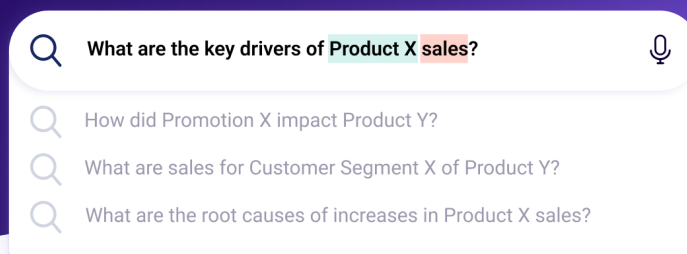


Net Revenue Management



Optimize revenue generation and profitability while enhancing overall business performance



Net Revenue Management Challenges Today

All CPG organizations grapple with the complex task of net revenue management. Maximizing revenue with pricing strategies, promotions, and trade spend involves distinguishing between internal factors (e.g. brand, packaging, and price) and external factors (e.g. channel, trade term conditions, etc.). Bringing together data in one location for analysis can require a heavy effort from your data team. In addition, understanding consumer behavior and predicting their response to pricing changes and promotions is challenging. Managing trade spend efficiently and ensuring positive ROI is also a hurdle for many organizations, while staying on top of competitors' pricing strategies and promotional activities requires strategic thinking and constant vigilance. On top of it all, implementing a new technology to solve these net revenue management burdens can be one of the toughest problems to solve.

Net revenue management is one of the most complicated challenges at CPG organizations, but AI-powered analytics can help.

AI-Powered Analytics for Net Revenue Management

With Tellus, net revenue management is made simple with an intuitive AI-powered analytics platform. Creating a single source of truth for sales, pricing, promotion, trade spend, and competitive and consumer behavior data makes it possible to explore the difference between internal and external factors. Tellus provides intuitive predictive analytics with simple point-and-click ML modeling and enables visibility across the entire organization with drag-and-drop dashboarding via Vizpads. Monitoring and alerts give teams the competitive edge when market rivals introduce new products or when promotions impact sales.

By leveraging Tellus, everyone from business users to data analysts can leverage data-driven decision-making. The platform offers:

Easy-to-use data preparation capabilities, allowing you to leverage all of your organization's data in one place to unlock new insights.

Intuitive dashboarding with Vizpads, allowing everyone to keep track of important KPIs and share them with the entire organization.

Predictive analytics with point-and-click models, including regression, classification, clustering, and next-best recommendations.

Up-to-date market trends and competitor price movement with alerting and monitoring.

Why Tellus for Net Revenue Management

Tellus is an AI-powered analytics platform that enables consumer goods organizations to answer ad hoc questions and get faster insights from multiple sources easier, using ML-automation.



Automatically analyze billions of data points to identify market trends and new growth opportunities.



Ask and answer net revenue management questions to optimize price, promotions, and trade spend.



Unify data across all channels, perform last-mile data prep as necessary, and dive into analysis faster in one place.



Predict changes in consumer preferences with AutoML and accessible ML modeling capabilities.

NET REVENUE MANAGEMENT USE CASES

Optimized Pricing, Promotions, and Trade Spend

Improve profit margins by enabling data-driven decisions across the organization. Identify optimal price points for products by incorporating data on consumer demand, competitor pricing, and market dynamics in one analytics platform. Design and execute promotions to drive sales without eroding profits. Tellius' automated insights allow domain experts from business units to understand trends, key drivers, and comparisons with ease.

Unlock New Growth Opportunities

Identify new revenue-generating opportunities by providing domain experts with tools to understand market trends, consumer behavior, and competitive dynamics. Customer segmentation modeling is built into Tellius, enabling sales, marketing, category management, and retailer relationship teams to tailor pricing, promotions, and products to new segments. Organizations leverage live insights on top of their data warehouse and lake to stay on top of real-time pricing dynamics.

Enhanced Collaboration with Retail Partners

Work hand in hand with retail partners on pricing, promotion, and trade spend strategies with real-time AI-powered analytics. In retailer partner meetings, quickly and easily run ad hoc data exploration to answer questions in real time with natural language search. Collaborate more effectively by sharing sales, inventory, and consumer data with Vizpads. Analyze historical trade spend data to predict the effectiveness of promotions with intuitive predictive analytics capabilities.

Improved Forecast Accuracy

A complete view of your organization's data allows for more accurate forecasts. Point-and-click ML modeling allows domain experts to identify patterns, trends, and seasonality. Alerting provides teams with the ability to capture real-time demand signals and better inform their forecasting. The Tellius AI-powered analytics platform enables domain experts with data-driven decision-making to better inform forecasting.

Gain the Competitive Edge

By leveraging advanced ML modeling, real-time insights, and data-driven strategies, CPG companies can gain a competitive edge against rivals. Using predictive techniques for consumer behavior, market trends, and pricing strategies enables organizations to proactively adjust their net revenue management approaches. Dynamic price adjustments based on market conditions, competitor price movement, and consumer demand allow organizations to offer more competitive prices and capture new sales opportunities.

Success Story

A leading global CPG firm's category development team lacked a single source of truth and a self-service way to determine sales drivers to help them optimize promotion, planning, and pricing. Category analysts were reliant on other teams to provide/validate data from multiple sources (e.g., POS, market, shipment, or marketing data) upon which they performed analysis to determine root causes (e.g., Did promotions increase on feature/displays drive sales? Did stockouts cause drops?) in order to identify promotions, shopper profiles, and stores/areas with high ROI.

The firm's category development center of excellence team tackled this problem by utilizing Tellius' natural language query and ad hoc exploration capabilities to provide the category team with a holistic view of sales drivers. This resulted in more optimized promotions spending, new growth opportunities (such as new store locations based on ideal customer profiles), better inventory allocation (to avoid stockouts, optimize supply chain costs, and reduce inventory clawbacks), and ultimately, better positioning for market share growth.

15%
increase
in promotional **sales**

\$1M
in **additional revenue**
from optimized promotions

20%
reduction
in **stockouts**