



## Coupons and Promotions Module

Discounts, coupons, and promotions are a compelling way to attract buyers and increase their overall spend or “basket size”. They help boost sales of slow selling items and/or high-priced items, incent trying of new products, reward loyal customers, and can be targeted for specific locations, seasons, or individuals. If not monitored carefully however, they can also lead to significant margin erosion. Analyzing data from your coupon and promotional programs helps focus on areas that maximize profits while detecting and minimizing loss associated with potentially fraudulent activity.

### Key Benefits

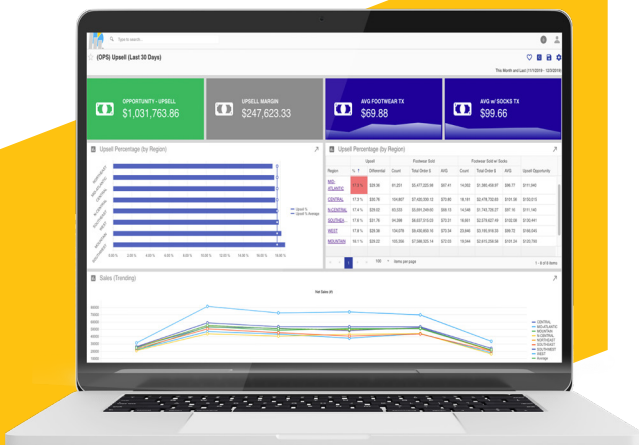
Analyzing the data collected about the full range of your discount programs, you can determine when and where they’re being redeemed most, detect fraud, and increase profitability.

### Keep Promotions Profitable

Not every instance of increased discount, coupon, or promotion use means there’s a scam. That’s why it’s so important to keep a close eye on your discretionary and promotional discounts. Identifying locations with high percentages of both customer and employee discounts compared to sales could indicate fraudulent activity. But it could also indicate a truly engaged region or set of stores. If your promotion is getting traction, you should see increased foot traffic or basket size. If the promotion isn’t resonating, you can drill into the details to determine why. In cases where you’re offering multiple promotions, make certain your employees stack them in the correct order to reduce the cost to the business.

### Spot Coupon Misredemption & Promotion Misuse

If not trained appropriately, your employees may unknowingly accept coupons or discounts that are fraudulent. Recognizing shifts or trends of coupon usage at specific stores or restaurants can prevent additional losses. Use Agilence to identify stores and employees who are deliberately and unintentionally accepting counterfeit coupons. When running promotions, ensure your staff are following protocol and ringing up products even if they are offered for free so you can keep an accurate record.





## Requirements

The Coupons & Promotions Module requires POS data (TLOG), HR Master, and Store Master data as prerequisites. The module will also require Promotion Master data and Customer (Loyalty) Master data (Optional).

## Avoid Discounting Manipulation

Discounting is a compelling tactic for maintaining customer loyalty. However, discounts also have the potential for significant margin erosion if not monitored carefully. Discretionary discounting also opens the door for manipulation. Finding trends between increases in discounts that don't match increases in foot traffic could indicate a problem. Discount stacking can also eat away at profits unless carefully monitored. Drill into your discounts with Agilence, analyzing them by store, item, and cashier to find out when the discounting is serving your business and when it's not.

## Analyze Effectiveness

Calculate coupon or discount adoption, performance, and ROI by evaluating your transactional data. Promotional programs should increase overall sales both at the store and customer level. Use Agilence to understand how your item sales and promotional campaigns overlap and gain a deeper understanding of customers' buying behaviors and program effectiveness. Determine if you need to encourage promotions and coupon use with proper store displays, online and in-app advertising, and training store associates to direct customers to the promotions.

