



CAPABILITY OVERVIEW

Pricefx Promotions



Pricefx Promotions

Drive revenue and market share with targeted promotional campaigns – design, calculate, and measure price promotions across customer segments, products, and regions.



Pricefx Promotions gives manufacturers and distributors a powerful, centralized environment to design, calculate, and monitor promotional discount campaigns targeting wider customer groups. It replaces fragmented spreadsheet-based processes with a flexible engine that handles everything from regional promotions to seasonal campaigns and volume-based incentives.

With Promotions, pricing, sales, and finance teams can:

- ✓ **Define promotional discounts for customer segments, regions, or products.**
- ✓ **Build discount conditions using flexible rules.**
- ✓ **Roll-out campaigns at customer, product, or regional levels with automated workflows.**
- ✓ **Simulate promotional impact before committing to changes.**
- ✓ **Track promotion performance with inline analytics, ROI metrics, and margin-leakage insights.**
- ✓ **Sync promotional prices across ERP, Pricefx Quoting and other systems.**
- ✓ **Eliminate manual tracking with centralized promotion control.**



The result:

Faster campaign execution, optimized promotional spend, stronger margins, and full visibility into how promotions impact your business KPIs.

THE CHALLENGE

Manual Promotions Create Risk, Wasted Resources, and Missed Opportunities



Many organizations still manage promotional discounts through legacy processes, spreadsheets, or disconnected systems. Over time, this leads to customers receiving incentives without meeting commitments, promotional discounts not being understood by sales teams, and valuable resources wasted on manual tracking and validation.

On the front lines:



Pricing and marketing teams

Pricing and marketing teams struggle to manage and roll-out discount campaigns across customers and products without visibility into impact.



Sales teams

Sales teams lack awareness of active and pending promotional discounts, causing missed opportunities and inconsistent customer communication.



Finance teams

Finance teams have no way to accurately evaluate and account for promotional discounts when approving pricing and quoting deals.

When market conditions shift or seasonal opportunities arise, deploying and updating promotional campaigns becomes slow and error-prone. Manual workflows for tracking, validation, and execution of discounts create bottlenecks.



The impact:

- Margin leakage from poorly tracked promotional discounts.
- Customers receiving incentives without meeting volume or other commitments.
- Limited visibility into promotion performance and ROI by customer segment and product.

Without unified promotion design, execution, and monitoring, teams move too slowly to capitalize on market opportunities or use manual workarounds – risking profitability and competitive advantage.

CAPABILITY OVERVIEW

What Is Pricefx Promotions?

Pricefx Promotions provides a centralized, intelligent environment to design, calculate, and monitor promotional discount campaigns across customer segments, products, and channels.

It connects seamlessly with ERP, CRM, CPQ, and eCommerce systems, bringing together customer, product, and transactional data to power targeted promotions. The platform applies flexible discount rules – including volume discounts, XforY bundles, various seasonal promotions, or sales channel discounts – to generate accurate promotional prices.

Once validated and approved through configurable workflows, promotional prices flow directly into price lists, quotes, and operational systems, ensuring every transaction reflects current promotional terms, margins, and governance.

Promotions *(Discounts setup and ROI calculation)*

The screenshot displays the Pricefx Promotions interface. The main header shows the breadcrumb path: **pricefx** > demofx-agents-product / Agreements & Promotions / Agreements & Promotions. The title bar indicates the current promotion is **C-431 (Ethan Allen yearly discounts 2025)**, which is **Approved**. Action buttons include **Revoke Agreement & Promotion**, **Create new revision**, **Export**, and **Send Agreement & Promotion**.

The **Items** tab is active, showing a table with the following data:

Label	Product(s)	Base Price	Promotion Price	Incremental Volume	Incremental Revenue
Volume Discount	Discrete manufacturing	208.00	187.20	335.7	16,292.96
Sales Channel Discount	Residential and Small Business	208.00	187.20	335.7	16,292.96

The **Detail & Settings** panel on the right shows the **ROI** calculation results:

Label	Calculation Result
Base Volume	4,476
Base Revenue	931,026.28
Base Margin	417,187.68
Promotion Volume	5,147.4
Promotion Revenue	963,612.20
Promotion Margin	372,697.82
Incremental Volume	671.4
Incremental Revenue	32,585.92
Incremental Gross Margin	-44,489.87
Promo Return %	-11.94%
Gross Margin % Change	-353.00%
Delta Promotion Volume	5,147.4
Delta Promotion Revenue	963,612.20
Delta Promotion Margin	372,697.82
Delta Incremental Volume	671.4
Delta Incremental Revenue	32,585.92
Delta Incremental Gross Ma...	-44,489.87
Delta Promo Return	-11.94%
Delta Gross Margin Change	-353.00%

At the bottom left, it indicates **2 rows** are displayed.

