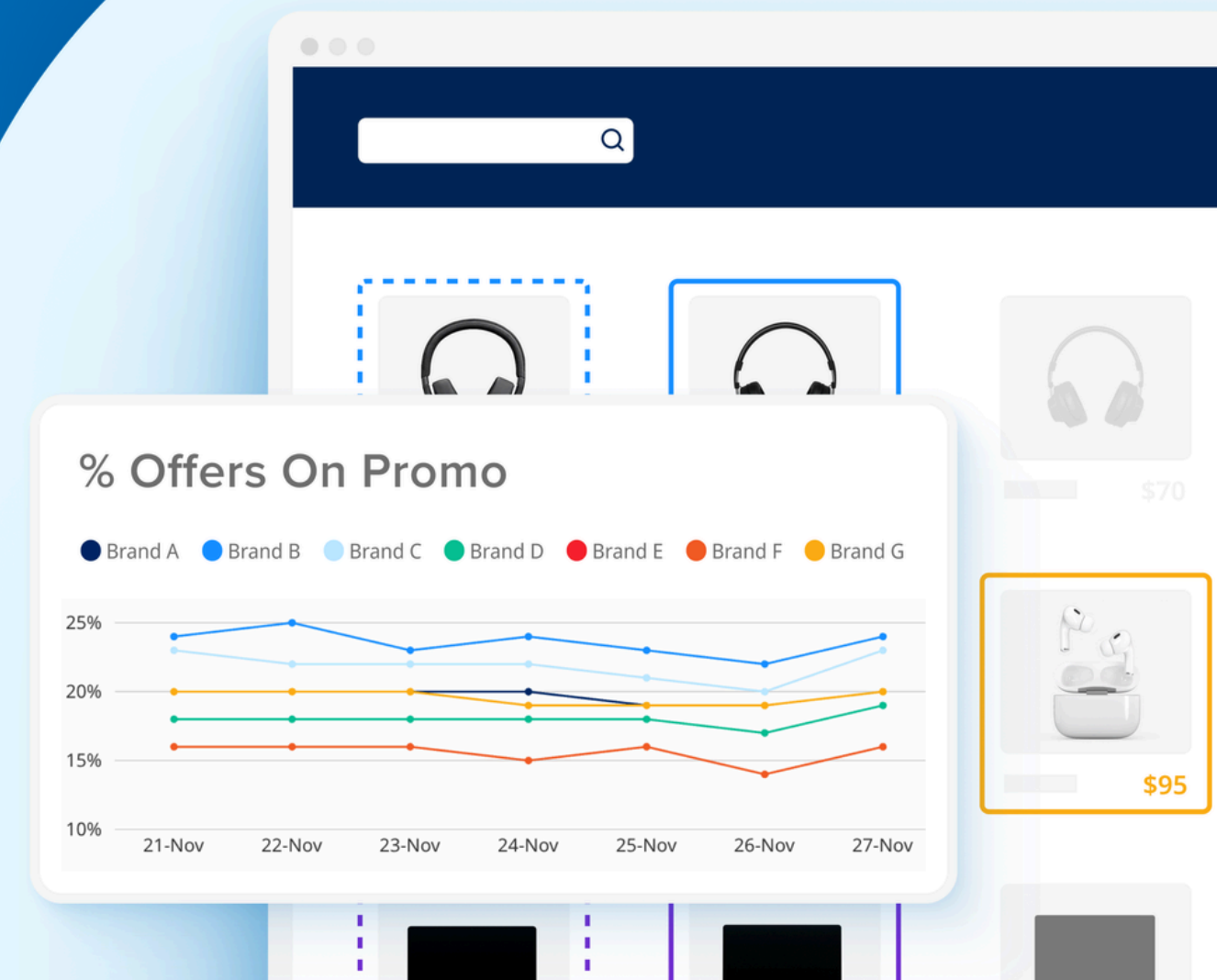




Promotions & retail execution in practice:

How Brand Teams Use Wiser to Monitor Promotional and Pricing Execution Across Retail Channels



Use Case: Promotional Execution for Online Sales & Trade Marketing

- Online sales and trade marketing teams at a global appliances manufacturer use Wiser's category intelligence to **monitor promotional activity, pricing, and product availability** across 20 retail partners in France.
- By analyzing historical execution data across categories such as Webcams, Cameras, Soundbars, and TVs, teams **identify how promotions are being displayed and positioned in-market.**
- These insights help teams **refine promotional planning and improve execution consistency**, ensuring products remain competitive and visible across online retail channels.

TEAM INFO

Sales & Trade Marketing Teams
France

20
retail partners monitored

Daily
data extraction delivered

6
product categories extracted

Use Case: Data-Driven Retail Execution Across Pricing and Promotions

- A leading MDA & SDA brand uses Wiser's Market Intelligence and Price Check solutions to **track how pricing and promotions are executed across key retail sites.**
- Ongoing monitoring provides teams with **clear visibility into execution gaps, inconsistencies, and competitive pressure** at the point of sale.
- These insights allow teams to **adjust promotional timing and pricing actions**, supporting competitive placement while protecting margin.

TEAM INFO

B2B, Category & Product Teams
France

12
retail partners monitored

Daily
data extraction delivered

2
product categories extracted

Use Case: Retail Pricing & Promotional Benchmarking

- A global appliances brand uses Wiser to **benchmark pricing, promotions, and special offers** across key retail partners in France and the UK.
- By comparing execution against competitors, category **teams respond quickly to changes in promotional intensity and pricing pressure.**
- These insights help teams **optimize promotional execution and maintain a strong competitive presence** across retail markets.

TEAM INFO

Category Team
United Kingdom

40+
retail partners monitored

Daily
data extraction delivered

6
product categories extracted



Seeing inconsistencies in execution? Looking to better understand promotional performance?

Get in touch for a free assessment from Wiser.

