



Marketing Performance Management

**CHANNEL
PERFORMANCE**

**POINT-OF-SALE
ANALYSIS**

**CATEGORY
PERFORMANCE**

**TRADE FUNDS
PERFORMANCE**



Value
9,179.53
11,426.60
9,611.01
e 7,189.65

One of the greatest challenges facing marketers is targeting customers and prospects with compelling offers that incite them to take action. Often the next greatest challenge is measuring the true impact of trade and promotional campaigns on the bottom line, so that the most effective campaigns can be refined and repeated.

The Marketing Performance Management (MKM) module of Stratum addresses these challenges by helping companies gain a better understanding of market trends and consumer preferences so that each individual promotional campaign and trade promotion does what it's supposed to do – boost customer acquisition and retention rates while increasing sales and profitability.

We invite you to discover Stratum MKM and how its more than 80 pre-defined analyses, reports and KPI metrics can provide this understanding to you and an immediate return on your marketing investments!

Channel Performance

Visibility into sales channel performance can be a strategic weapon for obtaining a higher competitive position in the market. Stratum MKM offers this visibility through the analysis of syndicated consumption data and competitive market information, giving you a much clearer picture of your competitors' performance and the information you need to better market new products, to sunset existing ones, and to refine the promotional focus of your current and future marketing programs.

Point-of-Sale Analysis

Sell Through

By analyzing the POS data you receive from your retailers, Stratum MKM gives you a pulse on what products are selling in the market and where inventory still exists. And it helps you better understand forward buying and diverted products. With this information, you can better ensure that the right categories and mixes of products are delivered to the market, better service your distributors and retailers, and decrease the product returns that you receive from them.

Retailer Account Management

Stratum MKM's detailed analysis of sell-through data also enables consumer goods manufacturers and distributors to assess consumption performance by product, category, store and chain. The insight gleaned from this analysis can be shared with retailer accounts and leveraged to improve the service levels that you provide to them, to help them better merchandise and sell your items and to increase the overall value that you offer to your key retail accounts in your respective product categories.

Category Performance

By identifying category strengths, weaknesses and opportunities, your marketing campaigns and product introductions will be more effective and profitable. Stratum MKM provides the insight you need to gain this understanding via a powerful category scorecard that spotlights growth areas, trends, underperformers, shipment vs. consumption, UPC price analysis, and more!

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	BENEFITS
Market Share Analysis	Syndicated Data Consumption Analysis Competitive Market Analysis	More strategic competitive positioning

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	MEASURES / REPORTS (included in Stratum)	BENEFITS
Sell Through	Sales Units vs. Market Units Stock Turn - Sell Through Compared to Inventory	Category Sell Thru UPC Sell Thru Category Sell Thru Trends	Improved Demand Visibility Reduced Inventory Investment Decreased Returns
Retailer Account Management	Performance by Product, Category, Store & Chain		Increased Customer Service Levels

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	MEASURES / REPORTS (included in Stratum)	BENEFITS
Category Scorecard	Growth Performance	Category Growth Category Trends Under-Performing Categories by Customer Category Scorecard with Category Power Rating Category Shipments versus Consumption UPC Price Analysis	Increased category revenue Increased category profitability

Trade Funds Performance

Trade Funds Planning

Stratum MKM also allows you to plan, monitor and assess the success of trade fund and promotional activities more effectively, resulting in reduced “overspending” due to lack of visibility to realized actual spending.

- Improve accuracy and control by maintaining and tracking trade fund/promotion spending in one application, yet also have the flexibility to export to other applications such as Excel™
- Flexibly allocate funds to specific promotions by region, customer group, category or product to better align your promotional strategies with specific sales goals
- Identify unallocated funding so that it may be allocated or re-directed to more appropriate programs
- Utilize historical data within the Stratum database as a basis to automatically and proportionally allocate your promotional budgets across select products, customers, etc.
- Measure marketing campaign success in retaining customers and increasing purchasing levels via cross- or up-selling

Trade Funds Analysis

Understanding customer short payments and minimizing the impact they have on both sales and profitability is a challenge to many organizations. Stratum MKM equips you to track and monitor deductions claimed by customers while also enabling you to understand which customers deduct the most and why.

