

BALANCE YOUR INVENTORY BEAT YOUR SALES GOAL



If you're only using Ulta portal files to run your business, you're only scratching the surface of what's possible. It's time to swim with the big fish and take your business to the next level.

National SKU Sales

The Sales & Inventory report- only available in the Ulta portal - is limited to the national sales volume by SKU. A good 30,000 foot view. But that's it.

Total Store Sales

The Store Sales report - only available via the Ulta portal - is limited to total sales volume for a store. This is a fuzzy picture of your Ulta business (at best).

Ulta Portal

In-stock Management

One-click access to inventory position for each DC as well as every Ulta store. Never lose a sale again because you are out of stock.

Promotion Optimization

Craft the perfect promotion for 21 Days of Beauty, your new hero SKU or innovation with store-level consumer and product insights.

Increase Field Sales ROI

With detailed SKU sales and inventory insight for each store you can create strategies to improve the ROI on your spend, and be 100% certain of the results.

Accelerated Analytics

Better Buyer Relationships

Flip the script on Buyer calls by improving under-performing regions or stores (weeks before your buyer knows about them), increasing order quantities, frequencies, and shelf presence.

Consumer Insights

Ulta guest preferences vary by market and store. Adapt your strategies by market and provide real-time feedback to your marketing team.

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