

## Are your promotional offers creating profitable traffic for your store?

Generally, grocers communicate with their shoppers through advertisements in local newspapers or direct mail campaigns. In today's exceptionally competitive marketplace where margins continue to shrink, and big box competition continues to grow, matching relevant offers to your shoppers through the most effective delivery vehicle is critical to increasing the ROI of your marketing programs.

Tailored Marketing from Prognos matches vendor and internal offers to your shoppers, taking into consideration the characteristics and constraints of each. We factor in campaign intent, offer relevance to the shopper, and reward attractiveness.

Prognos incorporates purchase behavior data for existing shoppers and evaluates all potential internal and external offers as a single product offering. We then optimize the product offerings across all shoppers, providing the greatest benefit for both the shopper and retailer.

### **Prognos Best Practices**

1. Collect and segment the wealth of shopper data
2. Identify Market Opportunities(Who, What, Where, How)
3. Execute, Measure, Accumulate Feedback, Improve  
Circulars
  - Identify and score by shopper segmentOne-to-One
  - Score by shopper
  - Create campaign with shopper focus and campaign intents

Each one-to-one offer is created independently of the optimization process and typically has several financial characteristics (costs, promotions, etc.). The offer also has a predictive model associated with it that produces a score when customer information is fed into the model. The score takes a number of forms, including the probability that the customer will respond to the offer and the expected value of the offer for the shopper.

Metrics like item average weekly sales, household penetration, basket penetration, and promotional lift are also included to produce reports and provide shopper insight.

**To learn more, please contact us at:**

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*Allocating relevant offers to your shoppers will improve financial performance, customer loyalty, and your ROI on promotions.*

*Enables Category Managers to make more informed decisions during the planning process and provide advance intelligence for vendor negotiations.*