MKM identifies trends to help you better assess and minimize future disputes, and to understand the reasons for delayed and short payments. It also provides an accurate view of how disputed items impact your bottom line. Extensive reporting and historical tracking capabilities, including aging and analysis of deductions by rep, customer or other important measures, provide documented reasons for initiating change and improving the quality of service to your customers.

Trade Funds Effectiveness

Stratum MKM also helps you determine the effectiveness and bottom-line impact of your promotional programs. Instantly measure accruals by customer and what’s been accrued versus settled. Determine what funds remain by customer and territory once a campaign has ended. Analyze customer profitability after spends and deductions. See at a glance what your spends and deductions represent as a percentage of sales. And let Stratum MKM assess how well your sales increased over a promotional period via cross-selling or up-selling programs.

FUNCTIONS	KEY ELEMENTS ANALYZED / PLANNED	MEASURES / REPORTS (included in Stratum)	BENEFITS
Trade Funds Planning	Plan / Budget		Better trade funds planning
Trade Funds Analysis	Trade Accruals Deductions Analysis	Accruals by Customer Accruals versus Settlements Open Deductions Deductions Aging Deductions History & Trends	Better spend management Improved deduction close rate
Trade Funds Effectiveness	Promotional Effectiveness Spending vs. Revenue Customer Profitability	Funds Remaining by Customer, Geography Customer Profit after Spends Spends as a Percent of Sales Sale Increase over Promo Period Deductions as a Percent of Sales Customer Profit after Deductions	Improved spending effectiveness Increased revenue Increased profitability

The Multiple Planning, Analysis & Reporting Options of Stratum

Leverage Pre-Defined Analysis & Reporting

Stratum lets you gain an immediate return on investment by providing hundreds of pre-built business views and reports that are easily configured to your business. Plus, it's ready to accommodate you with a modular approach that lets you extend its analyses and reports across the enterprise as you need them.

Powerful Planning Applications

Stratum reaches beyond the capabilities of other analysis and reporting solutions by letting you to model out and predict sales forecasts, pricing, inventory replenishment and more, using a collaborate budgeting and forecasting function.

Inquiry

You can leverage Stratum's powerful inquiry capabilities to drill down into a specific area to pinpoint the answers you need. Plus, you can view the data in graphical format, making the process of analyzing the performance of your business faster and easier.

Quick KPIs

Stratum includes more than 500 pre-defined sets of Key Performance Indicator (KPI) measurements. These KPIs give executives and managers the ability to quickly identify your company's strengths and weaknesses and provide a starting point for performance improvement by showing whether or not your business is in line with its strategic objectives.

Alerts

With built-in alerts, you gain crucial monitoring, proactive notification, and automation capabilities that help your company adapt to changing conditions and avoid alarming scenarios pertaining to payables, receivables, budgets, sales, and inventory. Pre-set any number of business rules and let Stratum protect you from failing to respond to deviations from acceptable levels by automatically sending alerts to those people who can take immediate action.

Dashboards

Stratum also offers dashboarding capabilities to give your executives a one-stop, graphical snapshot of the business's health. Our dashboards are easy to understand, often highlighting important KPIs, revenues by period, product sales by category, actual vs. budgeted financial indicators, and expenses by category, to name just a few. We've also made it easy for you to include Stratum dashboards on portal pages.

Flexible Information Delivery

The options you have for delivering Stratum analyses and reports to the corporate office, plant floor, remote sales reps, customers and supply chain partners are virtually endless. You'll find that it's an ideal solution for power users who require the ability to plan, forecast and drill deeply into your organization's performance data ... and that it's perfect, too, for more casual users who simply require browser-based access to their performance metrics!

Flexible Reporting

When you wish to send static reports of your operational analyses to internal users, customers or suppliers, Stratum lets you automate the entire process of creating, generating and distributing great-looking reports. The reports can be saved in numerous formats like Adobe PDF and Microsoft Excel. Plus, they can be systematically scheduled for regular distribution by email to any user you desire, whether internal or external to your business.

Robust Data Repository

Stratum protects your current technology investment by integrating with and leveraging the data you already have in your ERP, CRM and other business systems. Our enterprise connectors allow you to easily extract, transfer and load your data into an enterprise data repository that ultimately becomes the "single version of the truth" for your entire business.



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