

# Trade promotion management in today's omnichannel world

Omnichannel retailing has forced Consumer Goods (CG) companies to re-think their go-to-market strategies. Consumers are demanding that retailers and brands integrate digital touchpoints and in-store activities to create a seamless purchasing journey -- on any device, at any time and in any location.

This connected experience enables consumers to look up ingredients, compare prices, search for discounts, and read reviews before or during a store visit. They want the ability to make purchases via a physical or virtual cart and arrange for in-store pick up or home delivery. The path to purchase is hardly a straight line anymore. However, a well planned omnichannel strategy with minimal friction can drive customer engagement and conversion rates. Traditional opportunities such as store circulars and display programs are still important, and still effective among certain customer sets, but there are new vehicles to integrate and measure.



## Transform Traditional Practices

The TPM playbook that manufacturers have relied upon for decades must change. Omnichannel retailing is forcing manufacturers to integrate digital and traditional promotions to fully understand ROIs, but that's a challenge when companies still rely on spreadsheets.

A partnership with Amazon, for example, is impossible to manage using spreadsheets. There is too much big data. Yet, Consumer Goods companies insist they can push a square peg through a round hole. CG companies who have been slow to adopt proven TPM technology are missing opportunities to sell smarter.

## Data Is The New Currency

A TPM solution empowers CG companies to manage, mine, and analyze real-time data in one place. In today's omnichannel landscape, retailers are under a lot of pressure to drive in-store traffic and optimize shelf space. Manufacturers armed with fact-based data and what-if scenarios derived from a true TPM solution will be more successful at generating profitable collaborations with retailers.

Manufacturers who start using data to personalize promotions down to the individual store level versus running a blanket promotion across all banners will also have a leg up on the competition. Trade promotion solutions that are agile and in continuous development are purposefully designed to help manufacturers do just that. It's about selling smarter.

## Move Beyond Isolated TPM

It's impossible to be strategic without understanding what impacted sales, volume, lift and brand loyalty. TPM can no longer be an isolated point solution. Feeding more data points into the solution will bring more aha moments to the surface.

Manufacturers who integrate their trade promotion solution with shopper marketing and retail execution data can align insights and gain a comprehensive, 360° view of trade spending. CG companies will find it faster and easier to determine compliance levels of an event and how it impacted consumer conversion. Sales, marketing, field teams, finance - they all need to work from the same playbook. A closed loop, cloud-based TPM solution helps make that a reality. Integrating data and tools will lead to streamlined processes, automation, and accountability.

**Manufacturers using store-level insights gained from a TPM solution outperform competitors by 2.2 times**

## About CPGvision

In developing the CPGvision platform, PSignite offers the premier revenue growth management (RGM) solution designed to help consumer goods companies grow revenue profitably. The CPGvision solution suite features trade promotion management (TPM), trade promotion optimization (TPO), annual planning (AOP), as well as price elasticity and scenario planning capabilities. PSignite prides itself on delivering the most powerful combination of functionality and ease of use, enabling clients to realize benefits from day one.

To learn more about our ready-to-use trade promotion intelligence, TPx and RGM capabilities, [get in touch](#) with our team.