

Boost sales revenue & profit margin with highly personalized, intelligently targeted promotions.

Is your promotion strategy driving loyalty and increasing profit margin? Or is it simply encouraging customers to hunt for the best deal?


Horizon SalesLift offers a better approach – using data to determine which customers need a particular promotion and which ones don't.

If you're sending out blanket promotions to every customer – including those who would have bought anyway – it's probably the latter.

That means you can ensure the promotions you send work harder to increase basket value and loyalty, without eating into your margins.


Creating value through smart offer recommendation

Jodie and Brian are both customers of Pet Superstore, an online pet supplies retailer. And as previous purchasers of premium dog food, they both qualify for a 15% discount on their next 10kg bag.



Brian Cole
Expected order date: In 2 weeks
Discount sensitivity: Low
Likelihood to purchase: High

But Horizon SalesLift knows that Brian buys dog food every month, like clockwork – and he isn't due to purchase for two weeks. He's also never used a discount.

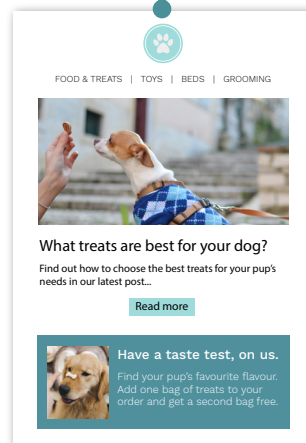


Jodie Allen
Expected order date: Last week
Discount sensitivity: High
Likelihood to purchase: Medium

Jodie, on the other hand, is a bargain hunter – she only buys from Pet Superstore when there's an offer on. Plus, she's missed her expected purchase date and is now at risk of lapsing.

So SalesLift knows that the best offer for Brian isn't the 15% off discount. It's a cross-sell offer that will encourage him to add a new product to his monthly order.

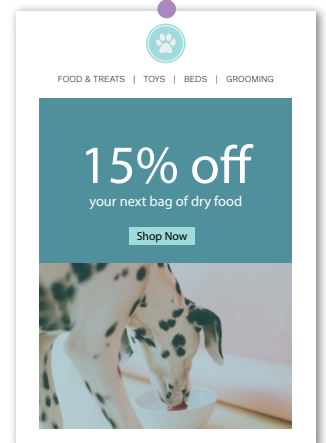
But for Jodie, that 15% off is just what she needs to hit 'Add to cart' instead of shopping around.



FOOD & TREATS | TOYS | BEDS | GROOMING

What treats are best for your dog?
 Find out how to choose the best treats for your pup's needs in our latest post...
[Read more](#)

Have a taste test, on us.
 Find your pup's favourite flavour. Add one bag of treats to your order and get a second bag free.



FOOD & TREATS | TOYS | BEDS | GROOMING

15% off
 your next bag of dry food
[Shop Now](#)

Invest in the right customers

Horizon SalesLift is a cloud-based platform that uses rich data and AI-powered decision making to personalize offers – and protect profit margins.

Driven by machine learning, it predicts which offers will grow loyalty, increase average basket size and reduce lost margin.

Drawing on data from across your business, SalesLift analyzes a customer’s discount sensitivity, churn risk and propensity to purchase, as well as their interests and preferences.

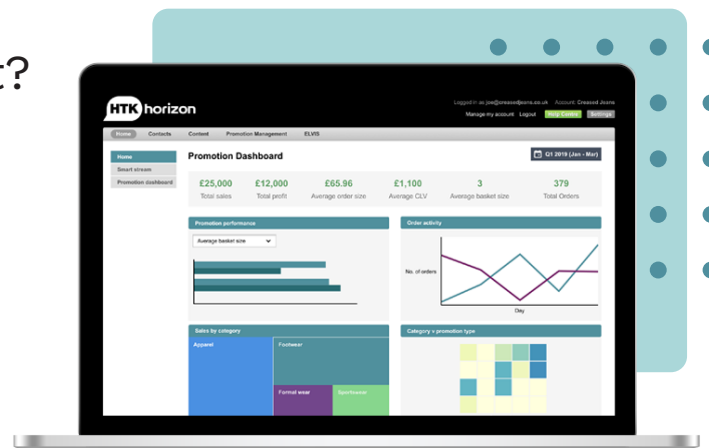
Horizon SalesLift then selects the offer that best suits each customer and your business – even if that means no offer at all.

AI-optimized promotions, without the fuss

- Next-best promotion**
Use AI to automatically select the best offer, in the moment
- Conflict management**
Take control of how conflicting promotions are handled
- Metrics that matter**
Monitor discount sensitivity, promotion ROI and more
- Easy integration**
Quickly connect your e-commerce and POS platform
- Real-time decisioning**
Choose the right offer across a range of promotion types
- Financial optimization**
Test different ways to maximize the impact of each promotion

Why choose Horizon SalesLift?

1. **No fixed license fee.** Pricing is based 100% on platform usage.
2. **Compelling return on investment,** with measurable results from day one.
3. **Join-up physical and online,** with a wide range of POS and ecommerce plugins.



Smarter engagement with the CX & Loyalty Cloud

We’d love to show you how Horizon SalesLift can help you get more value from your promotions strategy, while giving customers a more personalized experience.

Get in touch today to schedule a live online demo, or discuss the challenges you’re looking to solve. Just send us a message at hello@htk.co.uk.