



An **Aldata** Company



Are your promotions
hitting the mark?

CS Promotional Evaluation



How much can you add to the bottom line by improving the return you get from your promotional investment?

Just a small movement in promotional return on investment can have a big effect on the bottom line. Imagine what you could achieve with a big change to your promotional efficiency! With CS Promotional Evaluation you have the capability you need to make powerful changes to the promotional profitability of your business.

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CS Promotional Evaluation

What's your promotional spend?

Whilst promotional spend has increased heavily over the last decade, most suppliers have not seen this translated into sales or profit growth. In most cases, the increased spend has been necessary to maintain market share but it has in turn eroded profitability. In a highly competitive and consolidated trading environment, suppliers are increasingly looking to optimise return on their investment in promotions.

Promo-Evaluation can be tailored for:

- > Account Managers
- > Senior Sales Managers
- > Finance Managers
- > Sales operations
- > Trade Marketing Managers

How to optimise your promotional sales uplift and profit...

Promotional evaluation can be divided into five parts:-

- > Pre-Promotional Evaluation.
- > Post-Promotional Evaluation.
- > Promotional Guidelines.
- > Business KPI tracking.
- > Strategic Investment.

Pre-Promotion Evaluation

Pre-promotion evaluation supports the account manager in optimising deployment of their funds. Scenario modelling enables different funding mechanics, levels of support and different store execution options to be assessed ensuring the best approach is selected for each promotion. The database also includes historical promotions providing an accurate projection of promotional uplift. In addition, retailer metrics, such as incremental retailer profit or promotion margin supports an informed discussion with a buyer.

Post-Promotion Evaluation

Whilst pre-promotion evaluation sets your plan, the actual promotional performance is revealed by post-promotional analysis. Thus, the real financial impact of your promotions is revealed, and a comparison can be made against the plan.

Promotion Guidelines

Trends and patterns from post promotional evaluation are analysed in CS Promotional Evaluation. This insight supports informed promotional planning and the development of promotional guidelines by brand, channel or account relevant to the business.

Business KPI tracking

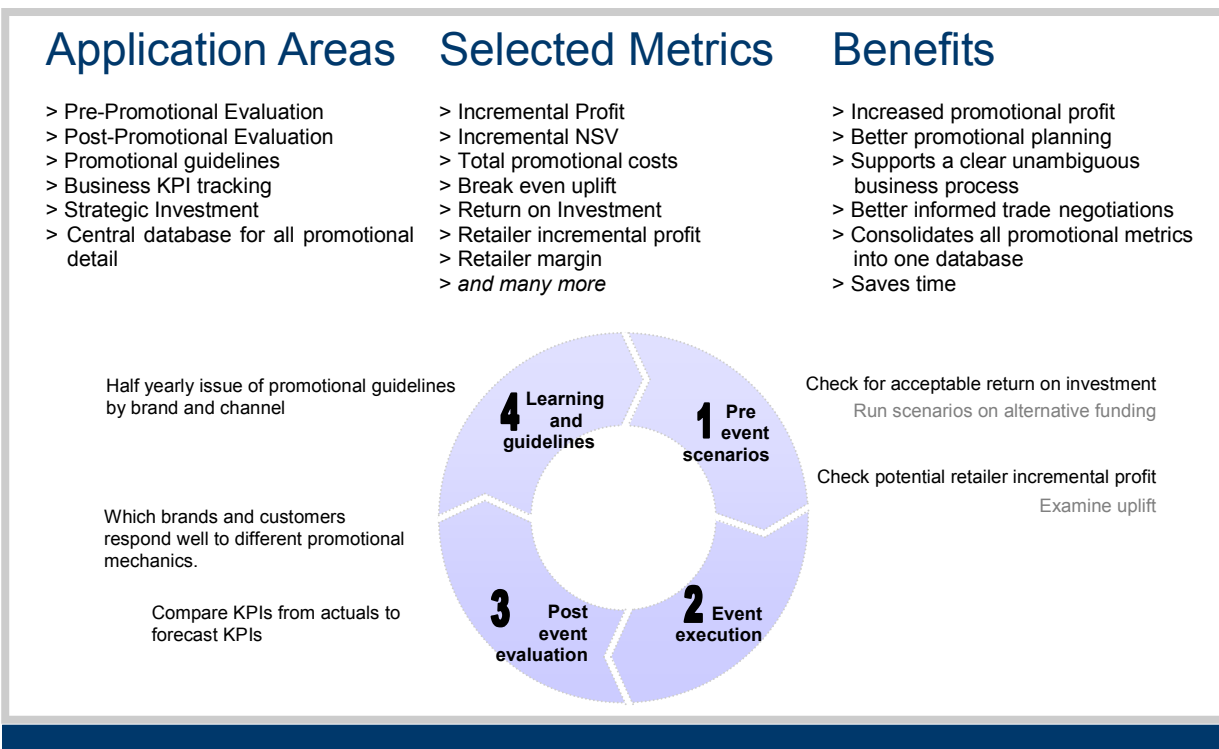
The benefits of strategic investment, promotional guidelines and better planned promotions by account managers can be tracked and monitored by CS Promotional Evaluation. This facilitates the continual management of business objectives and financial targets.

Strategic Investment

Senior sales managers need to make investment trade-off choices between differing promotional objectives (brand building, trade relationship, driving share, profitable growth), differing brands and differing accounts. The metrics provided by CS Promotional Evaluation informs strategic investment trade-offs so that senior sales managers know the likely financial impact of the trade-offs they are making.

For the Account Manager....

As the account manager updates their promotion plans, the promotional metrics are dynamically updated supporting an intuitive understanding of the proposals. In addition, the Account Manager can access this information as part of the promotional evaluation cycle enabling them to make optimal funding decisions.



Tel: + 44 (0) 1476 570500
www.cosmic-solutions.com

Email: info@cosmic-solutions.com Fax: + 44 (0) 1476 568500

Cosmic Solutions Ltd. 6 Hill Court, Swingbridge Road, Grantham, Lincolnshire NG31 7XY United Kingdom

