

A woman with long dark hair, wearing a white top and a dark blazer, is looking at a tablet in a grocery store aisle. The background shows shelves stocked with various products.

Predictive analytics and optimization

In the Retail-CPG industry, margins are tight and predictive analytics are no longer a luxury, but a necessity. Companies that can't accurately plan trade promotion spending and measure ROI are falling behind.

T-ProSolutions
Optimizing Promotion Return

POWERED BY SAGGEZZA

 Lube **Insights**

Predictive analytics and optimization

Spend less time gathering data, and more time analyzing how to manage your trade promotions for the best returns.

T-Pro Analytics is a cloud-based trade management solution that brings your data into one place to help you make informed, data-driven decisions about your trade promotions. With T-Pro Analytics, you can increase your trade promotion return exponentially by eliminating error prone, time consuming spreadsheets.

T-Pro Analytics uses Saggezza's Lube Insights data analytics engine to simplify and accelerate the implementation, operation, and execution of trade management analytics in the Retail-CPG industry. You get timely and relevant insights you can trust – implemented quickly and without breaking the bank.

Features and Functions

- **Accurate Pre/Post Promotion Analysis**
- **Accurate Baselines and Lift Coefficients**
- **Data Anomaly Correction**
- **Historical Master Calendar View Cost**
- **Predictive Scenario Planning**
- **Calendar Builder/Calendar View**
- **TPM Integration**

| | T-Pro Analytics | Competitors |
|--|-----------------|-------------|
| Consolidation of data silos | ● | ● |
| Predictive analytics | ● | ● |
| Ease of implementation | ● | ● |
| Cost | \$\$ | \$\$\$\$\$ |
| Ease of use | ● | ● |
| Ability to tie Trade Spend to retail execution | ● | ● |
| Functional expertise | ● | ● |

Client case studies

Case study 1

17% increase in ROI

Our client was struggling with siloed data, and found it was only able to analyze their top five customers nationally. In 2013 the client implemented T-Pro Analytics, and is now able to analyze more customer data than ever before.

The Solution

Using T-Pro Analytics, the client has integrated disparate intelligence silos, and now has real-time access to accurate shipment, spending, COGs and POS data across 125 customers, representing 85% of the company's annual volume/profit.

The Results

The client has moved from an average -17% ROI on annual trade spend in 2011 and 2012, to breakeven ROI in 2013.



Case study 2

7% incremental volume increase

After running a \$1.99 temporary price reduction (TPR), our client found it was not receiving a return on its investment. The client was unable to predict volume and pricing accurately, meaning its TPR strategy was losing money rapidly

The Solution

The client began using T-Pro's Master Calendar function, and was able to use predictive analytics to see that the incremental volume would be about the same at \$2.19 vs. the current \$1.99 retail.

Based on this analysis, the client decided to run four \$2.19 events per year instead of the \$1.99 price.

The Results

The new strategy boosted incremental volume by 90% and increased the incremental profit per event by \$5,500.

Building on that success, the client used real-time intelligence from T-Pro Analytics to decide to run six of these \$2.19 TPR's per year. This delivered 7% incremental volume increase.

Case study 3

Avoided negative ROI from 5% volume increase

Our client had been asked for an additional temporary price reduction (TPR) by one of its "every day low price" customers; a concession that would require an extra \$80,000 trade investment.

The Solution

Using T-Pro Analytics, the client was able to see that the additional TPR would result in a small incremental volume of 5% that would have resulted in reduction in profits.

The Results

The client used the findings from T-Pro to present the outcome to its customer. The customer retracted its request, saving our client trade funds and safeguarding profits.

Stay ahead of the competition by turning your data into real, actionable insights – contact us for a free demo to see how predictive analytics can transform the success of your trade promotions.

Contact us at +1 800 460 5912 or email marketing@saggezza.com

Integration of trade promotion intelligence silos





About Saggezza

Saggezza is a global solutions provider with deep links and insights into the technologies shaping the next generation of business. We help ambitious businesses unlock the power of their enterprise data to accelerate growth and uncover opportunities. We combine software development and implementation expertise with our next-generation data analytics platform to turn our customers into data driven enterprises. We have offices in North America, Europe and Asia.

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