



# Trade Promotion Optimization

## for Consumer Products

### Maximize Trade Spend ROI

Identify your next best action by optimizing trade investments across channels, accounts, and tactics based on frequency, depth, placement, and offering.

Many companies spend lots of time and money managing the trade process manually, with no predictive view of trade, while repeating the same promotions year over year. Antuit.ai breaks that cycle. By using the right AI, an exceptional workflow, and built-in automation, your team will efficiently collaborate to create the best actions for your business objectives. Side by side simulation facilitates better ROI by evaluating adjustments to tactics, timing, investments, and goals. Finally, since the solution uses the industry's best forecast, understanding demand drivers and planning towards predicted outcomes has never been easier.

### Case Study - Speedy Implementation Delivers Significant ROI

**The Problem** - A leading consumer packaged goods company was facing traditional industry challenges with their trade promotion process: heavy investments in time and money, a slow spreadsheet process, inaccurate predictions, and diminishing returns. They desired a remedy to centralize the planning process between sales and trade marketing that would grow revenue, raise margins, and improve their trade investment ROI.

**The Solution** - After a rapid implementation of antuit.ai's Trade Promotion solution, they conducted trade promotion planning and an account review for each promotional event with a centralized and integrated solution. Now, Sales and Trade Marketing can seamlessly execute promotions, understand the impact on ROI, and drive gains in revenue, profit, and market share.

### Results

**22%** ROI Improvement

**14%** Revenue Improvement

**20%** Sales Unit Improvement

## Features

- **Promotion Management** — Centralized process for workflow, promotion planning, approval, trade investment visibility, and predicted impact for lift, ROI, revenue, and margin.
- **Scenario Management** — Enables reviewing of different promotion predicted outcomes for better decision making, negotiation, and execution.
- **Account Management** — Provides review of account activity, profitability, and promotional performance for better sales activation and promotion execution.
- **Forecast Accuracy** — Gain confidence in the outcomes, because of a highly accurate forecast that evaluates the important demand drivers.
- **Trade Investments** — Create the best allocation of trade investment tactics, timing, and placement of execution by understanding the overall lift of each demand driver.



Global consumer packaged goods (CPG) brands invest more than 20% of gross revenues in trade promotions. They need powerful applications to plan and execute the best portfolio of promotional activities for each new product and each line extension, in each location or channel. ”

**George Lawrie**

VP, Principal Analyst, Forrester

## Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at [info@antuit.ai](mailto:info@antuit.ai)

## Consumer Products Solutions from antuit.ai

- Demand Forecasting & Planning
- Available to Promise
- Revenue Growth Management
- AI Demand Modeling Studio
- AI Demand Intelligence Platform

## Real AI. Real Results.

Serving Fortune 1000 companies globally, antuit.ai is rethinking the way consumer products and retail companies use AI to solve real business problems. Antuit.ai offers AI SaaS solutions that inform the most important decisions, from supply chain to merchandising to marketing, empowering world-class companies to digitally transform their businesses to achieve substantial business results. Comprised of industry leaders, data scientists, technologists, and domain experts, antuit.ai is passionate about delivering real value to their clients.



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