



# NEXT GENERATION OF TRADE SPEND EFFICIENCIES

PRODUCE INCREASED EFFICIENCY, FUELED BY ADVANCED ANALYTICS

## INTEGRATED DEMAND SPEND OPTIMIZATION (IDSO)

Improve the effectiveness of your total trade marketing spend via a “marketing mix” fueled by big data.

### COMPANIES MUST FIND EFFICIENCIES

CPG companies have a high need to drive productivity in a world where they are faced with zero-based budgeting and slow top-line growth. There is an opportunity with IDSO for CPGs to scrutinize their demand spending. Typically 20 percent of sales is spent on trade promotion and most will say 30 percent or more of their trade spend produces results that are less efficient than desired. Trade promotion inefficiency costs CPG companies hundreds of millions of dollars every year.

### WHAT IS INTEGRATED DEMAND SPEND OPTIMIZATION (IDSO)?

IDSO offers a way to eliminate or significantly reduce unwanted subsidies of base volume and sales from your trade promotion program. It allows our clients to take advantage of the incremental volume from “hot” deals without giving away margin to full price purchasers. Only Inmar combines advanced consumer purchase behavior analytics with a targeted digital promotion overlay to deliver optimized trade spending efficiencies. It provides CPGs improved profitability and trade promotion productivity along with strong incremental volume.

### IDSO VALUE & IMPACT

- Eliminate unplanned and unwanted subsidies
- Enhance trade promotion productivity by +7%
- Reduce \$'s spent per incremental unit of sales
- Increase incremental volume
- Lower subsidization expense

COMMITMENT TO **3X+ RETURN**  
ON YOUR INVESTMENT