

Event Scorecard Analysis

FOR CONSUMER PRODUCTS

Event Scorecard Analysis provides granular-level insights that enable consumer products manufacturers to:

- Understand how past promotions performed
- Identify returns on past promotion investments
- Analyze which promotions benefit both the manufacturer and the retailer
- Plan and recommend “win-win” promotions
- Strategically optimize promotion planning

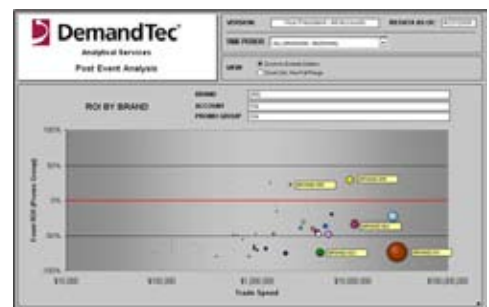
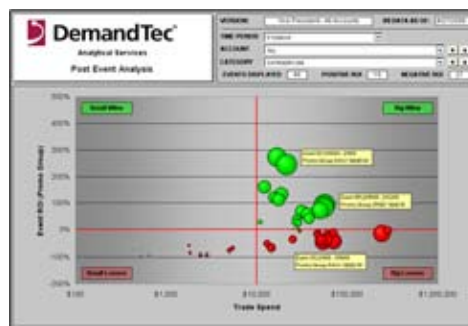


Event Scorecard Analysis

Event Scorecard Analysis provides a comprehensive analysis of past promotion return on investment (ROI) delivered to both the consumer products manufacturer and retailer. This analysis helps consumer products manufacturers quantify and rank actual performance of past promotions.

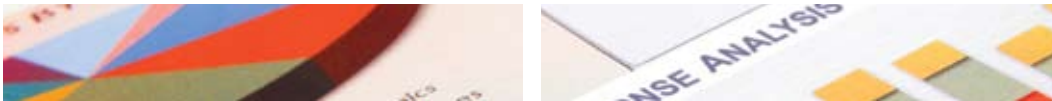
Event Scorecard Analysis helps consumer products manufacturers answer key questions that can help them optimize their sales and marketing strategies:

- What percentage of promotions produced a positive ROI?
- What was the ROI of past promotions?
- What promotions were true “win-win” promotions



Fact-based insights into past promotions performance and ROI





DemandTec Analytical Services for CP Manufacturers

DemandTec Analytical Services are packaged service offerings that help consumer products (CP) manufacturers understand, predict and influence consumer demand.

DemandTec Analytical Services leverage the advanced data modeling and optimization capabilities in DemandTec's software platform and supplement DemandTec's consumer-centric sales and marketing applications.

Each DemandTec Analytical Service helps answer key questions that enable CP manufacturers to plan optimal sales and marketing programs:

- **Affinity Analysis** – Which set of products make up common consumer solution sets? Which item of the solution set is the “anchor” that drives sales of other items?
- **Deal Comparison Analysis** – Which price point would be most effective for a given event? Which deal would be better for my customer's overall category?
- **Image Item Analysis** – How do I identify key image items for my retail customer? Do image items vary by market?
- **Event Scorecard Analysis** – Which percentage of promotions produced a positive ROI? Which promotions were true “win-win” promotions?
- **Event Variance Analysis** – Which events performed as expected? How accurate were my forecasts?
- **Price Response Analysis** – How do individual SKUs respond to a base pricing change? Which items are most and least elastic?
- **Promotion Response Analysis** – Which merchandising drivers are most effective for a specific promotion? Which SKUs are more suited to a specific promotion type?
- **SKU Rationalization** – Is the category over-SKU'd? Can I recommend delisting items and grow the category for both me and the retailer?
- **Price Advance Simulation Analysis** – How will a list price increase impact my brand's volume and profitability? Which products and competitors do I lose volume to when making a price increase?

Get Started Today

Are you ready to take advantage of the insights that deliver consumer-centric sales and marketing? Take the next step. For more information, call **888.221.6128** or visit **www.demandtec.com**.

About DemandTec

DemandTec (NASDAQ: DMAN) enables retailers and consumer products companies to optimize merchandising and marketing decisions, individually or collaboratively, to achieve their sales volume, revenue, and profitability objectives. DemandTec software services utilize DemandTec's science-based software platform to model and understand consumer behavior. DemandTec customers include more than 140 leading retail and consumer products manufacturers such as Advance Auto Parts, Best Buy, Circle K Stores, ConAgra Foods, Delhaize America, Dr Pepper Snapple Group, General Mills, Giant-Carlisle, H-E-B Grocery Co., Hormel Foods, Monoprix, Safeway, Sara Lee and Tyson Foods. Connected via the DemandTec TradePoint Network™, DemandTec customers have collaborated online on more than one million trade deals.



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DemandTec for Consumer Products

DemandTec offers consumer products manufacturers a powerful suite of solutions built on an industry-leading platform leveraging the DemandTec TradePoint Network™:

DemandTec Trade Planning & Optimization™

Understand, plan and accurately predict pricing and promotion strategies in a risk-free environment.

DemandTec End-to-End Promotion Management™

The business framework, technology and services to support a collaborative, end-to-end promotion management process directly with retailers.

DemandTec Platform™

A comprehensive foundation of consumer, demand, and market intelligence that fuels DemandTec's software services and analytical services.

DemandTec TradePoint Network™

A collaborative, online platform enabling retailers and their suppliers to transact, interact, and collaborate using connected software services.

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