

Improve Trade Spend ROI with Trade Promotion Optimization

A CPG company spends 15 to 20% of its revenue on trade promotion efforts but rarely sees any lucrative return on its investment.

Meet Trade Promotion Effectiveness – Tredence’s ML-driven trade promotion optimization tool.

Organizations can use our automated trade promotion solution on Azure to:

- Perform baseline calculations across SKUs/PPGs and customer level
- Understand elasticities of price and discounts
- Simulate promotion scenarios and plan the ideal promotion
- Visualize and track past and current promotions
- Seamlessly execute planned promotions through integration with TPM platforms

Reach out to us at alliances@tredence.com for a demo.

Tredence is an AI engineering and analytics company that focuses on the last-mile delivery of insights into actions by uniting its strengths in business analytics, data science, and software engineering.

Scalable solution for trade promotion optimization on Azure



Analytical Dataset

Gather data from multiple sources and harmonize it to create a dataset for ML model development



ML Model Build

Robust ML models capture impact from multiple factors and seasonality



Baseline Extraction

Baseline extraction and forecast for the next 12 months



Promo KPI Calculation

Calculate ROI, incremental revenue/volume, cost of promotion, and other KPIs



UI & Scenario Planning

Dashboard to track promotions and create promotion scenarios



Integration

Downstream integration with TPM platforms for seamless execution of planned promos

Business Impact



5-10 point jump in trade promotion ROI



10% increase in operational margin



100% optimized trade budget

Tredence assists businesses in optimizing their trade spends through its ML-driven trade promotion optimization tool.

TREDENCE
Beyond Possible