



Six Refined Trade Promotion Capabilities CPGs Need to Compete Today



01 | Bandwidth

Old Way: Common Practice

Too many opportunities are left unexplored due to human limitations. Resources and insights are insufficient to power deal and volume growth.

New Way: Refined Capability

Time-and-effort-saving tools expand human bandwidth to identify and address additional opportunities and make better, faster decisions.



02 | Look-Back

Limited history is an obstacle to look-back comparisons and planning. Planners can't access year-ago results to make informed adjustments.

Extended deal history enables CPG planners to reuse and refine what worked before but avoid repeating past mistakes.



03 | Access

Limitations on user access can present a chokepoint when using planning software. Brokers and others with multiple product lines face repetitive logos.

Role-appropriate, secure platform access allows the planning and distribution of the effort. More eyes and hands simplify tasks and speed up the total process.



04 | Deal Data

Data reporting scratches the surface and is limited to planned deals and movement data accessed after the fact. Rarely can brands get deeper insights.

More comprehensive reports and dashboards optimizes accounts payable processes and allows brands to access metrics and insights in real-time to assess results, or results, or even adjust tactics mid-stream.



05 | Compliance

Compliance worries arise with access to 4 months of saved deals compared to the 7-year deal history government mandate. Additional costs are incurred for external storage space required to store the volume of data to meet audit requirements.

Absolute assurance of compliance with 7-year deal history stored in one central location. Sarbanes Oxley compliance requirements are built into a single optimized platform – so you are always prepared for a seamless audit.



06 | Oversight

Management view of promotion performance is limited and late, often confined to summary reports from the team after the fact.

Management has a more complete picture of the performance of promotion investments and makes strategic decisions with confidence.

DemandTec built Advanced Deal Management to empower CPG organizations with a refined, comprehensive set of capabilities to maximize their trade promotion results.

[Learn how you can upgrade today](#)