Promotional elasticity — 12 campaigns measured

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3 contractual campaigns recovered · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **Elasticity is how much volume gains for each point of discount given.** It is measured here per family and per discount depth, and given **with its range and the number of campaigns it rests on.**

What the 12 past campaigns produced

Family and discount	Effect on volume	Range	Campaigns measured
Laundry, 20 % discount	**+ 96 %**	**+ 78 % to + 114 %**	**4**
Laundry, 30 % discount	**+ 187 %**	**+ 151 % to + 223 %**	**3 — shorter depth, wider range**

Family and discount	Effect on volume	Range	Campaigns measured
Floor cleaners, 25 % discount	**+ 74 %**	**+ 61 % to + 87 %**	**5**
Trough over the following 4 weeks	**− 28 % to − 41 %**	Depending on depth	12 campaigns

The three campaigns recovered from the signed agreements

Chain	Contractual period	Volume concerned	Status before
Northern chain	**2 campaigns in the quarter**	—	**Entered nowhere**
Belgian chain	**1 campaign**	—	**Entered nowhere**
All three together	—	**14 % of the quarter's volume, across 2 families**	**Forecast right on trend, wrong on total**

> **Attaching contractual campaigns to the forecasting calendar automatically, as soon as the agreement is signed, would have recovered 9 forgotten campaigns and 4 shortages over the last three years.**

Automatic attachment of agreements — decision and date: _____

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