BENEFITS

Why Pricing, Marketing, Sales & Finance Teams Choose Pricefx Promotions



Pricefx Promotions transforms promotional discount management from manual chaos into a unified platform for defining campaigns, managing discount conditions, automating approvals, and tracking performance. It empowers pricing, sales, and marketing teams to execute faster, optimize spend, and boost margins.

For Pricing & Marketing Teams

- Manage discount structures and conditions across regions and customer segments with predefined templates.
- Simulate promotional impact before campaign launch to optimize ROI.



For Sales Teams

- Access approved promotional terms directly from CRM, Quoting, etc.
- Leverage active promotions in negotiations and see how promotional discounts affect prices and margins per customer.

For Finance & Operations

- Align promotional prices to margins, benchmarks, and business KPIs.
- Track promotion performance by customer segment, product, or region.



BENEFITS

What Pricefx Promotions Delivers

Pricefx Promotions delivers the flexibility and control that modern organizations need to manage promotional discount campaigns. It combines predefined discount logics with workflows, performance analytics, and integrations to keep your promotions accurate, targeted, and transparent.



1

Centralized Promotion Repository

- Single source of truth for promotional campaigns, terms, and history.
- Planning dashboard with calendar view for visibility of valid promotions.
- Links to condition types, discount logics, and reference data.

2

Flexible Condition Types & Discount Logics

- Definable standardized discount types.
- Flexible discount conditions with configurable pricing logic.
- Multiple condition types can co-existing within one promotion.

3

Promotion Lifecycle & Governance

- Collaboration workflows allowing teams to work in parallel on a promotion.
- Configurable approval workflows with steps, conditions, and approvers.
- Full audit trails and version control for compliance.

4

Mass Updates & Campaign Rollout

- Mass update options across multiple promotions based on filters.
- Bulk price list updates when promotional parameters change.
- Mass submission for approval to accelerate campaign launch.

5

Real-Time Execution & Integration

- Publishes promotional prices to ERP, CPQ (including Pricefx Quoting), CRM, and eCommerce systems.
- Flexible condition record structures that align with ERP pricing formats.

6

Analytics & Performance Insights

- Calculation results showing impact vs. costs, ROI, and margin changes.
- Year-over-year comparison and performance benchmarks.
- Feeds into pricing and profitability analytics for additional insights.

CUSTOMER STORIES & OUTCOMES

Real Results from Promotion-Driven Organizations

Global manufacturers and distributors use Pricefx Promotions to modernize promotional discount management, boost campaign effectiveness, and reduce manual effort.



Global Manufacturing Enterprise

Unified promotional discount frameworks across business units with shared analytics for better campaign ROI decisions and margin oversight.



Chemical Industry Supplier

Implemented volume discount promotions with automatic threshold calculations, cutting manual validation time and ensuring consistent customer treatment.



Industrial Distributor

Automated seasonal promotional campaigns with integrated ERP price records, eliminating duplicate data entry and reducing pricing errors.



Discrete Manufacturer

Centralized promotional campaigns across regions, replacing Excel-based tracking with automated approval workflows – improved campaign launch time and margin visibility.

Across industries, Pricefx Promotions delivers targeted, effective promotional campaigns that reduce risk, optimize promotional spend, and accelerate time-to-market.

GETTING STARTED

Turn Promotions into a Strategic Advantage

Move from fragmented, spreadsheet-driven promotions to a single, governed solution for discount logic, campaigns, and execution. Pricefx Promotions delivers control, consistency, and confidence – driving predictable profitability, optimized promotional spend, and smarter decisions across teams.



Request a live demo tailored to your promotional discount types, approval flows, customer segments, and system landscape.

See It in Action

Learn More

Explore related resources on the [Promotions page](#), or see how [complementary Pricefx capabilities](#)—such as Agents, Price Setting, Quoting, and AI Optimization—help pricing and sales teams make smarter, faster price decisions.