SAP Promotion Management for Retail 8.0 SP04 on SAP Customer Activity Repository 1.0

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SAP Promotion Management for Retail 8.0 SP04 on SAP Customer Activity Repository 1.0 (Enhanced)

Technical Data

Product Version	PMR 8.0 SP04
Area	CA-DMF-PRM Promotions
Country Relevance	Valid for all countries

SAP Promotion Management for Retail provides comprehensive solutions for creating offers and preparing them for advertising to consumers. It supports business areas in advertising, marketing, merchandising, and administration. As of SAP Promotion Management for Retail 8.0 SP04 you benefit from enhancements made to performance.