

# Digilytics RevUP Promote

improving Auto Aftermarket Promotion performance



RevUP Promote is an Intelligent Trade Promotions Management Solution for improving the effectiveness of Trade Promotion Schemes

## Granular Trade Promotion Visibility

Across Category/Brand/SKU/Geo/Sales Hierarchy/Channel for different time periods and historical comparison through VisCons.

## Apply Trade Promotion Spends more Effectively

Analytical model-based Trade Promotion Score to identify low performing areas.

## Optimize Trade Promotion Spends

Predictive modelling and Algorithm-based Trade Promotion Optimization.

## Intuitive Chat Query

Enables to obtain granular downloadable information through intuitive chat queries.

### Benefits of RevUP Promote:

- Easy adoption and integration
- Built-in insights
- Includes Secondary and Syndicated data
- Evaluate Sales Lift and ROI
- Simulate Predicted results



### \ EVALUATE \

Easy, visual and graphical way to analyze Trade Promotion Performance



### \ EFFECTIVE \

Provide model-based insights for faster decision making



### \ EFFICIENT \

Optimization of Trade Promotion spends for better planning

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