

Two coordination failures, as a shopper would meet them

An illustrative AIORA diagnostic built on the two most prevalent patterns in AIORA's State of Retail Coordination scan: ungoverned offer stacking (56% of retailers scanned) and unreconciled headline claims (44%). The retailer, brands and pages are anonymized. In each finding, the systems involved work as designed, and the conflict shows up on the rendered page.

CAPTURE

2 pages · one desktop session

PAGES

Homepage and patio category page, signed out

STATUS

Illustrative sample · impact not yet measured

Four offers reach the same products, and the page shows no rule for which one applies

EACH SYSTEM, DOING ITS JOB

01

Pricing

Marks outdoor furniture down by up to 40%, announced in the hero.

✓ Runs the planned markdown

02

Promotions

Runs a sitewide code, SAVE20, and free shipping on orders over \$49.

✓ Launches both offers on schedule

03

Loyalty

A band under the hero offers members an extra 15% off once signed in.

✓ Rewards members where they shop

NOBODY'S JOB

Offer precedence policy

A rule that decides which offer governs when several apply, and shows the shopper that answer before the cart.

COUNTED

4 offers · 3 systems · 1 scroll

A footnote at the bottom of the page covers all four offers: "Offers cannot be combined. See cart for details."

NOT YET MEASURED

Cart abandonment when the expected discount fails to apply

Four offers on one scroll, with the precedence rule in a footnote

1 · HOMEPAGE · FIRST SCROLL

EXTRA 20% OFF SITEWIDE WITH CODE SAVE20 · FREE SHIPPING ON ORDERS \$49+

RETAILER

Search

Up to 40% off outdoor furniture

This weekend. Patio sets, loungers and dining.

Shop the sale

Members: take an extra 15% off

Sign in

Deals for you

See all

40% OFF

Brand C

Patio dining set

\$449 ~~\$749~~

25% OFF

Brand D

Lounge chair

\$179 ~~\$239~~

33% OFF

Brand E

Outdoor sofa

\$599 ~~\$899~~

Brand F

Side table

\$89

*Offers cannot be combined. Exclusions apply. See cart for details.

OFFER BY OFFER

Markdown
Up to 40% off outdoor

Code
Extra 20% off · SAVE20

Member price
Extra 15% off, signed in

Shipping waiver
Free over \$49

A shopper reading down the page can expect three of these offers on one dining set. She learns which one applies at the cart.

Illustrative wireframe. AIORA drew the layouts, brands and prices from patterns observed across retail scans; they depict no specific retailer.

Questions worth taking to your team.

- 01 A product qualifies for the markdown, the code and the member price. Does one system decide which discount governs, and does the shopper see that answer before the cart?
 - 02 Does checkout enforce "offers cannot be combined", or does the rule live in the terms alone?
 - 03 Pricing, promotions and loyalty all publish to this page. Does anyone own the precedence rule across the three?
-

The headline promises up to 60% off, and the deepest discount in the grid below is 25%

EACH SYSTEM, DOING ITS JOB

01

Campaign creative

The hero on the patio category page reads “Up to 60% off patio furniture.”

✓ Ships the campaign headline on time

02

Pricing

Marks eight patio items down by between 10% and 25%.

✓ Applies the approved markdowns

03

Product feed

Fills the grid under the hero from in-stock patio inventory.

✓ Shows products that can ship

NOBODY'S JOB

Claim check

A check that the discount a headline promises exists in the tiles the headline sits above.

