

Promotion Effectiveness Calculator

from: Mision Limited

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Description

Calculate the impact of influencing factors including competitor activity, retailer switching & cupboard stocking. There are many factors outside of your control impacting the effectiveness of your promotions. Our methodology will help you understand each of these factors in great detail, including the influence of competitor promotions. This understanding is essential for the optimisation of your sales and growing the category as a whole.

<https://www.thedigitalbuzzmagazine.com/classified/promotion-effectiveness-calculator-1324.html>