

Title (en)  
SYSTEMS AND METHODS FOR INTELLIGENT PROMOTION DESIGN IN BRICK AND MORTAR RETAILERS WITH PROMOTION SCORING

Title (de)  
SYSTEME UND VERFAHREN FÜR DIE INTELLIGENTE GESTALTUNG VON WERBEAKTIONEN BEI ZIEGEL- UND MÖRTELEINZELHÄNDLERN MIT WERBEBEWERTUNGEN

Title (fr)  
SYSTÈMES ET PROCÉDÉS DE CONCEPTION DE PROMOTION INTELLIGENTE DANS DES DÉTAILLANTS DE BRIQUES ET DE MORTIER AVEC NOTATION DE PROMOTION

Publication  
**EP 3676783 A1 20200708 (EN)**

Application  
**EP 18851705 A 20180901**

Priority  

- US 201762553133 P 20170901
- US 201815990005 A 20180525
- US 201816120178 A 20180831
- US 2018049284 W 20180901

Abstract (en)  
[origin: WO2019046833A1] Systems and methods for optimizing promotions within a physical retail space are provided. Electronic tags are deployed throughout the retail space. These tags are wirelessly coupled to a server system, allowing for real time and simultaneous updating of pricing and other promotional variables. These tags enable expansive testing of base pricing, promotion optimization, and sell through criteria. Testing may be performed on a wide range of promotional variables to determine what sorts of values for these variables yield the most effective promotions. Price elasticity for individual products can likewise be tracked through price adjustment testing for determining sell through scheduling. Further, by tracking individual consumers through the retail space, personalized promotions can be presented to the individuals.

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