

# Achieving Mutual Growth through Data Centered Collaboration



## Innovations in Offline Data Capture, Analytics, and Insights

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# Agenda

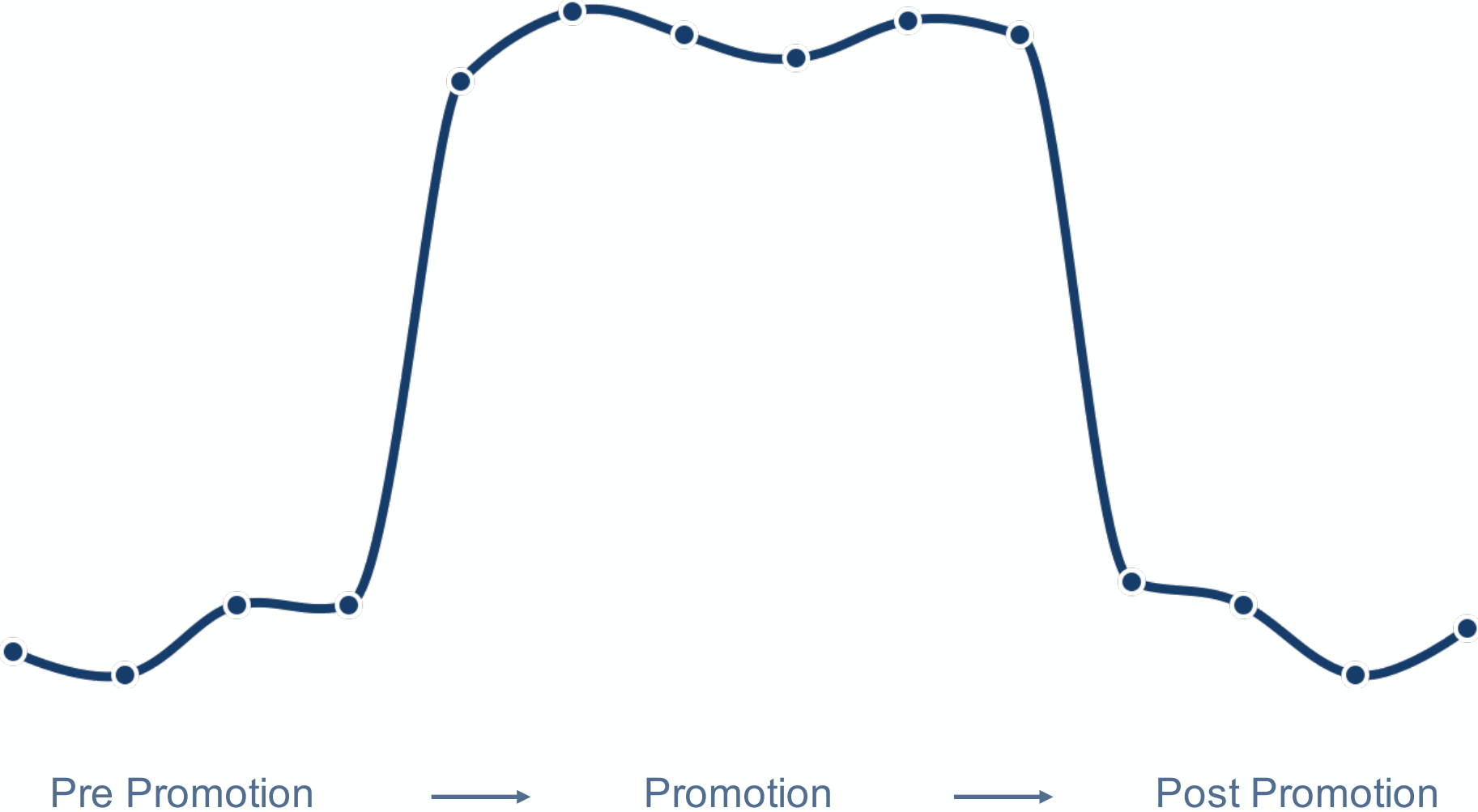
- Rethinking Trade Promotion ROI
- Category Promotions Mapped
- FMOT Survey
- Promotion Design Changes
- Crossmark's Initiative
- Case Studies
- Retailer Promotion Success



