Promo AI

In electronics, promotions are both a powerful growth lever and a potential margin risk. With highly price-sensitive shoppers, short product lifecycles, and aggressive discounting across online marketplaces, retailers are under constant pressure to run campaigns that drive volume without eroding profitability. Add to that the complexity of coordinating across online and in-store channels, and it's clear that instinct-led promotions simply don't cut it.

Promo AI gives electronics retailers the intelligence to plan, simulate, and optimize every promotion—ensuring campaigns are not only competitive, but strategically aligned with margin goals, inventory realities, and timing that converts. Whether you're clearing end-of-life SKUs, introducing the latest tech, or defending your position during peak sales events, Promo AI ensures every campaign is data-driven, purpose-built, and performance-focused.

Core Features

Promo Effectiveness Analysis

Analyzes past campaigns and ranks them as successful, mixed, or underperforming—backed by margin, uplift, and conversion data.

Best for: Weekly or monthly promos on items like tablets with repeat campaign patterns

Campaign Simulation & Forecasting

Forecasts performance of planned promos before launch—testing discount depth, product mix, and timing against expected KPIs.

Best for: TV bundles or audio products where aggressive pricing requires precision

Competitor-Informed Promotions

Leverages Competitor AI insights to align or counter competitor promotions with smarter timing, discounting, or bundling.

Best for: Fast-moving SKUs like wearables, webcams, or streaming devices

Cross-channel Promo Coordination

Keeps offers aligned across eCommerce and in-store, while supporting geo-targeted differences based on local demand or inventory.

Best for: Big-box exclusives like smart home kits that are sold in digital & physical retail

Promo Calendar & Seasonality Guidance

Maps active and future promos in a unified calendar—surfacing overlap risks and aligning campaigns with peak seasonal demand.

Best for: Back-to-school laptop deals, holiday gift bundles, or Q4 clearance cycles

Trusted by leading global brands including:

LOUIS VUITTON

LIVING SPACES

1800

COALATREE ECO-MINDED GOODS

BLOSSOM GROCERY

Down to Earth Organic & Natural