

# Alpha Bay Price and Promotions Management



## *Make Better Business Decisions Based on Customer Behavior and Demand*

Retailers know that managing pricing and promotions for an entire retail chain can be a big task. The customer base of each store is distinct and requires a unique product mix and pricing strategy in order to provide customers with a personal shopping experience that improves customer loyalty.

### **Understand Your Customers**

Alpha Bay's Price and Promotions Management is a feature-rich, rules-based enterprise tool that allows retailers to target specific customer groups for multiple types of promotions. αBay Price and Promotions Management gives retailers the dynamic tools and information they need to convert knowledge about customers into increased sales and revenue. αBay Price and Promotions Management integrates pricing, promotions, ad management, and analytics to enable the retailer to offer the right products at the right price based on the unique demographics of each store. In addition, αBay Price and Promotions Management has an intuitive user interface that enables retailers to quickly create, view, and edit pricing and promotion details—increasing employee efficiency, reducing errors, and saving retailers valuable time and money.

### **Powerful Pricing Engine**

αBay Price and Promotions Management has a robust pricing engine that incorporates psychological pricing, value-based pricing, seasonal pricing, target-return pricing, cost plus pricing, and more. The αBay pricing engine enables strategy-based pricing

decisions that take into account the specific needs of each store's customer base and provide them with a valuable offering that also increases revenue. In addition, the αBay pricing engine automatically calculates the best deal for the customer when price conflicts such as overlapping promotions, multiple discounts, or numerous pricing priorities exist within a customer transaction. This enables retailers to eliminate price discrepancies so they can increase customer satisfaction.



### **Easy to Manage Templates**

Another key factor in offering customers the right products at the right price is the management of promotions. A promotion that is optimally timed, placed, and priced can significantly impact product demand and sales. αBay Price and Promotions Management allows retailers to plan which items to promote, the details for the promotion, and when and where to run the promotion. Quickly set up promotion templates that can be modified and reused for different promotions, reducing complexity, minimizing errors, and improving accuracy.



**Alpha Bay**  
SaaS, Cloud, Mobile POS Solutions

These easy-to-use templates allow retailers to create promotions on the fly and eliminate the tedious process of modifying significant amounts of data. In addition, these templates provide retailers with the flexibility to easily create and manage multiple versions of the same store ads, allowing them to quickly and easily target different groups of customers. αBay Price and Promotions Management also includes a robust analytical engine that includes sales analysis, market basket analysis, customer trends, and more.

## Features Overview

αBay Price and Promotions Management is a feature-rich application that provides a wide variety of pricing and promotion tools. Here are just a few:

### BENEFITS AT A GLANCE

- Increase customer satisfaction
- Improve customer loyalty
- Eliminate price discrepancies
- Increase employee efficiency
- Reduce errors
- Reduce promotion complexity
- Increase product demand and sales
- Improve accuracy

MSRP/List Price/Vendor or Supplier Price	Time Based Promotion (Partial Day)
EDLP (Everyday Low Price)/GLP (Guaranteed Low Price)/Base Retail	Store Coupons
TPR (Temporary Price Reduction)	Manufacturer Coupons
Multiple Pricing	Ad Management
Fixed Pricing	Competitive Pricing
Cost Plus Pricing	Rebates/Warranties
List Plus Pricing	Customer Participation Promotions/Games
MAP (Minimum Advertised Price)	Price Activation
MPA (Maximum Price Advertised)	Store Pricing
Price Rounding Rules/Psychological Pricing	Tier Pricing
BOGO (Buy One Get One)	Sensitive Item Pricing
BTGT (Buy This Get That)	Clearance
Brand Promotion	VQD (Volume Quantity Discount)
Category Promotion	LQD (Limited Quantity Discount)
Market Basket Promotion	Percent Off
Price Line Promotion/Combination Pricing	Margin Based Pricing
Employee Discount	Seasonal Pricing
Holiday Promotion	And much more

αBay Price and Promotions Management is a full-featured, easily customizable component of the full Alpha Bay Retail Suite, which includes αBay applications such as Point of Service, Mobile POS, Store Operations, Customer Relationship Management, Item Management, Inventory Management, Business Intelligence, Reporting, and more. To see how αBay Price and Promotions Management can increase customer satisfaction and save you valuable time and money, call us at 801-462-0816 or visit our website [www.alphabay.com](http://www.alphabay.com).

