



HAPPY HOUR PROMOTION

50% OFF DRINKS

38% INCREASE IN TRAFFIC

53% INCREASE IN SALES

TRACK YOUR PROMOTIONS. REDUCE YOUR LOSSES.

Understanding the financial impact of your promotional efforts, whether positive or negative, requires knowing the right questions to ask – how does a promotion impact your profits, how do you track the source of a promotion or void, and how can you ensure a positive return on your future efforts?

Avero's Promos & Voids module provides insights specific to promotions and voids, so you can determine the effectiveness of your marketing efforts and identify any associated fraud. Make data-driven decisions around which promos are resonating with your customers, and identify the promos susceptible to fraud.

CHG

“Avero helps you look at your numbers in a way that provides your group with actionable material. It's indispensable.”

Michael Fancher
Director of IT
Craveable Hospitality Group



MINIMIZE YOUR COSTS. MAXIMIZE YOUR REVENUE.

Avero tools are designed for hospitality operators, by hospitality operators. Our Finance tools help you create a culture of financial awareness across your business, while minimizing your costs, and protecting and growing your profit margins.

FEATURES & BENEFITS



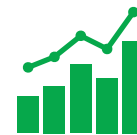
OPTIMIZE PROMOTIONS

Arm yourself with information to optimize your promotions and focusing on selling the right items at the right price, at the right times.



IDENTIFY & REDUCE FRAUD

Minimize losses to your business. Uncover and stop theft by identifying employees abusing promotions and voids.



TRACK PROMOTIONS

Gauge the success of your promotions with user-friendly reports like Redemptions per Cover or Promotional Sales by Hour.

3 TIPS FOR CREATING SUCCESSFUL PROMOTIONS



LEVERAGE HISTORICAL PERFORMANCE OF PROMOTIONS

The performance of past promotions is the best indicator of future performance. You'll be able to understand how your market responds to different types of promotions and their impact on your business.



CONSIDER THE GOAL OF YOUR PROMOTION

Identify areas of opportunity within your business. Work to set the right goals so you can develop the right promotions and track the right metrics throughout the promotion.



MONITOR PERFORMANCE OF YOUR PROMOTION

Once you've evaluated past performance, set goals, and developed your promotion, it's important to monitor performance to see if the promotions achieve the goals you've set.