

Promotion Effectiveness

Most promotions fail to break even, yet many companies continue to repeat them due to a lack of granular insight. Under our **Revenue Growth Management** pillar, **ahatis** provides the analytical rigor to separate "noise" from "growth." We look past the top-line sales spike to understand the total ecosystem of a promotion, ensuring you can stop funding "value-destroying" events and double down on what works.

Our Promotion Effectiveness framework analyzes five key dimensions:

- **True Incrementality & Cannibalization:** We calculate "Pure Incremental" volume by stripping out base sales, pantry-loading (forward buying), and SKU-switching to see if the promotion actually grew the category.
- **Retailer Execution Audit:** We analyze whether the retailer actually delivered on the agreed-upon display, price point, and shelf position, linking execution directly to performance outcomes.
- **Consumer Behavioral Response:** We evaluate how different shopper segments responded—did you attract new "trial" users, or simply subsidize your most loyal customers?
- **Financial Impact & ROI:** We provide a full-view P&L for every event, accounting for trade spend, manufacturing costs, and logistics to determine the net profit impact for both you and the retailer.
- **External Factor Normalization:** We use AI to isolate the impact of variables you can't control—such as competitor activity, local weather, or seasonal trends—to ensure the "lessons learned" are accurate and repeatable.

Why ahatis is the Strategic Choice

We turn hindsight into a competitive weapon. By closing the loop on promotional data, we help you build a "Predictive Promotion Calendar" that optimizes for profit, not just volume, ensuring every dollar spent is a dollar working toward your strategic goals.