

FLYER OPTIMIZATION PROBLEM

RUBIKLOUD SOLUTION

Forecasting Impacts Flyer Effectiveness

Understanding cross-product effects on promotion performance

Forecasting for promotions is challenging because it is difficult to predict and evaluate cross-product effects on total cart value. For one of Rubikloud’s customers, this issue was most prevalent in flyer blocks that did not increase sales or trips, and negatively impacted margin. This loss was compounded by the print and distribution costs associated with these poorly performing flyer blocks.

AI Promotion Forecasting

Rubikloud’s AI Engine drastically improved customer’s forecast, which positively impacted sales and margin per flyer ad.

Rubikloud’s retail-centric ML models considered and weighed each factor differently based on calculated forecast impact, which revealed specific residual basket insight.

This insight directly impacted the placement of promotions to feature higher performing offers to the front cover, resulting in a 10% incremental sales lift per ad and 13% incremental margin lift per ad. This improvement also resulted in the customer reducing total flyer pages while still increasing the performance of each promoted product.

IMPACT OF PROMOTION FORECASTING

