

Promo2Go

What is Promo2Go?

Promo2Go is used to calculate and visualise promotional effectiveness. Users can compare promotions, look at promotional KPIs like forward buying, retailer margins, promotional ROI, market share and sales uplift. Promo2Go combines internal sales data, with external scanning data and promotional planning data. The data is refreshed automatically and analysis dashboards are refreshed on the go.

How does it work?

Scanning, sales and planning data is automatically integrated and enriched with new algorithms. The analysis is automatically presented in a set of easy-to-digest dashboards. Users can export the data to Excel, or dashboards to PowerPoint. As well, Power Users can publish the dashboards to other users. Users can compare single promotions, analyse the longer term effects and look at the benefits for the retailers.

Inputs required

- Ex-factory sales data
- Scanning data (Nielsen or IRI)
- Promotional plan data (internal)

Typical dashboards/insights

- Promotional P&Ls
- Promotional KPIs like uplift, forward buying, ROI
- Long term trends and effects
- Compare promotions and KPIs
- Retailer margins

Who is it for?

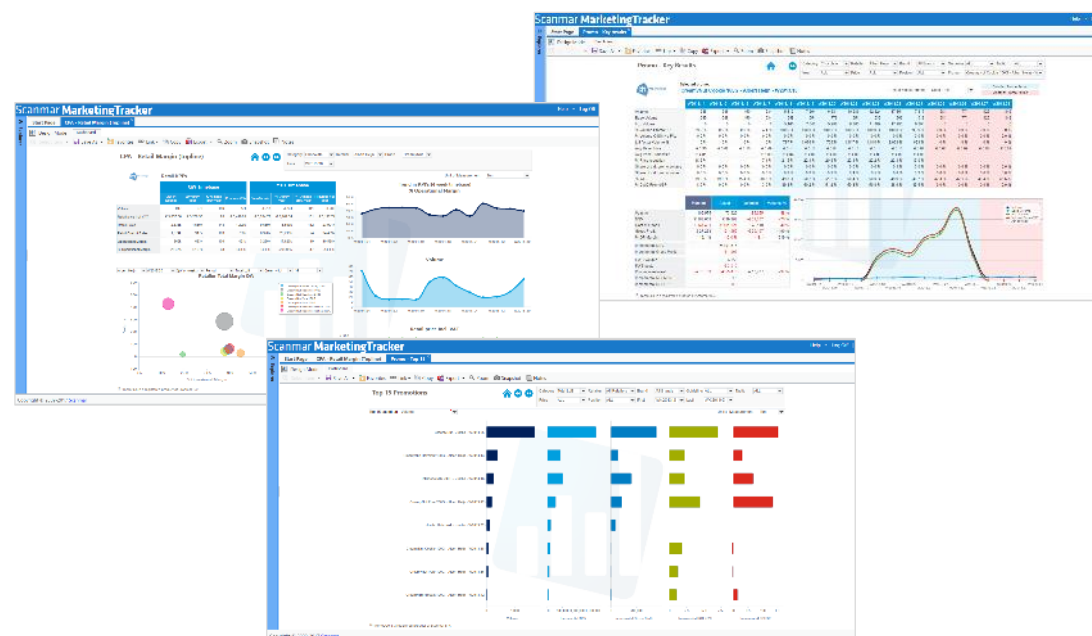
Promo2Go is to be used by Sales and Account Management, Trade Marketing, Marketing, Sales Planning and Financial Controlling.

Client benefits?

Promo2Go provides a logical analysis path or process, and guides users through the relevant steps. Promo2Go replaces a lot of manual work, and saves time and money on the actual analysis and on getting marketers up to speed with the relevant types of analysis. Furthermore analysts can respond much quicker than usual to questions from management and sales.

Client cases and results

Promo2Go is being used by clients like Hero, Friesland Campina and Bavaria. They are increasing their promotional accuracy, saving by reducing forward buying and getting faster insights in promotional calendar and effects, with less time needed for the planning process.



Promo2Go – KPI's, analysis and data loading

Promo2Go delivers all relevant promotional KPIs

- Data can come from different retail audits including IRI, Nielsen or combinations thereof
- Reported KPIs include:
 - Volume split (base, incremental);
 - Forward buying volume and costs;
 - On/off/display;
 - Lift factors;
 - Subsidised sales;
 - Discounts values;
 - Price reduction;
 - Market share (volume and value);
 - Distribution (WD and ND);
 - (Incremental) promo investment;
 - Promotion share in category;
 - A&P costs;
 - Cost of Goods;
 - ROI on incremental NSV and/or GP
 - Retailer margins

Analysis is offered via a package of pre-determined dashboards covering the key challenges faced when analysing promotional effectiveness.

Reports can be customised to extract insight across a range of dimensions including:

- Any timeframe (promotion period, start-end date periods, week, month, quarter, year, rolling, cumulative)
- Any comparison (index or absolutes versus last year, versus target)
- Any customer, or group of customers
- Any promotion, type of promotion
- Any brand and product

The data is loaded in the system on the most granular (typically EAN) level.

- This enables highly detailed analysis as required.
- Various aggregations of the data are enabled allowing for insights to be generated at a range of operational levels across the business
- Rapid reporting of this data is enabled by the way the data is modelled and stored across various dimensions using the latest OLAP processing technology

