

# OfferArchitect™

The new paradigm for digital offer testing



## Improve your brand sales, drive store traffic and leverage promotion budgets

American shoppers still use coupons. Inmar reports that 92% of shoppers use CPG manufacturer coupons and SpecialtyRetail.com indicates that 75% use Retailer originated coupons. Does your company have an advanced offer testing and optimization strategy, beyond the traditional TPM and TPO platforms ?

## Master the art and science of promotion optimization

OfferArchitect™ blends the art and science of in-store econometric trade promotion activity with digital Behavioral Economics testing methodologies, the study of non-monetary psychological, social, cognitive and emotional factors on purchase decisions. OfferArchitect incorporates the most advanced digital research techniques including Hedonic Bundling, Message Framing, and Heuristic Learning. OfferArchitect operates on RevTrax's best-in-class digital incentive technology platform, the market leader in personalized digital promotions.

## Test and optimize your incentive ideas before deployment

OfferArchitect removes the guesswork from digital offer testing and optimization while still encouraging concept ideation by all key stakeholders: Promotions, Sales, Shopper and Field Marketing.

- Digitally test offers amongst real shoppers in live production environments.
- Identify then deploy the best performing offers for a specific target segment.
- Track online-to-offline behavior from digital engagement to in-store redemption.

## RevTrax OfferArchitect vs. Eversight Offer Innovation

RevTrax's OfferArchitect outperforms Eversight's Offer Innovation, hands down. OfferArchitect is the only platform that offers national, live market testing and attribution to actual in-store purchase data. Invite us in for a discussion and you will see why.

Contact a RevTrax professional for more information at [sales@revtrax.com](mailto:sales@revtrax.com) or 1.866.996.TRAX (8729)

OfferArchitect is the only digital Behavioral Economics offer testing platform that can...

- ➔ Test against national shopper audiences, across retailer types and formats, and across digital channels in a live production environment.
- ➔ Provide hard-attribution metrics, linking the offline purchase transaction to the online shopper engagement separating those "intending to buy" from those who "actually bought."
- ➔ Deliver enterprise-wide insights for all national and field marketing teams through local field marketing professionals.
- ➔ Incorporate banner advertisement and coupon offer combinations.

**REVTRAX**®