

In-store Promotion Vehicle Identification

Helped a leading CPG company identify the most effective in-store promotion vehicle for various brands

SUMMARY

Client

Leading CPG Company *

Challenge

To identify the most effective promotion vehicle for multiple brands

Solution

Fractal's advanced techniques in control store testing and impact analyses

Result

Client was able to identify the most effective promotional vehicle for various brands and realize incremental sales varying from 10% to 30% for different activities

** This case study is based on a Fractal client that has requested anonymity*

The Solution

We recommended control store testing to identify pairs of stores that behaved similarly in all respects including revenues, volume, size, population demographics etc. We then ran different promotional activities in one store in each pair like pallets, in-store TV, promotion wall and end-cap display.

Impact analysis was then carried out to analyze the impact of each activity in terms of growth in revenue. This was done by recording pre promotion revenues and comparing it with post promotion revenues to measure the growth in sales due to each promotional activity. We found that certain activities had significantly higher impact than others. Ex. Incremental increase in sales due to in-store TV was 20% higher than incremental increase in sales due to pallets or end-cap display.

The Business challenge

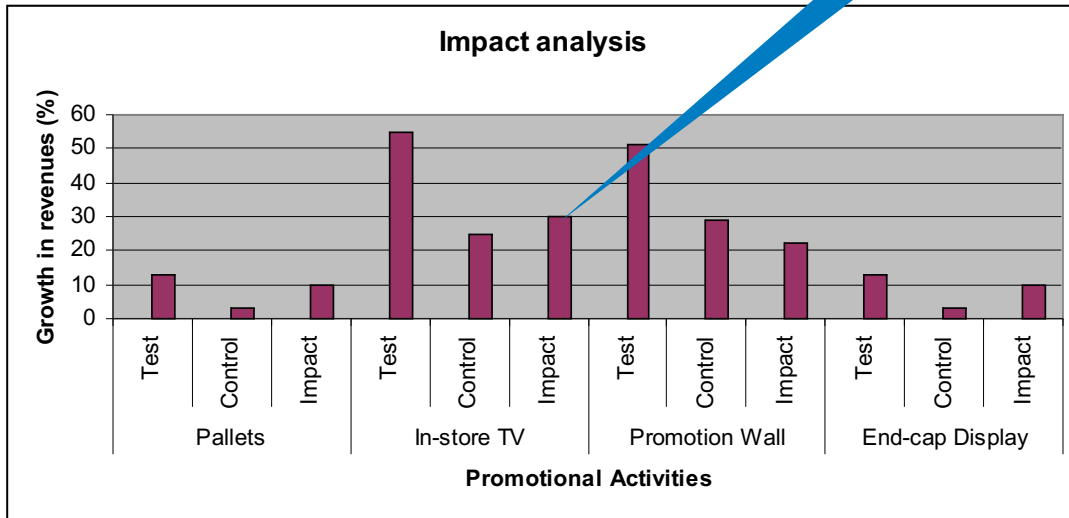
Our client, a CPG major runs various in-store promotions for its brands. The client wanted to quantify the impact of various promotional activities and identify the most effective promotion strategies for its brands

■ Result

We were able to quantify the actual impacts caused by the various promotional activities in terms of incremental sales which varied from 10% to 30% for different activities. Based on the results of impact analysis, we were able to recommend the most effective promotion vehicle for the

In-store TV is the most impact ful promotion activity with 30% incremental sales

Impact analysis of various promotional activities



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➤ About Fractal

Fractal is a leading provider of customer analytics to consumer banks, credit card issuers, CPG companies and telecom companies. Fractal's analytical solutions have helped companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.