



The Promo Flywheel in Action:

When Humans and AI Turn
Complexity into Real-Time,
Coordinated, High-Impact Execution.



Proud to celebrate 50 years of boldness and passion



*Automation, data and AI-assisted workflows
deliver scale & speed giving retailers*

**More ambition and momentum to be creative,
strategic and connected to the customer.**

*87% of organizations using AI-driven
personalization see measurable improvements
in customer engagement*

*Content demand has increased significantly, with many
marketers reporting that demand has grown 5x or more,
creating pressure on traditional production models*

Shoppers blend channels for a connected journey

Consumers are moving fluidly between digital discovery, mobile research, social influence, physical stores, and fulfillment options often within a single purchase cycle.

> Pre-Shop

> Shop

> Post-Shop



PUBLICATIONS
FLYERS



SOCIAL

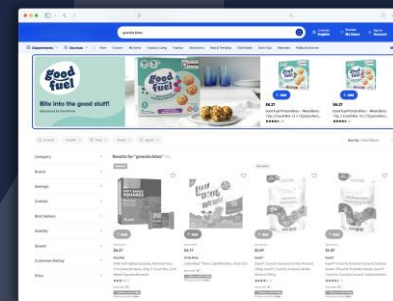
VIDEO



IN-STORE
MARKETING



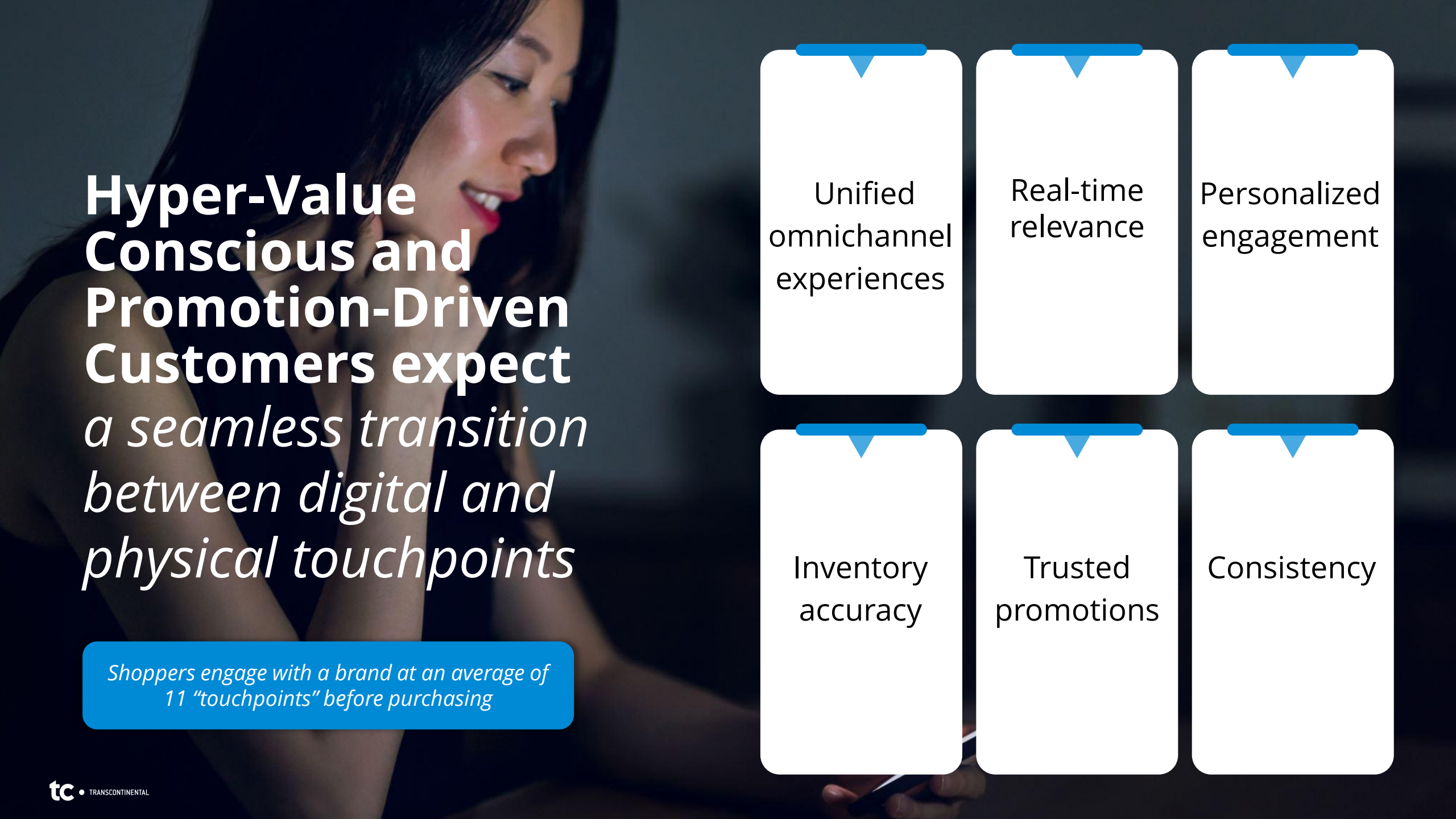
PACKAGING



ECOMMERCE



EMAIL
REMARKETING ADS



Hyper-Value Conscious and Promotion-Driven Customers expect *a seamless transition between digital and physical touchpoints*

*Shoppers engage with a brand at an average of
11 "touchpoints" before purchasing*

Unified
omnichannel
experiences

Real-time
relevance

Personalized
engagement

Inventory
accuracy

Trusted
promotions

Consistency



So Why Do Retailers Need An Integrated, Single-Source Promotional Flywheel?

FRAGMENTATION RESULTS IN

*High promotional
spends that fail
to convert*

*55% of consumers say they will switch brands if they
don't receive consistent service across channels*

Slower
speed to
market

Higher
production
costs

Duplicate
workflows

Inconsistent
customer
experience

Reduced
campaign
ROI

Lower
organizational
agility

SOLUTION

**A Connected
Ecosystem
driven by
experience &
human
oversight**

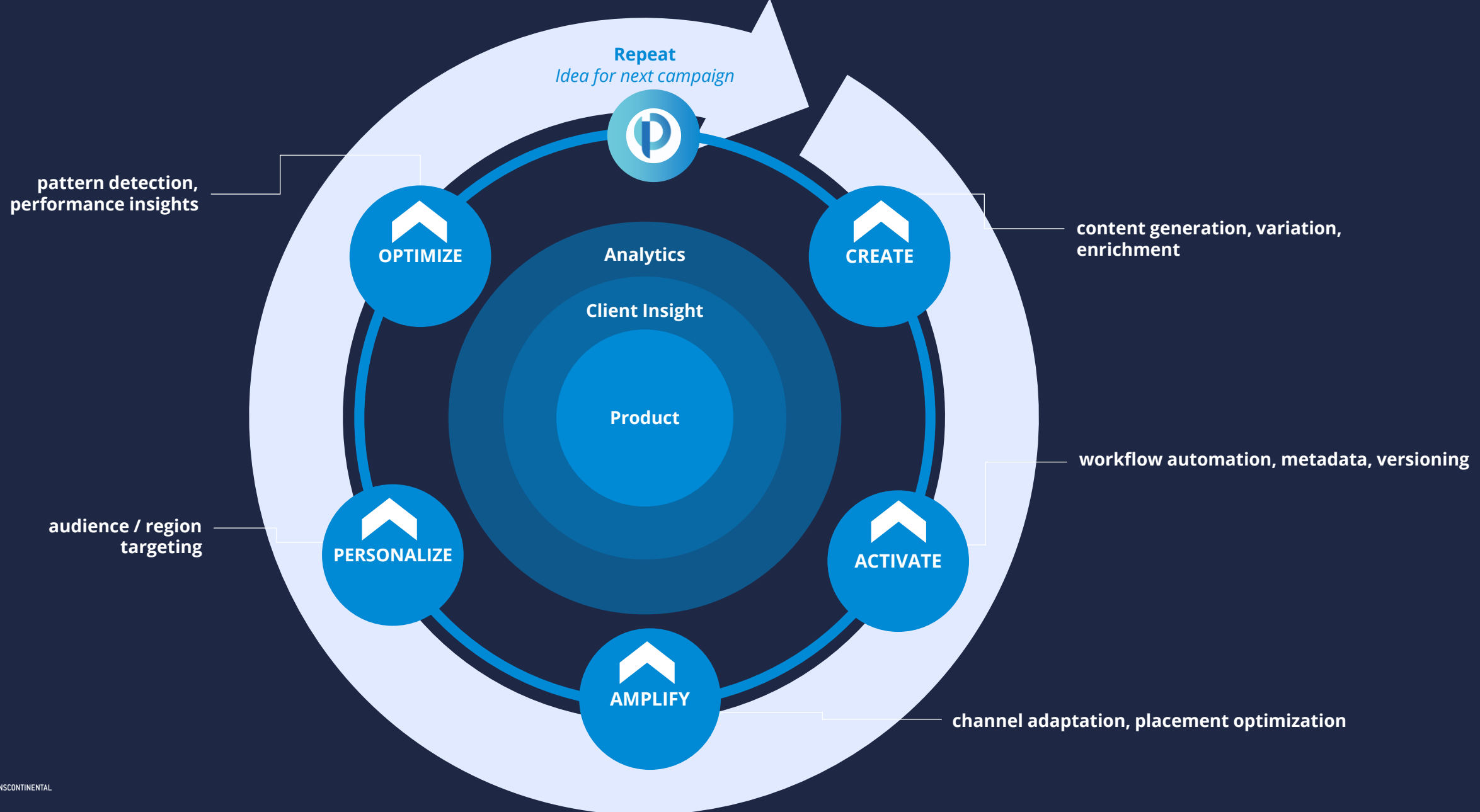
+

**Amplified by AI
&
Automation**

**REAL-TIME, COORDINATED,
HIGH-IMPACT EXECUTION**

Single-Source Promotional Flywheel

POWERFUL AI INTEGRATION LOOP



Retailer Brand Integrated Intelligence Solution





Thank You



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