



Supplier Promo Dashboard

In order to deeply understand the promotions in your category, the Supplier Promo Dashboard is the best tool you can use. Its data source contains very extensive information about your offers and the competitor promotions. With the knowledge of promo mechanism, discount band, secondary placement, exact promo price, duration, leaflet presence and several other measures you will be able to evaluate and develop your promotions and create an effective promotional strategy. The Supplier Promo Dashboard gives you the opportunity to identify the cannibalisation effects and overlaps between promotions.

The Supplier Promo Dashboard also gives you Tesco's overall promotion evaluation system, which helps you to speak the same language as Tesco in promotion strategy planning and Category Resets. You can also reduce the ratio of DoNotRun promotions (not effective in terms of Tesco 1P segmentation).

Promo Analysis Module

Promo efficiency overview

Promotion insights with promo segmentation overview, DNR ratios, etc.

Crosstab view for KPI deep-dives

Crosstab view to have better understanding about the impact of different promo features (e.g. mechanics and secondary placement).

Weekly overview

Timeline visualization of promotions to reveal overlapping activities.

Detail Module

Detailed KPIs – Offer level view

Detailed tabular view about all available metrics, evaluated on an aggregated offer level (product variants grouped).

Detailed KPIs – Product level view

Detailed tabular view about all available metrics, evaluated on TPN level.

Glossary, Calendar

Glossary

Explanation of promo feature information and KPI calculations.

Tesco Calendar

Regular calendar vs Tesco dates

Promo Effectiveness



Segment performance summary

1P Segment	Promo Count	% of Promo Count	Promo Basket Penetration	Avg. Sales Uplift per Week	Total Sales Uplift
1 Star	15	11.81%	0.71%	4,856,031	182,805,920
2 Good	28	22.05%	0.43%	2,382,274	178,845,901
3 OK	46	36.22%	0.18%	982,754	96,494,763
4 Avoid	21	16.54%	0.13%	74,185	5,614,571
5 Do Not Run	17	13.39%	0.03%	120,596	4,082,176
Grand Total	127	100.00%	0.27%	1,483,141	467,843,331

Supplier Promo Dashboard Case Study

Brief: One of our partners asked us to evaluate the promotions of their flagship product's segments in order to identify the main trends.

Our actions: We used the Supplier Promo Dashboard in order to answer their questions. We looked the promotions from the previous two years, regarding their main competitors most important products. We tried to find those factors which made these promotions successful in order to enable our partner to use these facts in their promotion planning.

Our Insights:

Those promotions which offered a discount band lower than 20%, couldn't become a "Star" promo, so the customers of the category require a decent discount in a promotion.

Arranging a promotion before Christmas period will hurt other brands' performance and they won't be able to rise from "Avoid" or "OK" segments.

Even if a product has a good psychological price, but there is no secondary placement, the promotion can't be very successful. Without secondary placement competitors can more easily cannibalize the flagship products' share.

The flagship product can be a "Star" promotion even if it has only an interior page leaflet position, because front page offers couldn't provide much higher uplift.

Price Cut promotions generally made proportionally higher sales uplift than other mechanisms (e.g. Everyday low price etc.)

The Result: Thanks to our insights, the supplier had the chance to eliminate its poor performing promotions, which previously generated costs instead of uplift. Furthermore after this project the supplier decided to extend its contract for the Supplier promo Dashboard for another year.

If you are interested in our services we are opened to meet with you or answer any of your questions.

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