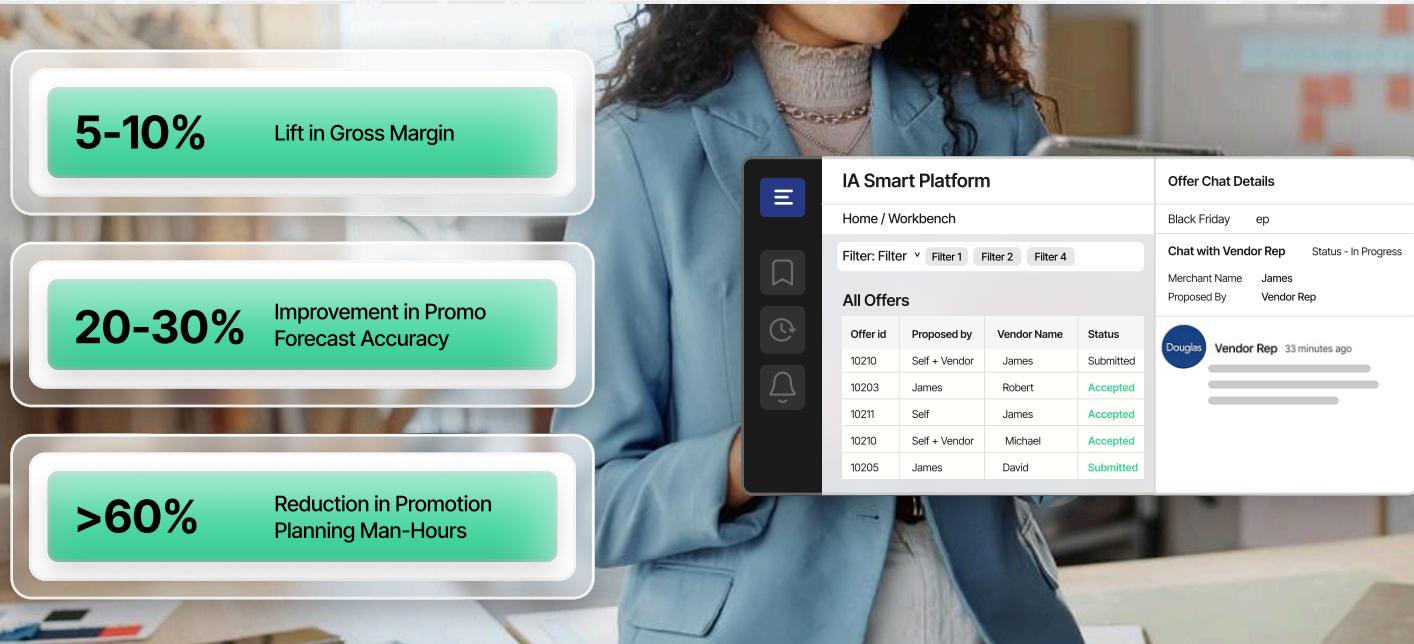


AI-native TradeSmart revolutionizes trade promotions with real-time spend visibility, performance optimization, and enhanced budgeting & forecasting.



Key Features

TradeSmart optimizes your promotional spending and enables you to track and improve performance for every dollar deployed.

 **AI/ML-driven volume decomposition** into promo and marketing vehicles for deeper insights.

 **End-to-end trade solution** with approval workflows to streamline execution and governance.

 **Forecast future promotions** with scenario planning to improve accuracy and effectiveness.

 **Trade calendar to monitor past, present, and future promotions** for complete visibility.

 **“What-if” promotional scenarios** delivering optimized recommendations for better outcomes.

 **Flexibility to use syndicated data, internal data, and retail partner data** for planning.

Client Outcomes

TradeSmart improved trade spend effectiveness for a leading hair care and accessories brand, resulting in a 10% identified trade spend savings.

A leading U.S. hair care brand used Impact Analytics to unify GTN trade spend data and analyze promo performance. By harmonizing multiple data sources and modeling true uplifts, the brand optimized promotion strategy, saving 10% in trade spend through smarter planning and reduced inefficiencies.



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:

