

Developing a Custom Trade Promotion Management Tool

This client is a health and beauty company focused on creating products using sustainable practices and natural ingredients.

The client had been leveraging a legacy trade promotion management (TPM) tool to manage trade spend but faced difficulties consolidating data across all planning accounts. Consolidating forecasted and accrued sales required manual data input from various sources, leading to an inefficient process and risk for error. Though the client is early in their adoption of data analytics, they needed a solution to this issue of inefficient data reporting prior to implementing a full trade promotion management tool.

The client engaged Clarkston's trade promotion experts to develop a tool that is user friendly while providing meaningful reporting insight across forecasted sales, promotional spend, and term spend.

Consumer Products Case Study

PROJECT OVERVIEW



INDUSTRY:



Consumer Products

PRODUCTS AND SERVICES:



Health and Beauty

PRIMARY OBJECTIVES:

- Reduce manual entry of trade spend
- Aggregate forecasted and actualized trade spend across all planners and accounts
- Automate reporting on forecasted versus actualized spend

RESOLUTION:

- Transformed data to calculate key metrics
- Prevented user error through optimization of Excel formulas and power query
- Designed data lineage and data dictionary training materials

KEY BENEFITS:

- Reduced manual entry of forecasted and actualized promotion, term, and overall trade spend
- Standardized reporting structure and visibility for leadership
- Automated aggregation of indirect distributor sales

KPIs

- Created Trade Promotion Management tools to aggregate spend across 40+ planning accounts
- Calculated forecasted and actualized trade spend for 150+ products
- Integrated forecasted and actualized trade spend from 7 sales planners

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