COUNTED

60% claimed · 25% deepest shown · 8 tiles

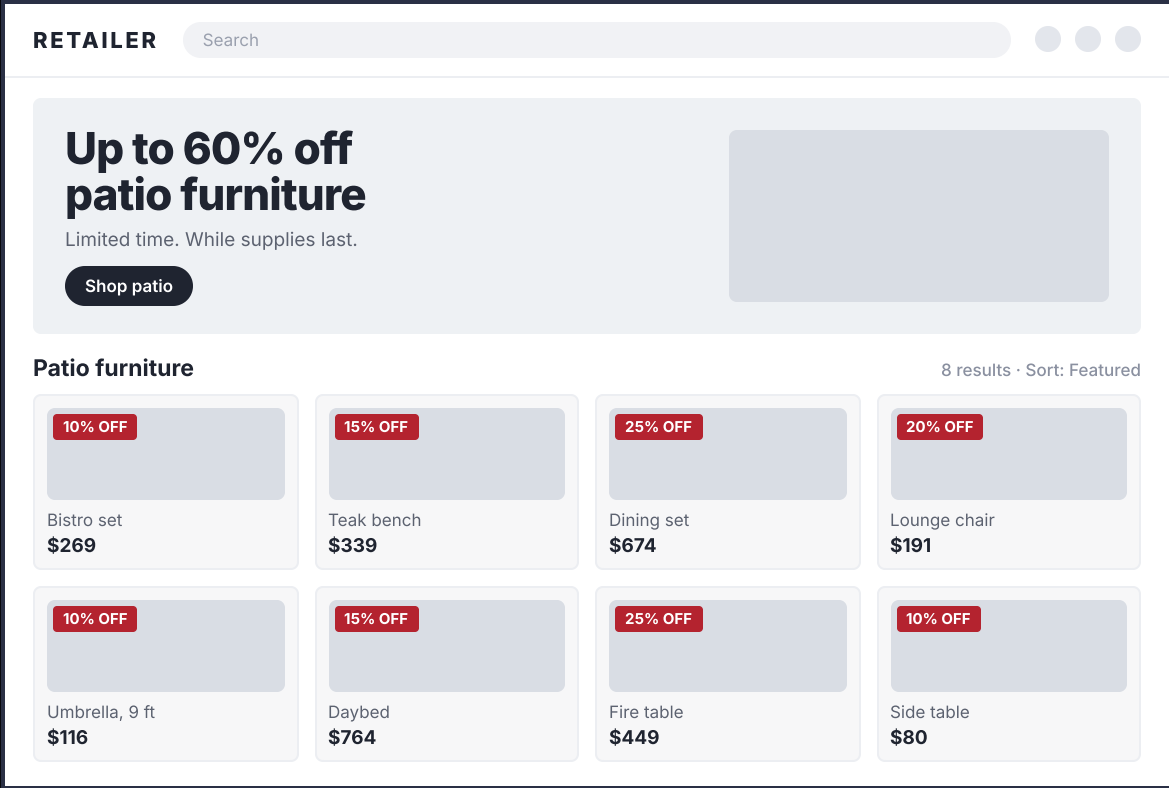
The product feed dropped the one 60% item when it sold out. The campaign team’s hero copy stayed unchanged.

NOT YET MEASURED

Exits from the hero to the grid during the campaign

A 60% headline over a grid that tops out at 25%

1 · PATIO CATEGORY PAGE · HERO AND PRODUCT GRID



CLAIM AGAINST GRID

Headline

Up to 60% off

Deepest discount in the grid

25% off

Tiles at 20% off or more

3 of 8

The 60% item

Out of stock, absent from the grid

Creative, pricing and the product feed each work from their own data, and the shopper sees the three together for the first time on the rendered page.

Illustrative wireframe. AIORA drew the layouts, brands and prices from patterns observed across retail scans; they depict no specific retailer.

Questions worth taking to your team.

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- 01 Does the hero creative read live pricing and inventory, or does someone approve the headline against a list that can go stale?
 - 02 If the 60% item sells out mid-campaign, does anyone update the headline, and how fast?
 - 03 Do you track exits from the hero to the grid during headline campaigns, and do they rise when the claim and the grid diverge?
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From coordination failure to measured resolution

01 · DIAGNOSTIC

Bring your customer's view

Surfaces coordination failure patterns on your live site, page by page, as your customer sees it.

YOU PROVIDE

Nothing

YOU GET

Annotated findings and specific patterns to investigate

02 · MEASUREMENT

Put a value on each pattern

A structured deep dive into your existing log data. Quantifies each pattern and surfaces new patterns that are invisible from outside.

YOU PROVIDE

Existing log data

YOU GET

Dollar-quantified findings, with confidence-rated estimates

03 · RESOLUTION

Test the fixes, measure the impact

Controlled experiments on the highest-value patterns. Your team runs the tests; AIORA provides the coordination lens.

YOU PROVIDE

Experimentation access

YOU GET

Measured impact and inputs into product, merchandising and operational decisions

Each step proves the value before the next begins.

No integration required.

WHY NOW

Proof of value in weeks, not months or quarters

You can spend months in security and engineering review, quarters integrating, and longer still proving value.

AIORA starts with a diagnostic to prove the problem. We measure the impact before you integrate anything.

No integration

No backend access

No production changes

NEXT STEP

**Request an AIORA
coordination diagnostic**

info@aiora.systems

We show proof first, then build on top of it.

aiora.systems/solutions