

# Buying triggers

Forecaster understands how shoppers shop. It does this by learning from every sale, every click and every impression. It combines historic sales information with data it collects on external buying triggers like seasonality, weather, TV events, location, promotions, stock and offline segmentation. This insight into consumer behaviour enables Forecaster to predict more accurately and extend the reach of its forecasting from a single day to a week ahead. It models the most profitable channels and ad spend for each product, and gives you precise revenue forecasts, optimised campaigns and ongoing diagnostics.

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