

Looking to the future: 4 ways to stay prepared for the new normal in trade promotion and revenue growth management

The COVID-19 Pandemic may have put a wrench in your daily operations. From managing shifts in supply chains and adjusting to consumer behavior, leveraging historical data isn't the key to success in today's new environment. However, with post-COVID consumer data and insights, you'll be equipped to make reasoned decisions in the future.

The challenges you might be facing since the height of the pandemic might look like:

You may never be fully prepared for the unknown. But with these best practices and tools, you'll be better armed for any unprecedented crises or event.

- The rise in e-commerce consumer behavior
- Price sensitivity and inflation
- Finding new ways to promote products
- Supply-chain disruptions



Take steps toward change management and digital transformation

Collaborate with stakeholders across every level of your organization to build a case for digital and data transformation efforts. You'll need to build a case for why digital transformation is a necessity for your company and how rich insights for decision-making will be the outcome.



Business insights

It's more important than ever to not only collect valuable data, but action on it to inform your business decisions. Instead of wasting time compiling information, adopt a solution that compiles it for you. Specifically, you'll need a suite of advanced reports and dashboards to effectively understand trade spend effectiveness through P&L views, pre/post event analysis, price sensitivity and a variety of win/win reports. These tools will equip you to identify opportunities to improve planning and sales.



Rethink the way you market your promotions

Price shouldn't be the only way to market your promotions. Consumers today are savvy and consider the way a brand projects itself before making a purchase. Before rolling out a promotion, put the consumer at the heart of your strategy. How can you package your product in a way that resonates with them at that specific time and what verbiage is relevant to them?



Price elasticity management

Maximizing margin while balancing consumer value is a must. As inflation becomes the norm, you'll need to assess how demand for your products change based on their price. When determining price, you'll also need to account for the region and retailer you're dealing with at a time. That's why you'll need to adopt a solution with price elasticity modeling that incorporates variables from multiple data sources packaged into one user interface. This will allow you to run scenarios when they arise and thoroughly understand aggregate and granular level implications.

Best-in-class TPx and RGM solution suite, purpose-built for the CPG industry

Regardless of where you are in your RGM journey, CPGvision by PSignite equips you with the solutions you need to achieve profitable revenue growth.



Trade Promotion Management

A re-imagined UI with advanced TPM capabilities to manage all your trade funds, complex distributor relationships, trade arrangements, accruals and reconciliations.



Trade Promotion Optimization

AI and ML optimized plans to drive true ROI on your trade dollar investment through post-event analytics and scenario planning that instantly shows the impact on the plan's volume, spend and profit.



Annual Operating Plan

Engage all stakeholders within your organization through a top-down and bottom-up planning process to effectively fill in any performance gaps.



Price Optimization

Balance consumer value vs cost of goods changes with price elasticity models and scenario planning to understand pricing impacts on sales and profitability.



Foundational Modeling

Leverage AI and ML to quantify promotional performance, generate optimized plans based on volume, revenue and profit goals, create sales and spend targets, gain significant and granular forecast accuracy and optimize shelf and promoted pricing.