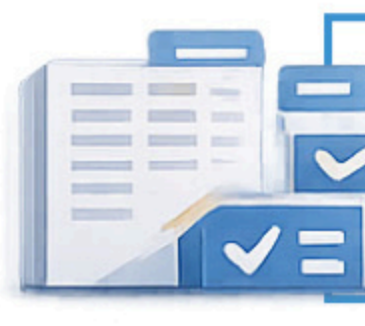


MOST TRADE INVESTMENT DOESN'T DRIVE PROFITABLE GROWTH. HERE'S WHY

New research shows up to 30% of trade promotions destroy value. Here's how leading CPGs are fixing it with AI-driven Revenue Growth Optimization.

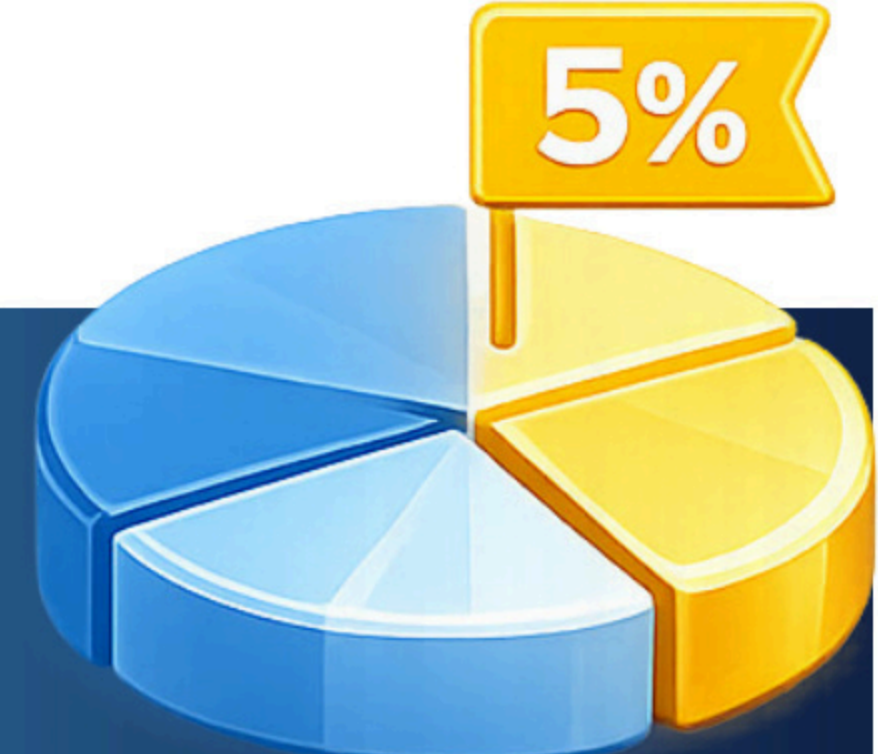
THE TRADE PROMOTION PROBLEM NO ONE TALKS ABOUT

-  Trade promotion is **significant**.
-  Organizations use **outdated methods**.
-  This leads to **inefficiency**.



15–30% of promotions are value-destroying (McKinsey)
10–15% of trade spend is wasted (EY, Kantar)

VOLUME DOESN'T EQUAL PROFIT

-  **5–8%** margin improvement possible from optimized depth (McKinsey)
-  **2–5%** Net revenue lift from optimized promo calendars (BCG, McKinsey)
-  **5–10%** Volume lift from better promo mix and depth (NielsenIQ, IRI)

PLANNING IS SLOW. MARKETS AREN'T.



20–40%

Reduction in planning time with modern systems (Accenture, Gartner)



THE OPPORTUNITY IS SIGNIFICANT

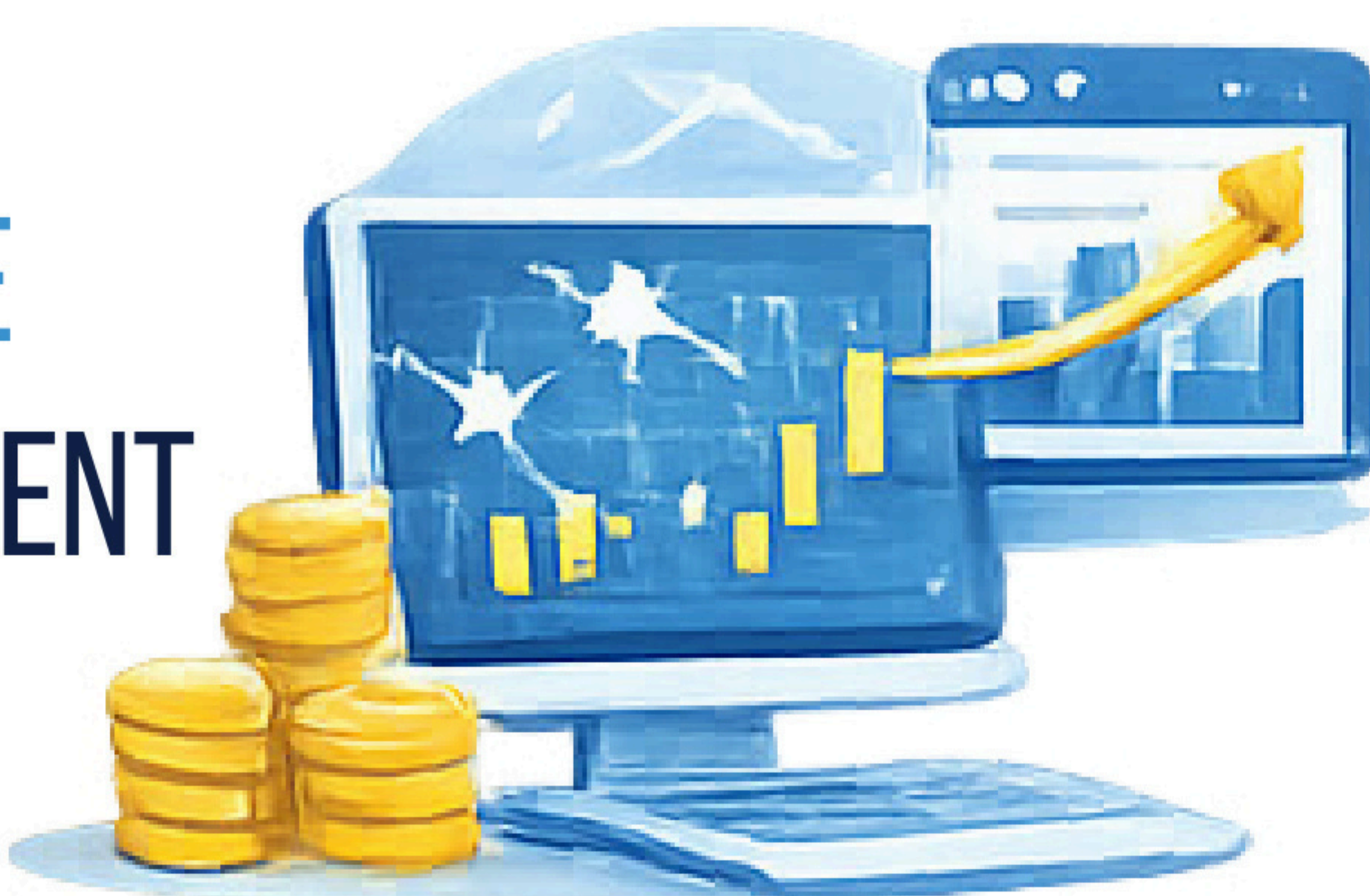


- 10–20%** Improvement in trade spend ROI (Deloitte, PwC, NielsenIQ)
- 15–30%** Reduction in unprofitable promotions (McKinsey)
- 10–15%** Reduction in trade budget waste (EY, Kantar)



HIGH-PERFORMING CPGS ARE MOVING TO AI-DRIVEN REVENUE GROWTH MANAGEMENT

- ✓ Ai-driven Trade Planning
- ✓ Predictive Promotion Forecasting
- ✓ Constraint-based Optimization
- ✓ Real-time Scenario Planning



INTRODUCING PULS8TM RGO^x

THE PLANNING INTELLIGENCE LAYER
ABOVE TPM SYSTEMS



PREDICTIVE LIFT
MODELING



CONSTRAINT-BASED
OPTIMIZATION



REAL-TIME SCENARIO
COMPARISON



CONFIDENCE SCORING
& HEAT MAPS



TRANSPARENT MODEL
DRIVERS



NATURAL LANGUAGE
INTERFACE

WHAT THIS MEANS FOR YOUR BUSINESS



EXECUTION WITH CONFIDENCE

PULS8TM RGO^x

ENTERPRISE-WIDE PERFORMANCE INTELLIGENCE

TRANSPARENT, DEFENSIBLE RECOMMENDATIONS

FASTER, SMARTER PLANNING CYCLES

SCALABLE OPTIMIZATION ACROSS RETAILERS & CHANNELS

PROMOTION SIGNALS INTEGRATED INTO DEMAND PLANNING

SEE WHAT YOUR PROMOTION
CALENDAR COULD BE WORTH

See Puls8TM RGO^x in Action. Let's schedule a demo

LEARN MORE AT WWW.DEMANDCHAINAI.COM