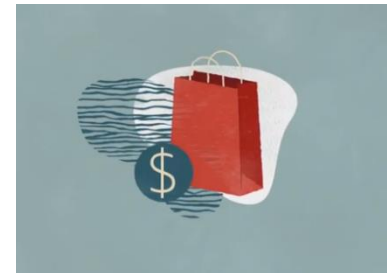


Oracle Retail Offer Optimization Data Sheet

Research shows that consumers want to be understood and engaged with relevant, personalized, and special offers. Oracle Retail's [consumer research](#) found that 49% of consumers move from just browsing to buying when presented with a special offer or discount.



MAXIMIZE BUSINESS RESULTS

Engaging omnichannel customers with personalized offers while increasing profits requires modern applications in planning and retail science. Oracle Retail provides a common connection and a single view of the enterprise, enabling retailers to innovate with speed and scale. With Oracle Retail Offer Optimization Cloud Service, retailers can win over customers with promotions, targeted offers and markdowns, while maximizing results.

Oracle Retail's launch of Offer Optimization Cloud Service reflects the evolution of price optimization capabilities into a lifecycle optimization solution that recommends promotions, targeted offers, and markdowns.

OPTIMIZE THE ITEM LIFECYCLE

Offer Optimization Cloud Service is the only solution in the marketplace that provides lifecycle promotion, markdown, and targeted offer recommendations, in conjunction with planned business initiatives, such as time-bound marketing campaigns. This empowers retailers to drive better profit margins, inventory sell-through, and meet forecast expectations with the power of exception-based retailing and advanced machine learning models.

POWER OF A SINGLE VIEW

Delivering an effective pricing strategy that engages the customer in an omnichannel environment requires a single view of customer, inventory, order, demand, and pricing/promotions. When optimized results are presented appropriately across the enterprise - directly as a promotion or indirectly as a forecast - retailers can maximize the value of a unified pricing, promotion, and markdown optimization strategy.

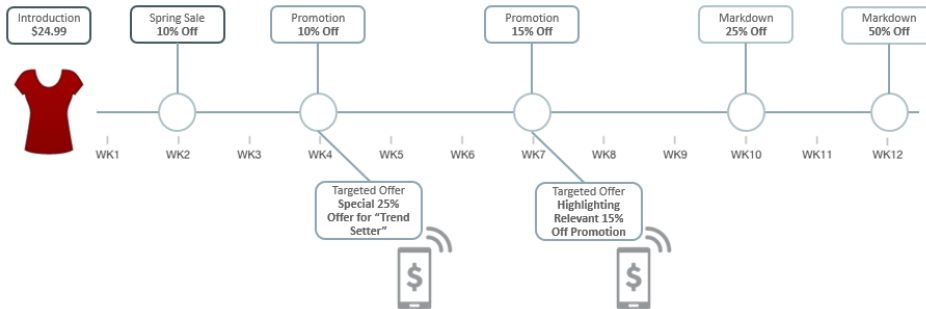
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Key Features

- Automatically evaluates the trade-off between temporary promotions and permanent markdowns.
- Ensures consistency from markdown budgets and promotional campaigns to projected receipts and forecasted returns.
- Simplifies decision-making through high-automation, exception-driven processes.
- Maximizes accuracy and scale using artificial intelligence, machine learning, and decision sciences.

OFFER OPTIMIZATION USE CASE EXAMPLE

Retailer Goal: Maximize profit over the product lifecycle of women's t-shirt with promotions, targeted offers, and markdowns with baseline conditions: Initial Price of \$24.99, with a 10% off brand-wide spring sale in week two.



Offer Optimization Complete Lifecycle Recommendations:

This example shows that targeted offers that reflect both the deal type (e.g., 25% and BOGO) and channel (e.g., text message and email) are recommended throughout the lifecycle (e.g., weeks four and seven) with the objective of driving customer redemption.

Offer Optimization intelligently recommends the best channel per segment based on historically effective redemptions and continues to learn and adjust recommendations based on embedded machine learning. Of the hundreds of promotions that a retailer may be running, only a handful are relevant to each customer.

The solution easily identifies the best ones to offer and the appropriate promotional delivery method. In both targeted offers displayed above, the optimization solution is recommending that these customers be engaged through mobile text messaging. The text message channel is chosen because past redemption information from each customer shows it's most effective.

Overall, the solution provides contextual insight on the estimated impact of promotions, offers, and markdowns, which includes the impacts on sales, margin, and inventory. It forecasts what will happen if you take the system recommendations versus doing nothing. This helps retailers deliver the most relevant and effective offers, which is critical to today's consumers.

[Learn More or Request a Demo](#)

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