

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

5-10%


Lift in Gross Margin

20-30%

Improvement in Promo Forecast Accuracy

>60%

Reduction in Promotion Planning Man-Hours

IA Smart Platform				Offer Chat Details	
Home / Workbench				Black Friday	ep
Filter: Filter ▾ Filter 1 Filter 2 Filter 4				Chat with Vendor Rep Status - In Progress	
All Offers				Merchant Name	James
				Proposed By	Vendor Rep
Offer id	Proposed by	Vendor Name	Status	 Vendor Rep 33 minutes ago	
10210	Self + Vendor	James	Submitted		
10203	James	Robert	Accepted		
10211	Self	James	Accepted		
10210	Self + Vendor	Michael	Accepted		
10205	James	David	Submitted		

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:

