

Pricing and Promotions

How can SAP® solutions enable you to change the game?

Pricing and promotions solutions from SAP integrate a deep, localized understanding of demand with more-effective customer-centric pricing and promotion practices to deliver higher market share and greater customer loyalty. Retailers can create unified views of customer demand by using customer insights to analyze, plan, and optimize campaigns, prices, and promotions.

What do SAP solutions help customers do?

Price planning and optimization



Plan pricing strategy through customer-centric analyses for optimal pricing in all channels.

Price management



Allow pricing scenarios to be aligned with operational pricing strategies.

Markdown management



Enable advanced markdown planning and effective markdown execution to ensure profitability.

Promotion planning



Support an analytical and targeted approach to promotion planning and execution.

Promotion management



Deliver the foundation for omnichannel promotions through customer insight.

What are the benefits?

With SAP solutions, retailers can improve customer retention and loyalty through:

- Improved analytics to help predict tradeoffs between revenue, profit, and price image
- More insight into effectiveness and financial impact of promotional and markdown decisions

Why SAP?

Cloud and on-premise software from SAP for pricing and promotions offers predictive functionality to closely align prices and promotions with customer needs and buying behavior while achieving growth across retail operations and processes.

Key facts

+10% Promotional forecast accuracy
Through prediction of customer demand*

-50% Cycle time
By enabling a faster, more targeted promotion process*

Customers

- ▶ [Brookshire's Grocery Company](#)
- ▶ [Dansk Supermarked](#)
- ▶ [SPAR Austria](#)
- ▶ [Eldorado LLC](#)
- ▶ [HSE24](#)

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