

TOSHIBA



ELERA

PROMOTIONS

Personalized promotions for every shopper, made simple

REIMAGINE HOW TO BRING YOUR PROMOTIONS TO LIFE

What could your brand's promotions program look like if you could enhance and streamline the way promotions are created and implemented? ELERA Promotions from Toshiba gives retailers of any size or segment the power to understand their shoppers' behaviors and deploy a wide variety of promotions for a personalized, cohesive customer experience across different touchpoints. And as a key microservice within the ELERA Commerce Platform, it can help you reimagine what's possible – and bring what you can imagine to life with easier integration and promotions management for your systems.

KEY BENEFITS



Create and implement all major types of promotions easily.



Manage conflict resolution when faced with overlapping promotions



Make updates without interfering with the point of sale.



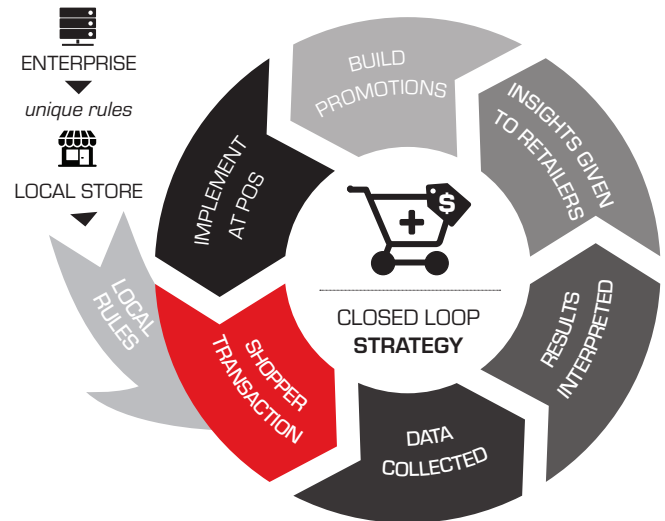


ELERA Promotions enables retailers to easily and fully understand their customers, innovate quickly, and deliver personalized experiences no matter how rapidly retail changes.

EMPOWERS RETAILERS TO SUPPORT SHOPPERS' INTERESTS

ELERA Promotions enables a quicker and less technical path to creating, managing, and coordinating loyalty and promotions campaigns consistently across touchpoints by enabling retailers to:

- > Develop enterprise rules that push to local stores for quicker, customized deployment for individual store needs
- > Build promotions with a rich set of definition criteria and manage them through a user-friendly interface
- > Scale efficiently to support large volumes of customers, promotions, stores, and registers
- > Create a closed marketing loop to remove gaps in your promotions strategy



INTUITIVELY CREATE PROMOTIONS THAT SCALE WITH YOU

Consumers tend to shop where they feel they are understood and are engaged with promotions that are relevant to their interests. ELERA Promotions is a flexible, scalable, and intuitive microservice that, as part of the ELERA Commerce Platform, allows retailers to gather data to inform, build, and execute more robust and targeted promotions through:

- Central management of promotions
- Data synchronicity across other microservices
- Customized deployment
- Fast updates and enhancements
- Rich set of published APIs
- Non-technical user-friendly interface
- Quick and seamless execution at the point of sale

WHY CHOOSE ELERA PROMOTIONS

Shopper expectations and behaviors change rapidly, so retailers need to find ways to stay ahead of the market and create seamless customer shopping journeys across touchpoints. ELERA Promotions allows retailers to implement quickly, easily create and manage day-to-day promotions, and update their strategy in the future to stay competitive.

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BENEFITS

FEATURES