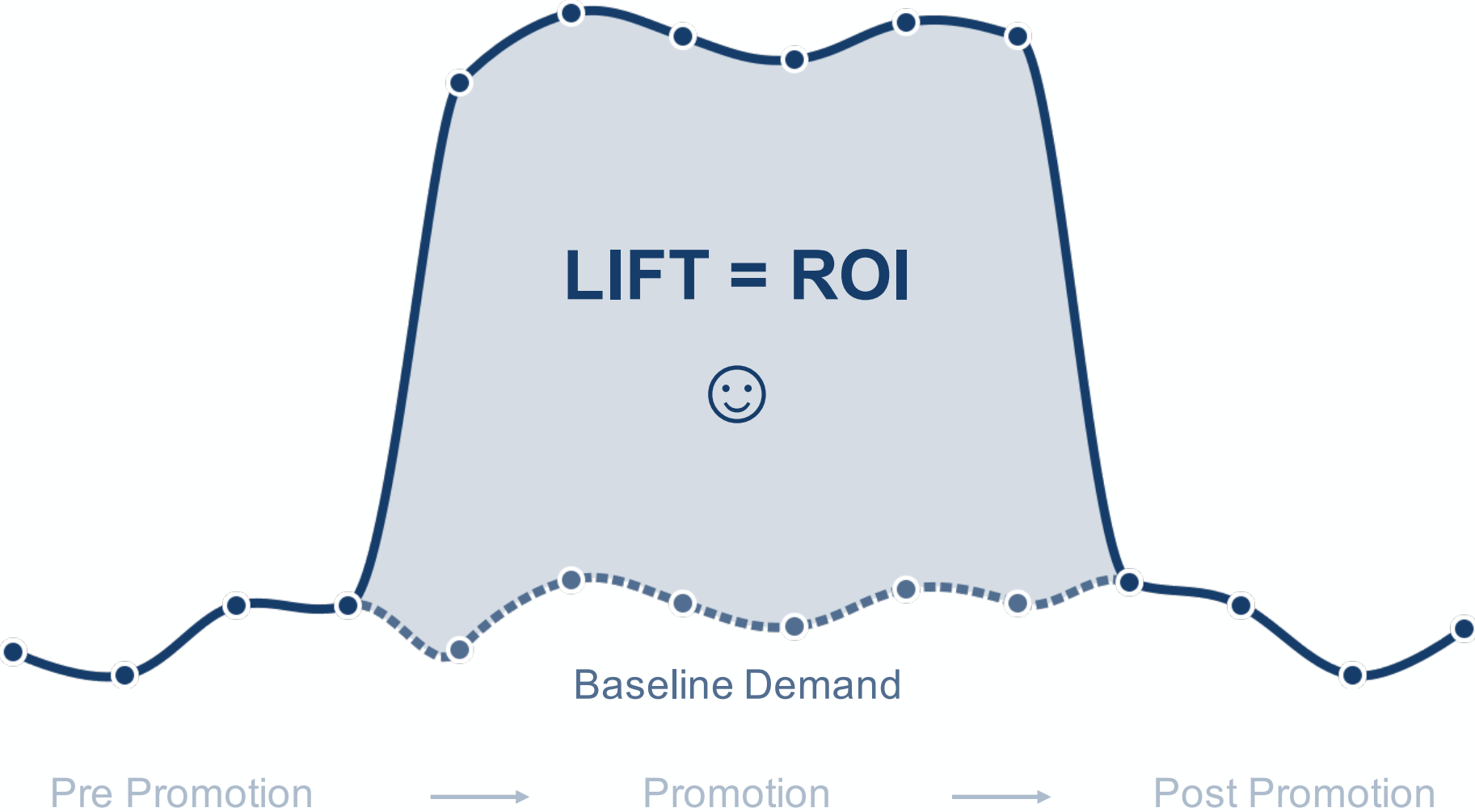
# Rethinking Trade Promotion ROI



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