



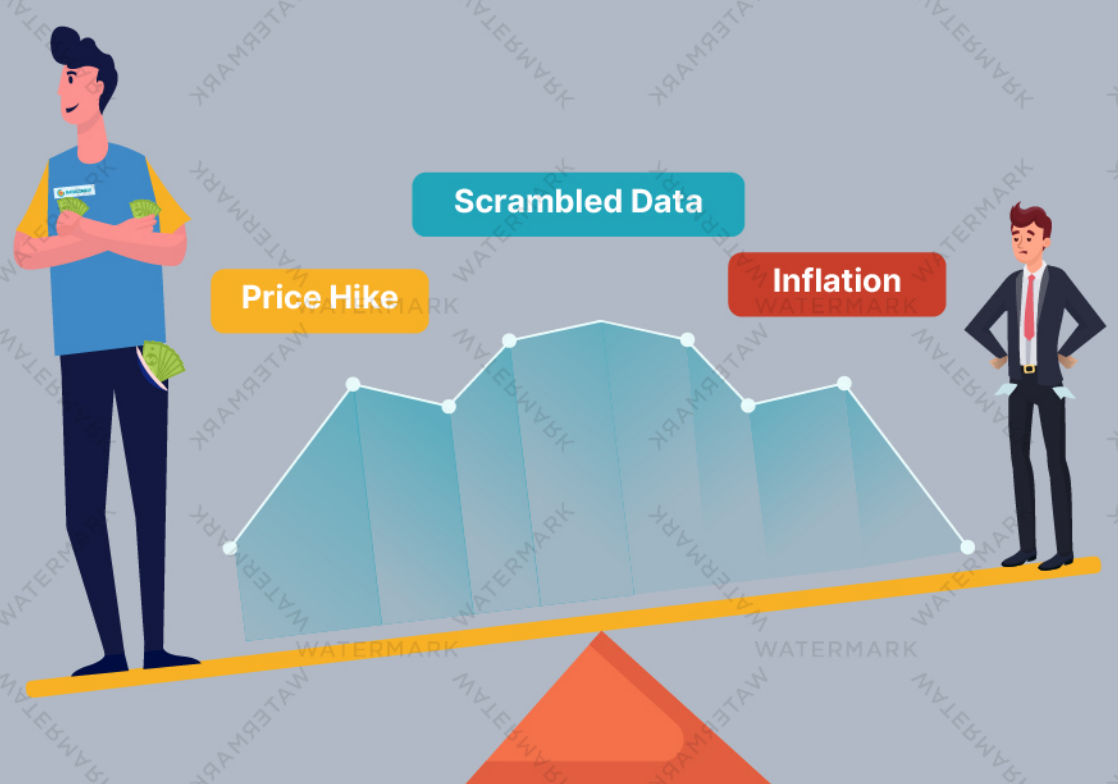
# Datasembly

## How CPGs can leverage pricing intelligence to rebalance their relationships with retailers



### THE PROBLEM :

Consumer packaged goods companies (CPGs) have, despite efforts to hold their ground, been forced to cede much of their influence over category management to their retail partners. The war over promotional pricing, also known as trade spend, is real!



## Its Complicated

In 2019, nine of the ten largest CPG manufacturers announced price increases, citing inflation and margin pressure.



Sales Person :  
25%  
of time

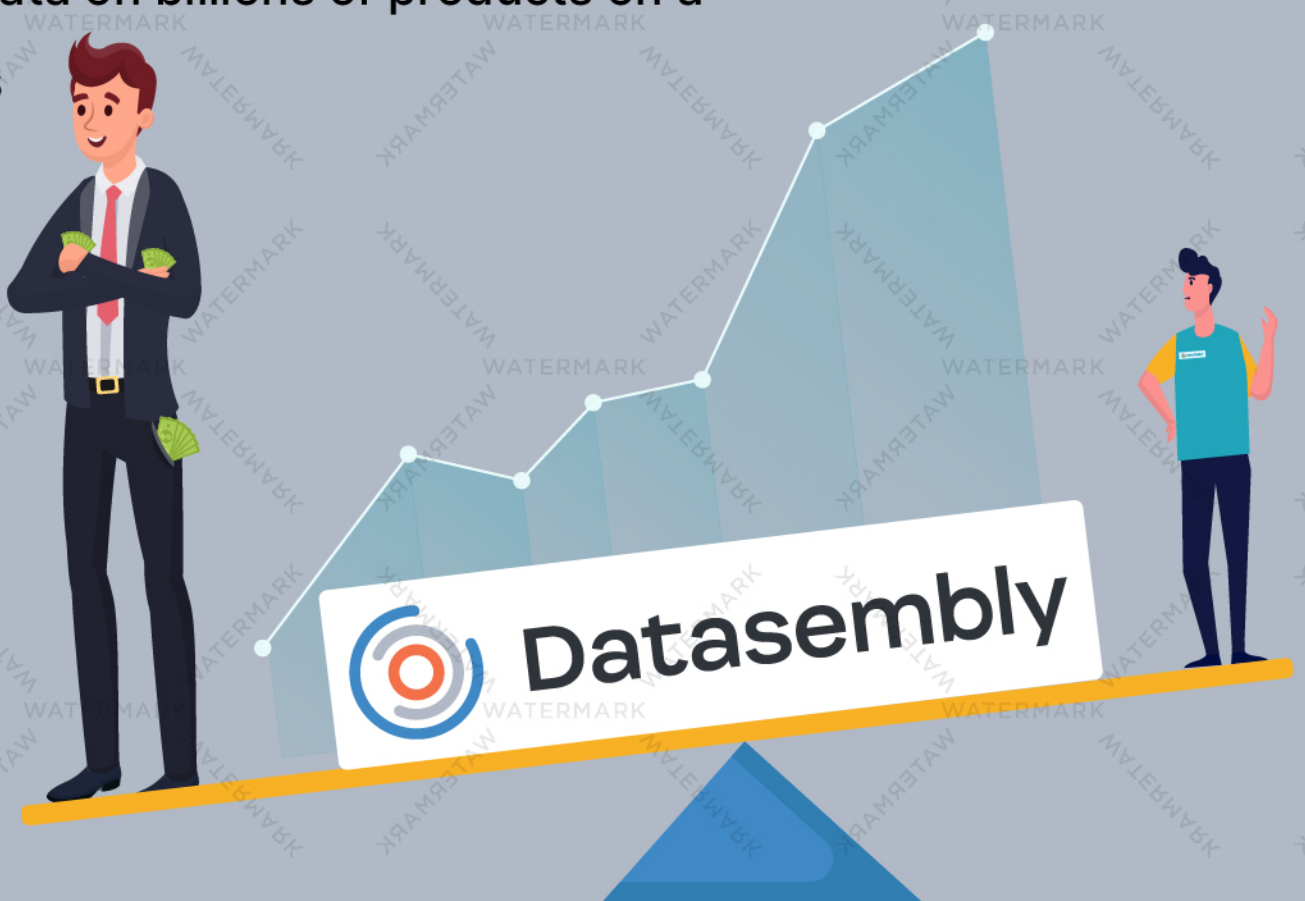


In most cases, retailers own the most valuable consumer data and have access to the most vital up to the minute competitive pricing data. They use this information to great advantage as they are asking CPG's for lower pricing. retailers also go off plan and opt for greater margins.



## Real-Time Data for the Win

Datasembly's proprietary technology collects data on billions of products on a weekly basis, then provides that information as customized, shareable insights to brands and retailers. This hyper-local, real-time data eliminates the need for manual or averaged data; instead of providing product and location-specific data needed to empower CPGs to make well-informed, brand-specific decisions. Datasembly technology makes it possible to identify real-world problems and deliver actionable insights that save time, reduce unnecessary trade spend and improve efficiencies



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