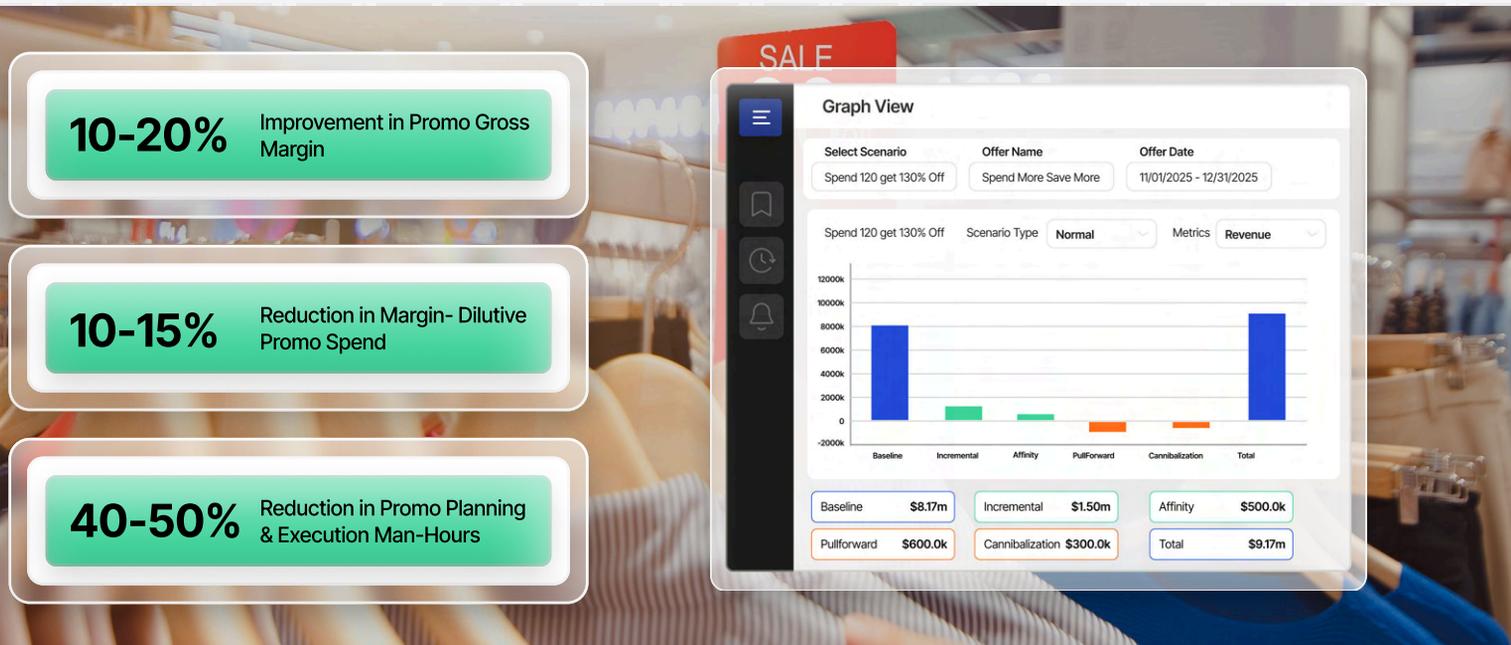


AI-native promotion planning solution, PromoSmart, empowers businesses to set precise targets, analyze metrics across discount levels, and streamline approval workflows to optimize promotions that drive increased sales and maximize revenue growth.



Category	Value
Baseline	\$8.17m
Incremental	\$1.50m
Affinity	\$500.0k
Pullforward	\$600.0k
Cannibalization	\$300.0k
Total	\$9.17m

Key Features

PromoSmart is an end-to-end promotion optimization solution that allows users to review historical promotion effectiveness and plan future promotions with greater efficiency and data-backed insights.

✓ **AI-recommended and optimized objective-based promotions** to maximize sales and ROI impact.

✓ **Cross-functional collaboration** with calendarized views for seamless planning and tracking.

✓ **Forecast future promotions** with scenario planning to enhance accuracy and performance.

✓ Supports offers including **BxGy, \$off, %off, tiered discounts, bundles, multi-buy**, and more.

✓ **Review historical promo effectiveness** to refine strategies and boost future outcomes.

✓ **Rapid implementation and quick speed-to-value** delivering faster promotional effectiveness.

Client Outcomes

A leading discount retailer with over 1,000 stores across 40+ states achieves a 10% reduction in margin drain with PromoSmart.

A leading multi-category retailer used PromoSmart across 1,000+ stores to manage complex promotions. By optimizing offers across diverse products and seasonal demand, the retailer cut margin drain by 10%, boosted gross margin by 2%, and reduced planning time by up to 60%.



About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG and manufacturing.

Clients Who Trust Us



The Impact Analytics Smart Platform

Native AI & ML | End-to-End | Seamless Integration | Rapid Implementation

Merchandising

- PlanSmart™ (MFP)**
Merchandise financial planning
- AssortSmart®**
AI-native assortment planning
- VisualSmart™**
AI-native visual line planning
- SizeSmart™**
Optimize size curves using AI
- ItemSmart™**
AI-native item planning
- StoreSmart™**
AI-native store intelligence

Supply Chain

- InventorySmart® (Allocation & Replenishment)**
End-to-end inventory management & planning
- SourceSmart™**
AI-native sourcing optimization
- SpaceSmart™**
Space planning & optimization

Pricing & Promotions

- PriceSmart®**
Unified lifecycle pricing
- BaseSmart™**
AI-native base price optimization
- PromoSmart®**
AI-native promotion planning & optimization
- MarkSmart®**
AI-native markdown optimization
- TradeSmart™**
Trade promotion planning & optimization

Business Intelligence

- CortexEye™**
AI-native decision intelligence system
- AttributeSmart®**
AI-native product tagging and attribution management
- TestSmart®**
Hypothesis-driven automated testing

ForecastSmart™

AI-native demand planning & forecasting engine

Proud to be recognized by:

