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UNDER PRESSURE TO IMPROVE PROMOTION EFFICIENCY AND EFFECTIVENESS?

Most Fast Moving Consumer Goods (FMCG) categories are heavily dominated by promotions.

The complexity of channels to market and price sensitivity means trade funds are easily wasted. Without the right tool, opportunities to gain that extra point of market share are missed.

Promax PX is the solution of choice by an extensive range of well recognised CPG companies globally:



Promax has played a significant role in improving the performance of promotions with these brand owners; increasing the returns from promotional spend and building market share. With Promax they can find out what works and what doesn't and where there is a need to focus more attention to achieve the business plan.

Improving the effectiveness and efficiency of trade spend can improve gross margins by 2 to 3 percent a year.

With Promax you have the ability to quickly and accurately **TRACK** your sales and promotional funds, use sophisticated multi-causal models to confidently **PREDICT** consumer response to promotions, and streamline the entire promotions lifecycle to **OPTIMIZE** the price, volume and profit across your entire customer landscape.

The solution map shown below describes how Promax PX solves the trade promotions planning problems at three distinct levels.



Promax PX features unique and highly intelligent analytics. The BEST acronym, as derived at Promax, gives a mechanism of classifying promotions with quality criteria that is concise and financially derived.

