

A Guide to Revitalizing Your Trade Promotion Investment

CUSTOMER OPTIMIZATION

The user defines the constraints – volume, profit, revenue, promotion type, contractual obligations, budget, key promotion dates, black out dates, ideal promotion mix – and lets the solution configure the optimal event or plan.



PREDICTIVE PLANNING

The increased accuracy of the data and power of predictive modeling provides users with greater data insight about planned events and the ability to create a library of scenarios to build an annual plan



QUANTIFIABLE ROI

When you are capable of timely and accurate post-event analysis, you can shift from reconciling transactions to a more analytical mindset of quantifying performance.



DATA CLEANSING AND HARMONIZATION

the ability to harmonize disparate POS, shipment, and spending data in a single intelligence center is critical to ensuring the quality of data and accuracy of baselines and lift-coefficients.



T-ProSolutions
Optimizing Promotion Return

Get your trade promotions into shape today! 