How to Navigate Increasing Promotional Intensity in 2025

By Claire McBride // October 4, 2024 //

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Promotional intensity picking up in your category? Are most of your sales coming only when you promote items? Feeling the pressure from higher CPCs?

You're not alone, and this isn't letting up as we enter 2025.

Join Russ Dieringer and leaders from Harvest Group, Jackie Lewis and Mark Stamps, to dive deep into the increased promotional intensity across retail over the last 9-12 months and how you can navigate it profitability.

This webinar will cover:

- Learnings from the Prime Day period, Big Deal Days, and plans for Black Friday/Cyber Monday across Harvest Group's 200+ clients
- Promotional levers to prioritize at Walmart, Target, and Amazon
- Relevant dynamics between online and in-store promotions
- Expectations for promotional cadence and depth for Holiday 2024
- Expert recommendations for optimizing promotional strategies into 2025

This webinar is designed for retail leaders looking to gain a clear understanding of current promotional trends and how to adapt for success.

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Don’t miss the chance to sharpen your approach and elevate your performance heading into the new year.

Register today and get ready to drive profitable growth during Holiday and into 2025.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

See the Recap Here

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