

What is Trade Promotion Optimization?



A best-in-class Trade Promotion Optimization (TPO) solution is made up of 3 core components:

1. Data Cleansing/Harmonization

- ☑ Harmonized POS, Shipment, Spending.
- ☑ Eliminate error-prone manual spreadsheets.

2. Accurate Post Event Analysis

- ☑ Real-time, accurate baselines and lift coefficients.
- ☑ Quantified ROI, KPIs and execution insight.
- ☑ Competitive and consumer marketing impact.

3. Predictive/Optimized Planning

- ☑ What-if scenario predictive event and customer planning utilizing constraint based modeling.
- ☑ Annual optimized customer planning for both your brand and your retail partners.

...It's time to get more from your trade promotions.