

Promo AI



In the sporting goods world, promos must be fast, flexible, and profitable. From seasonal spikes in activewear to clearance cycles for outdoor gear, poorly timed or overly broad promos can tank margin or create stockouts. Promo AI brings clarity and precision to promotion planning, execution, and post-campaign analysis—automated, predictive, and integrated with inventory and pricing.

Whether you're launching a flash sale or planning a markdown campaign, Promo AI ensures you hit your KPIs—not just clear out inventory.

Core Features



Promo Effectiveness Analysis

Model expected ROI, sell-through, and margin impact before campaigns go live.

Best Fit: Comparing “20% off storewide” vs. “Buy One, Get One 50%” on performance apparel during New Year fitness season.



Inventory-Aware Promotion Triggers

AI automatically recommends targeted offers based on aging stock and seasonal turnover.

Best Fit: Clearing out overstocked cleats, hydration packs, or ski goggles as next season’s inventory arrives.



Competitive Promo Monitoring

Track and respond to competitor promotions in real-time to maintain share and price perception.

Best Fit: Spotting competitors’ weekend sales on baseball gear or price-match bundles on camping kits.



Omnichannel Promotion Coordination

Ensure timing, pricing, and product scope are consistent across all channels.

Best Fit: Aligning online, in-store, and email promotions for Father’s Day fitness events or back-to-school sports bundles.



Post-Campaign Performance Breakdown

Understand what worked, what didn’t, and how to refine the next offer for better outcomes.

Best Fit: Reviewing campaign impact by region, category, or SKU—like a 30% off spring gear sale.

Trusted by leading global brands including:

