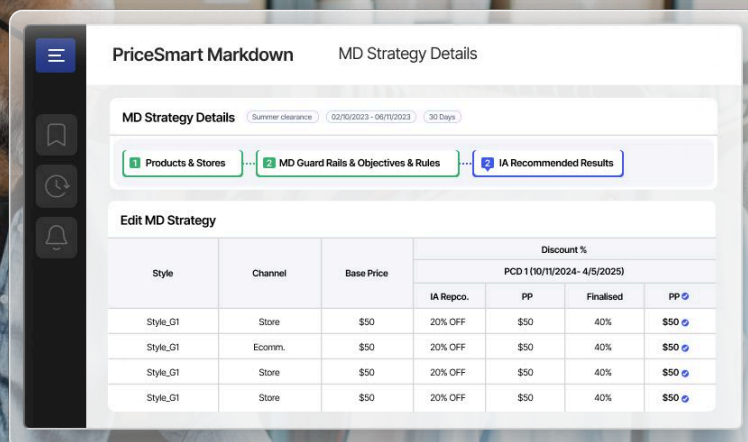


AI-native MarkSmart redefines clearance planning with automated workflows, data-driven strategies, and real-time dashboards. It enables businesses to achieve higher gross margins, accelerate inventory liquidation, and minimize manual effort.

+5-15% Gross Margin Lift on Clearance Products

+10% Sell-Through Improvement Reducing Dead Stock

50% Reduction in Manual Effort Through Automated Recommendations





The screenshot shows the 'PriceSmart Markdown' interface with 'MD Strategy Details' selected. It includes a sidebar with navigation icons, a top bar with the strategy name and dates, and a main content area with a table of product data.


Style	Channel	Base Price	Discount %			
			IA Repco.	PP	Finalised	PP
Style_G1	Store	\$50	20% OFF	\$50	40%	\$50
Style_G1	Ecomm.	\$50	20% OFF	\$50	40%	\$50
Style_G1	Store	\$50	20% OFF	\$50	40%	\$50
Style_G1	Store	\$50	20% OFF	\$50	40%	\$50


Key Features


MarkSmart empowers businesses with advanced, AI-driven clearance management tools to streamline workflows and maximize profitability.


 **Interactive dashboards** to track planned versus actual sell-through performance in real time.

 **Fully automated discount depth and cadence** at any level of product/store hierarchy.

 Scenario simulations to **evaluate and compare** multiple clearance strategies effectively.

 **Integrated promotion and clearance planning** to enable smooth, unified execution.

 **Rules-based clearance planning** designed for consistent and optimized execution.

 Comprehensive end-to-end clearance cost analysis to **drive strategic business decisions**.

Client Outcomes

A leading specialty retailer, with stores across 250+ locations, achieved a 15% gross margin lift with Impact Analytics AI-native MarkSmart.

Impact Analytics helped a leading retailer tackle issues like excess inventory and inefficient promotions. With MarkSmart, they shifted to data-driven pricing, improving discount accuracy, boosting sales speed, and raising gross margins by 15% across stores.



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

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