Category

Commercial Excellence

Promotions, Campaign Pricing & Trade Terms Excellence Playbook

Running promotions that drive genuine incremental demand, not just discount sales you'd have made anyway

- Practitioner
- Intermediate
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- Administrator
- 29 November 2018
- 3 minute(s)

Overview

A framework for promotions, campaign pricing, and trade terms excellence — designing and measuring promotional activity for genuine incremental demand generation, avoiding the common failure mode of promotions that primarily discount purchases customers would have made anyway without producing genuine incremental volume.

How do we know if a promotion is driving genuine incremental

demand versus just discounting sales that would have happened anyway? This requires a controlled comparison — measuring promotional lift against a genuine baseline (a comparable period or customer group without the promotion) rather than simply observing that sales occurred during the promotional period, which doesn't distinguish incremental demand from cannibalized full-price sales.

What's the most common promotional pricing mistake?

Measuring promotional success by total sales volume during the promotional period without a genuine baseline comparison, which can make a promotion that primarily shifted timing or cannibalized full- price sales look successful when it didn't generate genuine incremental demand.

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