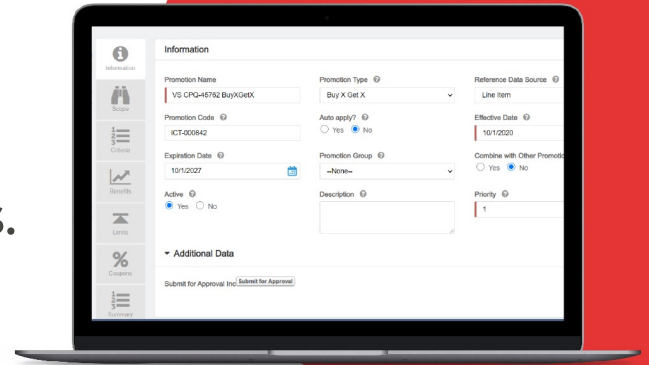




Conga Promotions

Drive omnichannel promotions.
Increase top-line revenue.



Sales promotions cost businesses more than \$500 billion each year

When you need to stimulate sales for certain products or motivate sellers, discounted pricing and other promotional programs create valuable incentives for both your customers and your sales team. But promotions are notoriously difficult to implement and manage.

Conga Promotions empowers organizations to seamlessly manage, execute, and optimize promotions across all sales channels. Fully integrated with Conga CPQ, Conga Promotions allows you to define, activate, and adjust promotions on the fly—with real-time visibility into the effectiveness of each campaign.

Challenges

- Trouble executing on promotional sales
- Promotional programs often don't align with organizational and sales strategies
- Process for generating promotions is slow and inefficient
- Promotional programs are poorly managed and very difficult to administer
- Sales and marketing leaders lack visibility into promotional program performance

Key benefits

- Influence customers' buying behavior to drive top-line growth
- Manage promotion strategies and align them to your promotional strategies to maximize revenue
- Streamline and automate your promotional program processes to improve efficiency and accuracy on a single platform
- Real-time visibility into promotional program performance to quickly adapt to market agility

“ The applications available today and a progressive vision for the future are what makes Conga a partner we are confident can meet our quote-to-cash process requirements even as our business changes and expands. ”

Michael McKiernan | VP of IT, Citrix

Spending on promotional programs can consume up to 60% of marketing budget

- **Promotions setup and configuration:** Manage multiple promotional strategies, including flat amount, percentage-based, volume-based, and revenue-based
- **Promotional codes:** System-generated and customized codes facilitate promotion distribution, program tracking, and direct influence on customers
- **Promotion execution:** Display available promotions, auto-apply promotions, enforce limits, and view benefits
- **Approvals integration:** Integrate with the approval workflow to prevent errors and to enforce policy compliance
- **Promotion optimization:** Leverage reports and dashboards within Salesforce to analyze and track promotional program performance. Adjust promotional strategy in-flight to achieve the highest yield
- **Omnichannel support:** Support your omnichannel strategy with promotions for direct sales, channel partners and end consumers

Real outcomes from Conga Promotions customers

5x

Reduction in complexity and maintenance cost

40%

Decrease in time-to-quote

20%

Faster deal closures



For more information

Email info@conga.com or call your local Conga office to talk to an advisor.

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