

How Data Opens Doors to Effective Promotion Optimization

How can we maximize our marketing spend on promotions? How can we be sure to invest in promotions that work well for our brand and avoid wasting funds on those that do not? How can we execute our promotions in the most efficient, impactful manner possible?

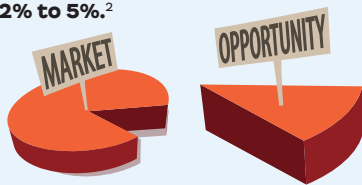
Increasingly, CPGs recognize that the answer to these and other questions lies in promotion optimization. But without the right data—not syndicated, but rather, real-time and shared across multiple retail banners—the objectives of promotion optimization cannot be met.



CPGs have many reasons for making promotion optimization a priority, including:

1 A desire to increase or maintain **market share** and boost **profit margins**.

Properly optimizing promotions is among steps CPGs can take to **bolster profit margins by 2% to 5%**.²



2 A push to determine what moves **product volume**.

3 A need to **compensate for decreased consumer spending** and **satisfy consumer demand for more “deals.”**

More than **eight in 10** U.S. consumers have already begun making fewer purchases than a year ago, with **23% already cutting back on spending**.³

28% of U.S. consumers are looking for additional opportunities to cash in on promotions.⁴

4 An objective to **ramp up on or reintroduce promotions**, as well as to eliminate ineffective promotions and get promotions off on the right foot for new retail partners.

Data Pushes the Promotion Optimization Envelope...

More than ever, CPGs are **focusing on promotions and promotion optimization**.



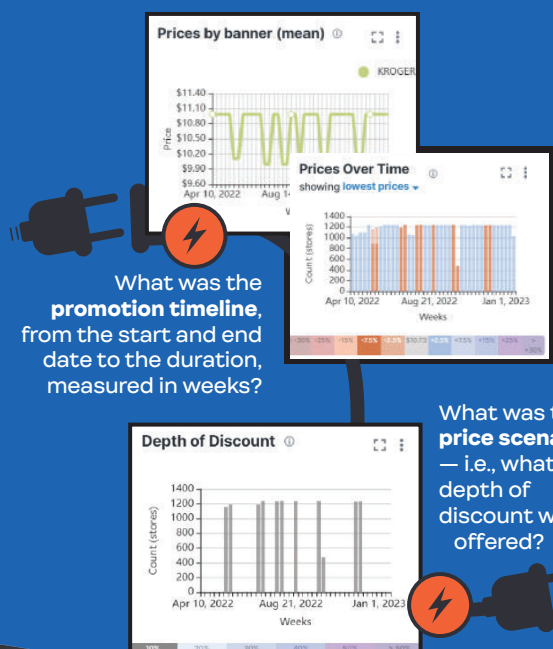
27% of CPGs have started a major upgrade in their trade promotion management and trade promotion optimization technologies, and **24%** plan to follow suit within the next year or two.⁵



In 2022, **34%** of CPGs have added or updated their **promotion analytics tools**, and 36% did so in 2021.⁶

...and Plugs You Into a Deeper Enlightenment of Your Promotion Performance

Syndicated data, alone, is not sufficient to optimize promotions. To fully realize the objectives of promotion optimization, CPGs need a holistic view and detailed understanding of how promotions are performing in specific markets—at store level and in real time—as well as how these promotions have performed in the past based on historical data. Datasembly’s analytics deliver on this promise, giving CPGs answers to critical questions.



What was the **promotion timeline**, from the start and end date to the duration, measured in weeks?

What was the **price scenario** — i.e., what depth of discount was offered?

What are the **promotion location specifics**, including the extent of support provided by individual grocery retailer banners and geographical “hot spots” where promotions are not being supported or different offers are being spotlighted?

What **type of promotion** was used — BOGO, buy-get, temporary price reduction, or other?

What were the **average promotion prices** at various store locations?

What is the **partner participation and compliance picture**? Which partners participated, and did they comply with set promotion parameters?

What **co-promotions** were offered within a category or segment? How many items within a given category or segment were simultaneously “on deal”?

With this accurate data in hand, CPGs can determine which promotions were most effective and which were not—and in turn, **where to spend their trade promotions budget**.

The end-result: More effective, competitive promotions that generate a **higher ROI**.



WHAT THE MARKET SAYS

“Analytics help CPGs gain new insights that make it easier to shape their offering around promotion designs that benefit both parties equally and further enhance their partnership.”

— DELOITTE

Datasembly empowers brands and retailers to make data-driven decisions about prices and promotions in real-time. Datasembly collects hyper-local, real-time data from +200 retailers representing +150k stores across North America. Datasembly’s intuitive web app and robust data export provides instantly actionable data to solve real-world problems and deliver immediate insights that save time, money and improve efficiencies.



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