5 signs for CFOs that it is time to consider a TPO

1 Can't quantify the ROI of trade promotions

Many solutions on the market claim to provide real-time data, but the truth is that many don't actually combine data silos of trade promotion, shipping and point of sale data allowing for accurate and timely ROI calculation.

2 Staff is spending more time compiling than analyzing

The usual spreadsheet system is error-prone, time-consuming, and frustrating. By implementing a software solution, you can free up your staff's administrative time so they can provide key insights to your team. This is also a crucial step in soldifying accurate data.

3 Incapable of predicting promotion results before they run.

You should not be planning blindly. With scenario planning capabilities, you can predict and plan wirth a focus on volume, revenue and profit without wasting money on unproven promotions.

4 Performance benchmarks against competitors is unknown

Not only can you see your competitor's activities, but you can also calculate revenue, profit, incremental volume, costs, and ROI for each promotion executed.

5 Unable to define KPIs for ALL of your customers

In a time where most customers have their own analytics, the inability to measure your promotion performance against specific customer KPIs creates a potential conflict inhibiting joint business planning.

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Optimizing Promotion Return

Ready to turn these frustrations into successes
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