



Driving Trade Promotion
ROI with **PromoPulse**
for a **Leading global**
Alcoholic Beverage Brand

Client Overview

A leading subsidiary of a global alcoholic beverage brand wanted to improve market share in pilot stores by making trade promotion planning more targeted and responsive to local demand.

The business needed better visibility into store-level sales, inventory, seasonality, regional demand, and promotion performance to improve scheme selection, inventory alignment, and trade spend allocation.

To address this, Polestar Analytics implemented PromoPulse (part of **Pulse Suite**), its AI-powered trade promotion intelligence cockpit, to support store-level recommendations, scheme optimization, inventory alignment, and target setting.

Challenges

As the brand moved from broad promotion planning to store-level execution, the key challenge was not the absence of data. It was the inability to convert scattered demand, inventory, and promotion signals into timely trade decisions.

- **Fragmented Demand Visibility**

- Demand signals were spread across disconnected systems, making it difficult to identify high-potential stores and plan localized promotions effectively.
- SKU sales, store segments, seasonality, regional demand, inventory availability, and promotion schemes were not available in one view.
- Teams lacked clear visibility into demand patterns at the store and outlet level.
- Localized promotion planning depended on fragmented inputs and manual interpretation.
- High-potential stores were harder to identify and prioritize.



Challenges

- **Inefficient Trade Spend Allocation**

- Promotion budgets were not consistently directed toward the outlets with the strongest sales potential.
 - Teams struggled to prioritize the right schemes across stores and regions.
 - Incentive and promotion planning lacked strong linkage with store-level opportunity.
 - Trade spend decisions were not always backed by outlet-level performance data.
 - Budget allocation became less precise across schemes, incentives, and inventory investments.
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- **Limited Promotion Uplift Visibility**

- The business lacked clear visibility into which promotions were driving incremental sales and ROI.
 - Promotion performance was difficult to compare across channels, depots, and customer segments.
 - Teams had limited insight into the actual uplift generated by each scheme.
 - Incremental sales impact was not tracked consistently.
 - Trade promotion ROI optimization remained reactive instead of insight-led.
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- **Disconnected Inventory and Incentive Decisions**

- Inventory planning, incentive payouts, and sales objectives were not fully synchronized.
- Store-level demand signals were not strongly connected to inventory planning.
- Incentive decisions were not always aligned with outlet-level sales potential.
- Stock gaps increased the risk of missed sales opportunities.
- Sales teams lacked a unified planning view across inventory, incentives, and targets.

Challenges

- **Top-Down Target Setting Constraints**

- Regional sales targets lacked bottom-up validation from actual store-level demand patterns.
- Targets were not consistently grounded in outlet-level demand trends.
- Regional planning had limited visibility into local market variations.
- Store-level sales potential was not fully reflected in target setting.
- Planning accuracy reduced across geographies, outlets, and customer segments.



Solution Overview

Polestar Analytics implemented PromoPulse as an AI-powered trade promotion intelligence cockpit that connected fragmented store, SKU, scheme, inventory, seasonal, regional, customer, and channel data into one decision layer.

The solution was designed around three business decisions:

- Where should trade spend go?
- Which stores, schemes, and incentives should be prioritized?
- How should inventory and targets align with local demand?

Core Capabilities

1 Store-Level Brand and Inventory Recommendations

PromoPulse analyzed SKU sales, store segments, seasonality, regional demand, and inventory availability to recommend the right brand and stock mix for priority outlets.

2 Promotion and Incentive Optimization

Uplift modeling helped identify high-potential depot, channel, customer, store, and scheme combinations to improve trade spend and incentive allocation.

Solution Overview

3 Granular Promotion Performance Diagnosis

Promotion-level views helped teams track sales, baseline, uplift, ROI, margin, and performance drivers to understand which promotions were creating value.

4 AI-Backed Scenario Simulation

Teams could simulate changes across spend, geography, channel, duration, and discount depth before finalizing optimized promotion plans.

5 Bottom-Up Target Setting

Store-level demand signals were aggregated to region level, helping align final targets with geography-level growth objectives.

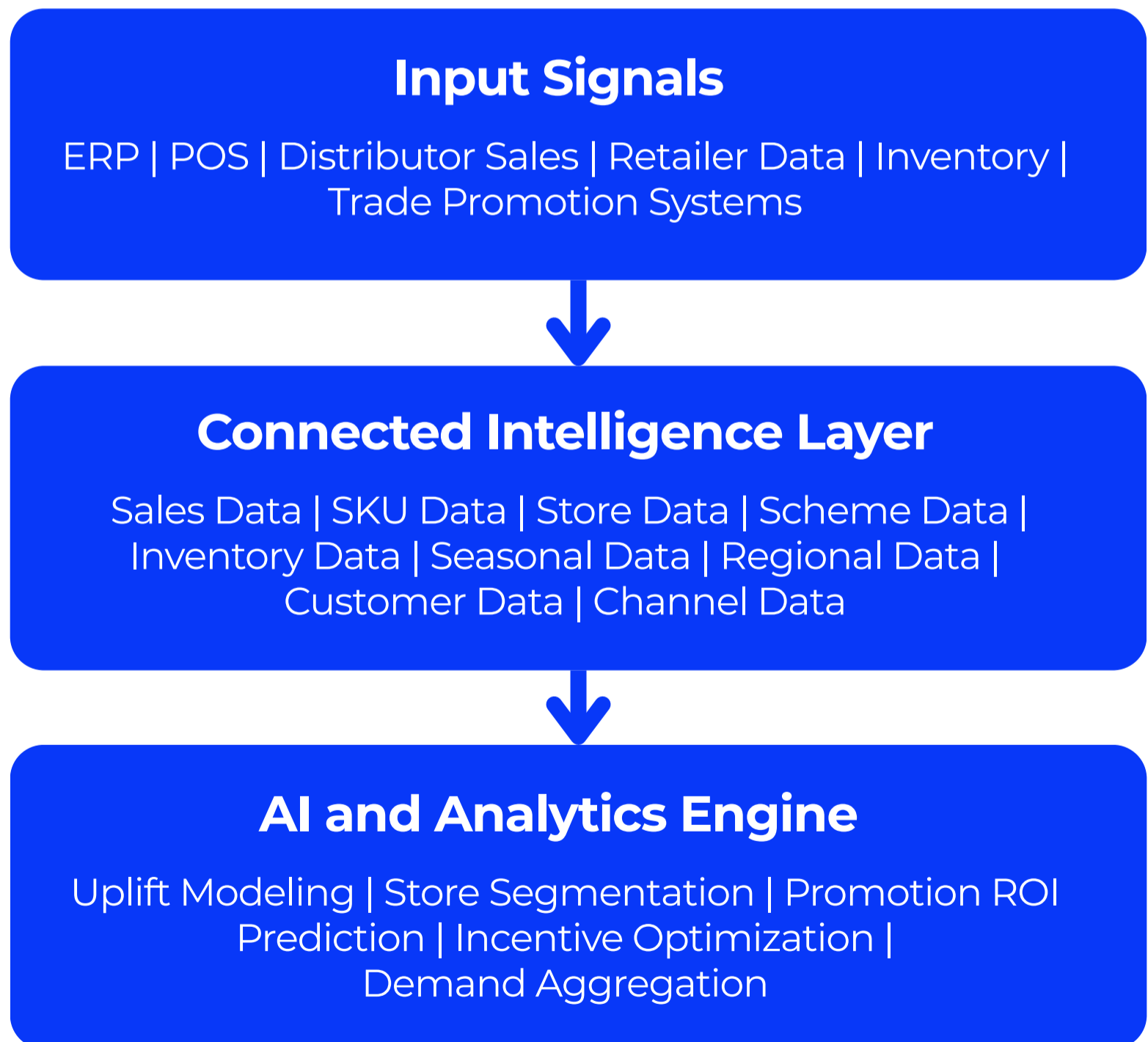
6 PulseAI Decision Support

PulseAI enabled users to ask natural-language questions on ROI, lift, elasticity, discount impact, and margin outcomes for faster planning decisions.

Solution implemented

To support these core capabilities, we implemented a governed architecture that brought data, intelligence, workflows, and reporting into one connected execution layer.

Solution Architecture





PromoPulse Command Centre

Promotion Detail | Brand View | Channel View |
Customer View | PulseAI



Planning Actions

Simulation | Advanced Simulation | Draft Plan |
Approval Workflow



Business Actions

Store-Level Brand Recommendations | Inventory
Alignment | Scheme Optimization | Incentive Allocation
| Target Setting | Trade Spend Prioritization



Business Decisions

Store Recommendations | Inventory Alignment |
Scheme Optimization | Target Setting | Trade
Spend Prioritization

Built on this architecture, PromoPulse delivered six core capabilities that connected promotion intelligence with planning action.

Business Impact

7,000+

customer and retail touchpoints optimized across channels for more targeted promotion planning.

75

depots analyzed through depot x channel uplift modeling to identify high-performing promotion levers.

8%

market share gain achieved in pilot stores within two quarters

Sales velocity improved through better product availability and store-level brand recommendations.

Inventory turnover improved by aligning stock availability with local demand patterns.

Trade promotion ROI improved by redirecting spend toward high-potential stores.

Target setting strengthened through bottom-up demand aggregation from store level to regional growth goals.

About Pulse Suite

Pulse Suite is next-gen agentic intelligence platform built for enterprise-wide forecasting, optimization, and decision automation. Within PulseSuite, ProfitPulse anchors the RGM layer by connecting price, promotion, media mix, volume, margin, and growth levers through focused platforms such as PricePulse, PromoPulse, and MediaMixPulse. As the trade promotion intelligence platform, PromoPulse helps CPG teams predict ROI, optimize trade budgets, and link promotion planning to measurable lift and margin outcomes.

