

# Super Sale!



## PromoPro

*Align CPG Trade Promotions  
and Shopper Marketing for  
Improved Trade Spend ROI*

For most consumer packaged goods (CPG) organizations, trade spend is the largest corporate expense aside from payroll. Many trade spend initiatives involve customized displays and communications that are built around a trade promotion event staged with a particular retail partner. As consumer buying attitudes continue to shift from traditional to more convenient digital channels, successful promotions require the full support and involvement of account teams and retail partners.

To meet the needs of today's CPG consumers, manufacturers need to become more strategic and proactive to ensure they achieve a rapid return on their trade spend investment. By conducting joint business planning with retailers, partners can make more informed and targeted investments to drive growth and increase actionable consumer insights. With joint business planning, retailers and CPG companies can focus on promotional activities that will deliver the greatest value to both organizations.

### **Gain a Competitive Advantage with Ready-to-Use Promotion Event Analytics**

PromoPro, provides ready-to-use event analytics tools to help trade groups fully understand the effectiveness of their promotions. With PromoPro, CPG companies have a standardized method to manage and fine-tune event

alignment workflows, override allocations, and provide reporting and analysis for all promotional activities.

Access to these promotional metrics gives manufacturers a huge competitive advantage when trying to establish joint business planning status with retailers. And the better the alignment between trade promotion and shopper marketing, the better the ROI will be for trade initiatives.

### **Create and Edit Promotion Details to Improve Trade Spend ROI**

PromoPro enables CPG organizations to review and adjust calculations and promotional activity, including:

- Shipment dates during promotional periods
- Base volume coming from IRI/Nielsen, weekly base and non-EDLP base
- Total shipped cases, total consumed cases and variance
- HiLo promotion spend, EDLP spend, marketing specific budgets, expected spend and total event spend
- Open promotion detail
- IRI/Nielsen ACV measures
- Average price per unit

### PromoPro can help you:

- Improve joint business planning sessions with retailers
- Understand trade spend ROI across all promotions and mass retailers
- Align plans with actual consumption for an actual picture of promotion effectiveness
- Enable automated data integration to streamline processes for high productivity
- Identify brand cannibalization and its impact on trade event ROI
- See results of promotional events and improve future event planning
- Compare trade event results to competitors' events and across retailers

### Business Intelligence Powered by BlueSky Analytics

PromoPro includes built-in reporting capabilities with BlueSky Analytics, a powerful, easy-to-use business intelligence tool. These reports can be customized to meet your organization's unique requirements, as well as any of your internal reports currently in use.

With BlueSky Analytics, users can create dynamic reports that combine components from a data warehouse, ERP systems, TPM systems, third-party data (Nielsen and IRI) and local data sources like Excel and Access. CPG companies can securely share, schedule and deliver interactive drag, drop and drill reports over the web, or via email as Microsoft Office documents.

### BlueSky Analytics provides robust features that drive trade promotion insights:

- Powerful ad-hoc query and reporting
- Complete OLAP capabilities (drag, drop and drill-down)
- Dynamic dimensional hierarchies
- Progressive charting and graphs
- Multi-level dashboards
- Seamless integration with Microsoft Excel and PowerPoint
- Schedule, share and collaborate capabilities
- Row level security

### Mindtree Accelerates Trade Spend Value and Effectiveness

Mindtree's extensive experience with large, multi-country CPG manufacturers and retailers helps accelerate the value and effectiveness of promotional activities. PromoPro's automation allows your company to analyze all promotions at all retail accounts

for greater coverage, and adjust promotion event duration, spend rate, and other metrics.

Pre-built, post-event analysis framework accelerators propel data harmonization

### Extend Trade Spend Insights with TradeSmart

TradeSmart, is an ideal complement to PromoPro. TradeSmart provides advanced automation that integrates consumption, shipments, trade plans, COGS, and competitive data into a single, harmonized, open analytics platform. TradeSmart delivers significant trade spend benefits for CPG organizations:

- Pre-built, post-event analysis framework accelerators propel data harmonization
- Integrates structured and unstructured data from multiple sources, including a POS integrator
- Creates reports that allow users to view promotion performance across "as is" and "as was" scenarios
- Provides a glimpse into the future so planning teams and category/brand managers can effectively plan new campaigns
- Completes entire trade cycle by analyzing past promotions, predicting future promotions, providing near real-time promotion performance alerts, and predicting ROI

The PromoPro solution also improves productivity and calculates 100 KPIs in seconds, enabling a greater understanding of trade spend ROI, HiLo and EDLP lift for both you and your retail partners. With PromoPro and BlueSky Analytics, CPG companies have the business intelligence they need for margin-building insights and improved joint business planning.

### ABOUT MINDTREE

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit [www.mindtree.com](http://www.mindtree.com) to learn more.