

See the Whole Story: Gain New Insights into Trade Promotions

For Consumer Products companies, trade promotion expenses are more than:

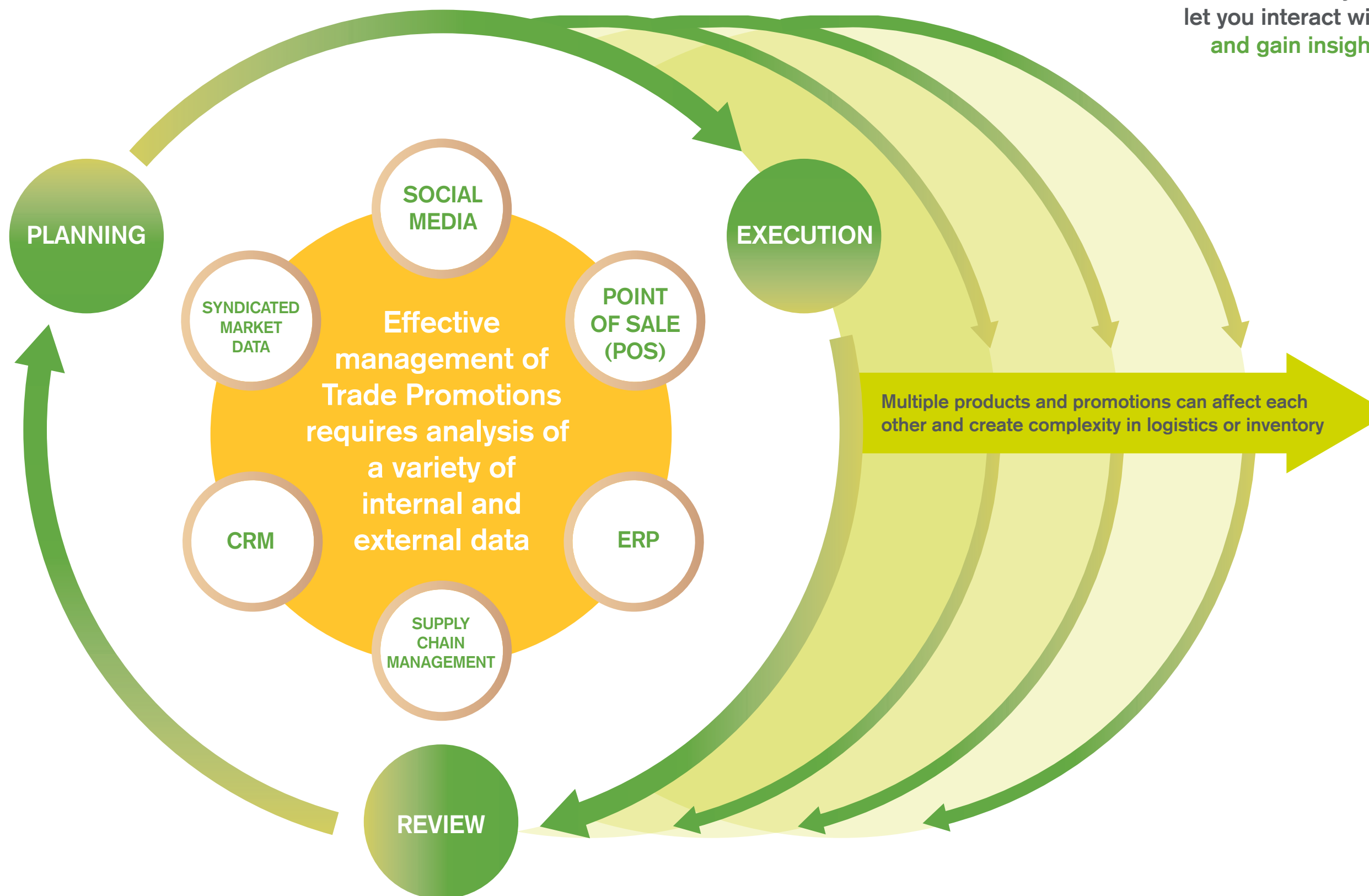
25%
OF REVENUE¹

BUT

55%
of trade promotion dollars fail to grow the brand or category²

59%
of grocery trade promotions lose money³

Data discovery and self-service visualization let you interact with and navigate critical data and gain insight for better, faster decisions



See impacts of trade promotions on the category, for example product cannibalization.



Gain insights into the complexity and cost impact of the promotion on other functions



Track the effectiveness of trade promotions against plan



Understand the true cost and profitability of promotions at the category level

Trade promotions drive complexity in other areas of the business like supply chain and operations



See the whole story in Trade Promotions with Qlik®

Qlik is a leader in visual analytics. Qlik provides insights across data silos to put power in the hands of the user to make faster, better, and more agile decisions.

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¹<https://www.gartner.com/doc/3109220/market-guide-trade-promotion-management>
²<https://hbr.org/2012/07/build-better-trade-promotions>
³http://www.nielsen.com/be/en/insights/news/2015/Trade_Promotions.html

