

PROMOTION PLANNING FOR GROCERY

INCREASE PROMOTIONAL ROI

Leverage AI and elasticity insights to design offers that maximize return and minimize cannibalization.

PERSONALIZED SHOPPER VALUE

Use GenAI and segmentation to tailor promotions by diet, region, and loyalty profile for greater relevance and trust.

ALIGN STRATEGY ACROSS FUNCTIONS

Connect pricing, category management, and deal funding. Every promotion reinforces broader financial and brand goals.

RAPID EXECUTION & GOVERNANCE

Automate campaign creation, approvals, and syndication across Ecommerce, apps, and retail media networks with full compliance.

Grocers are under constant pressure to deliver promotions that drive volume, loyalty, and profit, without eroding margins. Digital Wave's AI-native Promotion Planning solution, built on the ONESM Platform, unifies promotion strategy, execution, and performance measurement across every channel. The result is personalized, profitable, and compliant promotions that strengthen loyalty and protect margins.

KEY FEATURES

- **AI-Powered Scenario Planning:** Model and compare outcomes based on demand, elasticity, and shopper response for the most profitable mix.
- **GenAI-Driven Personalization:** Target shopper segments with offers tailored to dietary preferences, regional needs, and loyalty behaviors.
- **Agentic AI Workflow Automation:** Streamline campaign creation, approvals, and syndication with automation connecting all channels.
- **Integrated Pricing and Category Alignment:** Ensure promotions support margin and category goals by linking with pricing and assortment strategies.
- **Supplier Funding Optimization:** Track trade spend, validate agreements, and measure ROI on supplier-funded deals in real time.
- **Performance Analytics and Dashboards:** Measure promotion effectiveness, shopper lift, and profitability across banners and channels.
- **Governance and Compliance Controls:** Apply audit-ready workflows and brand guardrails for accuracy and consistency across all promotions.

DISTINCT ADVANTAGES OF DIGITAL WAVE

Digital Wave's Promotion Planning solution connects strategy, data, and execution to deliver measurable results across every channel. With real-time orchestration through the ONE Platform, grocers can plan smarter, act faster, and maximize profitability with promotions that resonate with every shopper.

UNIFIED DATA FOR ACCURACY

Digital Wave's Promotion Planning solution eliminates disconnected tools by embedding promotion design, execution, and analysis directly within the ONE Platform. This unified foundation ensures that every campaign aligns with pricing, category, and inventory strategies, creating a single version of the truth across the business.

TAILORED FOR GROCERY SUCCESS

Purpose-built for grocery enterprises, the solution manages complex product hierarchies, loyalty programs, and supplier deals. Configurable workflows support regional or banner-specific needs without expensive custom development, empowering teams to execute faster and more efficiently.

FUTURE-READY INTELLIGENCE

With AI, GenAI, and Agentic AI embedded in the ONE Platform, grocers can continuously improve promotional precision, shopper targeting, and execution speed. The system learns and adapts over time, turning every campaign into a data-driven opportunity for growth.

ABOUT DIGITAL WAVE TECHNOLOGY

Digital Wave Technology's AI-native ONESM Platform is the foundation for trusted data, intelligent automation, and scalable growth. With a Master Data Management (MDM) core and powered by Native AI, Generative AI, and Agentic AI, the ONE Platform unifies enterprise data and execution to help organizations accelerate innovation and achieve measurable business impact.

Every workflow, model, and decision runs on clean, governed data. With built-in Rapid Application Development, teams can build or extend enterprise solutions in days while maintaining control and compliance. Data Science Studio allows enterprises to develop, train, and operationalize AI models directly within the platform, eliminating silos and reducing time to value.

Trusted by global enterprises, Digital Wave Technology delivers the agility, intelligence, and resilience needed to thrive in an age of constant transformation.



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