



# Trade Promotions

## for CPG

### Maximize Promotion Effectiveness and ROI

Get out of the promotional guessing game - improve the product, tactic, timing, and trade investments with Antuit's Trade Promotion solution.

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 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 Result** - After a rapid implementation of Antuit'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 could seamlessly execute better promotions with key accounts by understanding the impact on ROI to improve customer relationships while driving significant gains in revenue, profit, forecast accuracy, and ROI.

### Results

**5-10%** Revenue Improvement

**3-5%** Margin Improvement

**10-20%** 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 listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

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

## Additional Solutions Available from antuit.ai

- [Demand Forecasting and Planning](#)
- [Supply Chain Analytics](#)
- [Revenue Growth Management](#)

## About antuit.ai

We are the leader in AI-powered cloud solutions for Merchandising and Planning. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Pricing, Promotions, Assortment, Forecasting and Personalization solutions.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

Antuit is funded by Goldman Sachs and Zodiuss Capital.

**Learn More at [www.antuit.ai](http://www.antuit.ai)**



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