Retail Promotions

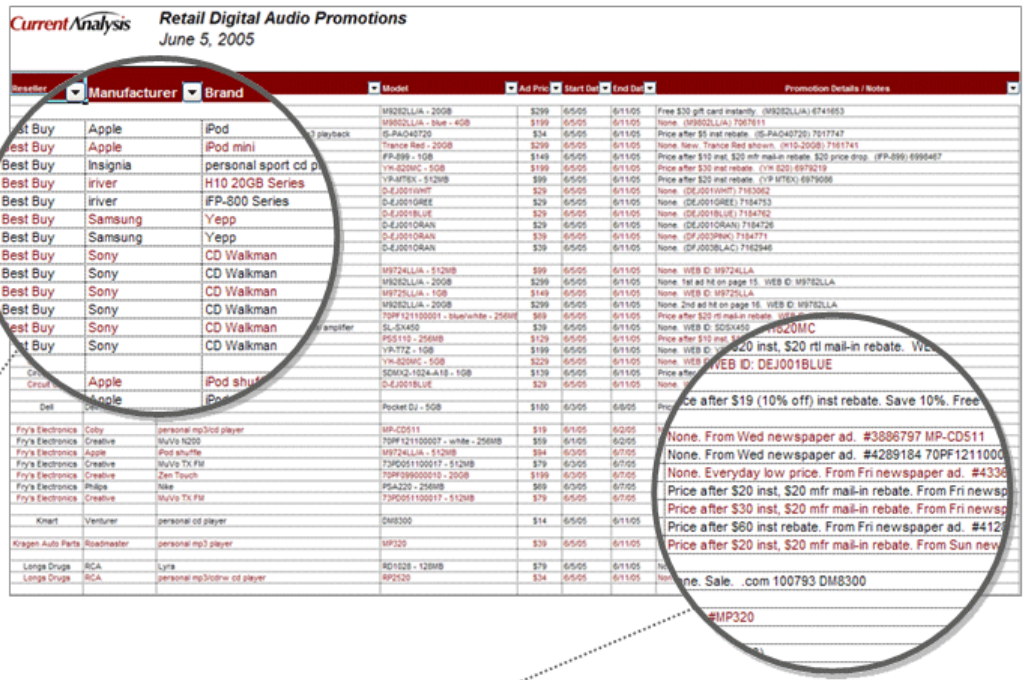
Weekly retail and manufacturer promotion activity.

Data is provided in Excel format for easy sorting, querying, and charting.

Archives are available in CurrentCOMPETE.

View promotions by:
- Retail company
- Manufacturer
- Brand
- Model
- Ad Price
- Street Price
- …and more

See the source of the promotion, with details on pricing and rebate structure



Service Info

Primary Audience
- Marketing
- Retail Sales
- Product Managers
- Category Managers

Benefits

- ✓ **Stay informed of promotional activity within your market**
- ✓ **Understand how competition is promoting similar configurations**
- ✓ **Ensure that your products are priced competitively**
- ✓ **Monitor what types of products are being pushed to the consumer**

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