

RevTrax A.I. Offers

**The Intelligence May Be Artificial
But the Results Are Real.**

Saving Money With RevTrax Artificial Intelligence For Offer Management:

RevTrax has developed an AI-based methodology that recommends and changes offer-values for CPG and retail brands across consumer segments with various engagement levels. The AI offer recommendations are based on over a decade of experience studying consumer response to offers and state of the art machine learning algorithms.

You don't need to provide any data assets to take advantage of this technology. Simply use the RevTrax Offer Management Platform and we'll do the rest.

With Artificial Intelligence as part of an Offer Management Platform, every dollar of your promotional budget will work harder.



\$4.7 M \$8.6 M

Dollars Saved Purchases Maintained
In Redemption Value with 32% Less Spend

Testing A.I. With A Leading CPG Company:

This CPG company spent \$14.5 Million in redemption value to drive 8.6 Million purchases. Using RevTrax AI Offers, they could have reduced the spend to \$9.8 Million in redemption value, saving \$4.7 Million without impacting net revenue!

- Two brands within the CPG company's portfolio could have reduced redemption value by 33% while maintaining net revenue.
- An entire product line could have reduced their redemption values by 12.5% without impacting net revenues.
- All other offer-values were validated and reinforced across various product lines.

12.5%
**Redemption Budget
Across Product Suite**

33%
**Redemption Budget
Reduction Across
Two Brands**

32%
**Redemption Value
Savings**

**We've helped 600+ brands
control offers, measure
performance, and save money.**



Learn how 600+ brands succeed with the **RevTrax Offer Management Platform.**

hello@revtrax.com www.revtrax.com 1.866.996.TRAX(8729)