

# Promo AI



Promo AI brings clarity and control to the world of apparel promotions. It helps retailers plan smarter campaigns by simulating outcomes before launch, ensuring every discount drives real impact—not just volume. From back-to-school bundles to holiday markdowns, it pinpoints which promos work, for which products, and why. With built-in post-event analysis, teams can refine their strategies over time instead of repeating guesswork. Promo AI also ensures consistency across channels, so customers get a seamless experience wherever they shop.

**The result?**

Higher ROI, less margin leakage, and more strategic use of every promo dollar.

**Core Features**



**Promo Effectiveness Assessment**

Analyze past seasonal campaigns (like "Hanna Jams" during Christmas) to understand which promos truly drove incremental revenue.

*Best for: Holiday Collections*



**Promo Simulator & ROI Forecasting**

Simulate “what-if” scenarios for percentage vs. dollar-off offers to predict which strategy will yield the best ROI before launch.

*Best for: New Arrivals (Spring Collection)*



**Customer Behavior Modeling**

Understand how returning and first-time customers react to bundle discounts or loyalty-driven promos.

*Best for: Back-to-school uniforms and bundle tees*



**Cross-channel promo optimization**

Align promotional pricing and discount strategies across your site & marketplaces like Amazon, optimizing based on channel-specific shopper behavior & performance.

*Best for: Core Pyjamas line.*



**Promo Calendar & Coordination Tool**

Map out all planned promotions and avoid overlapping offers that lead to cannibalization—especially during peak seasons.

*Best for: All-Site Sales & Doorbusters*

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