max Cost	Max MarginPrice
UPC	Description		: Туре	:	\$ 5.80	\$-0.45
	Kellogg's Cereal Description		Single Item			
1332790					Min Cost	Min Margin
1332790	Kellogg's Cereal Description		Single Item		\$ 5.80	\$-0.45

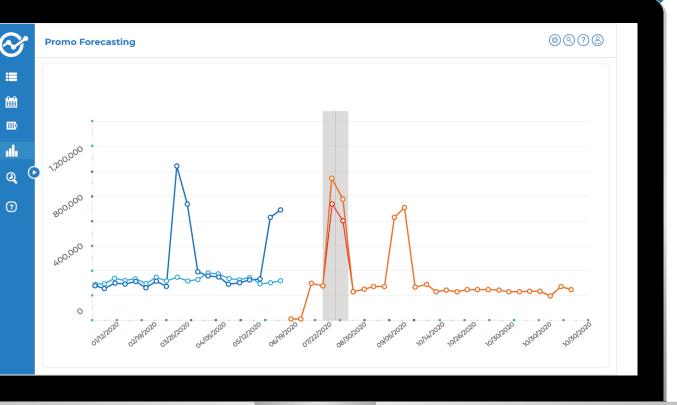
PROMOTION PLANNER

A centralized dashboard with AI capabilities that transform promotion management









PROMOTION FORECASTER

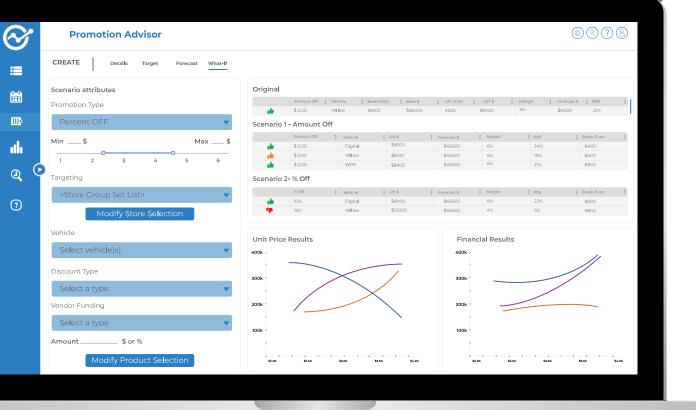
Our machine learning promotional forecasts accurately mirror demand and improve over time.



PROMOTION FORECASTER

Improve in-stock positions of products during the promotional periods Gain visibility into the entire supply chain for better planning





PROMOTION ADVISOR

Gain access to powerful, what-if forecasting capabilities that simulate thousands of possible scenarios, resulting in maximum promotion optimization.

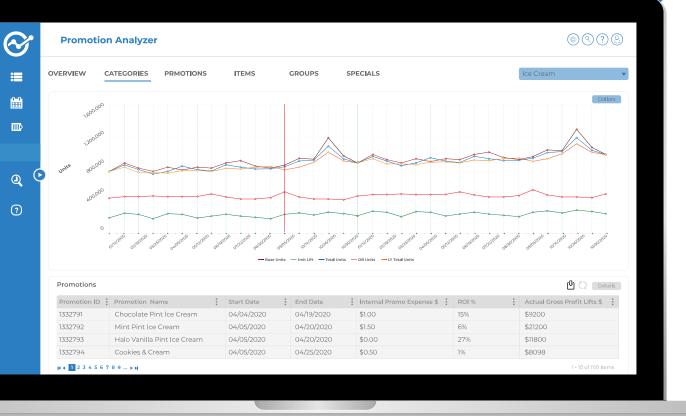


PROMOTION ADVISOR

_____ ≣_∰____

Receive prescriptive recommendations on promotions Reach your desired goals around sales, quantity, revenue, or margin





PROMOTION ANALYZER

Rather than relying on complicated spreadsheets, our solution utilizes AI and ML to help you learn from past performance to drive future success.



PROMOTION ANALYZER



Gain insight on promotion performance at the item and category level

Improve promotions based on data-driven analytics.





START YOUR JOURNEY WITH AI TECHNOLOGY