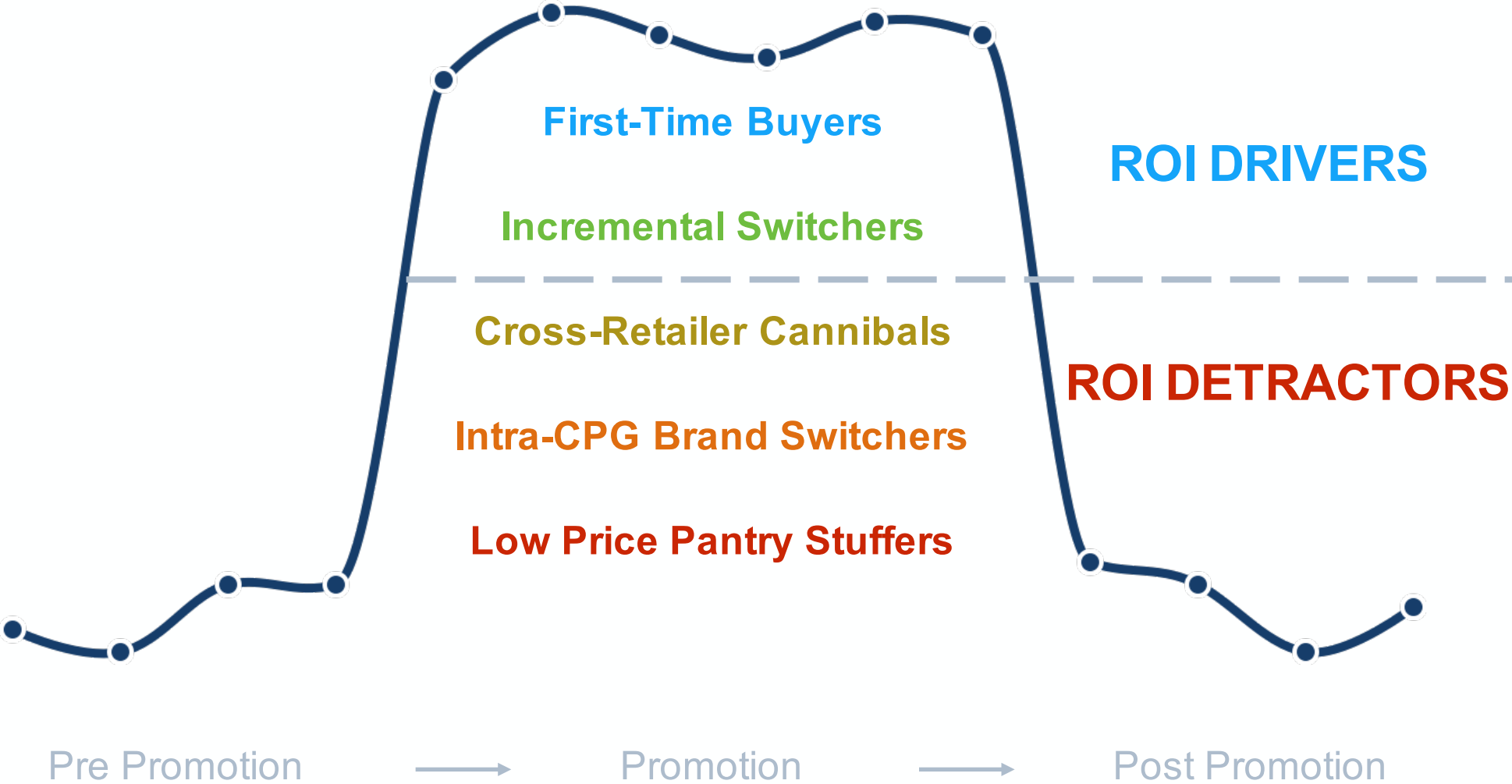




# Rethinking Trade Promotion ROI

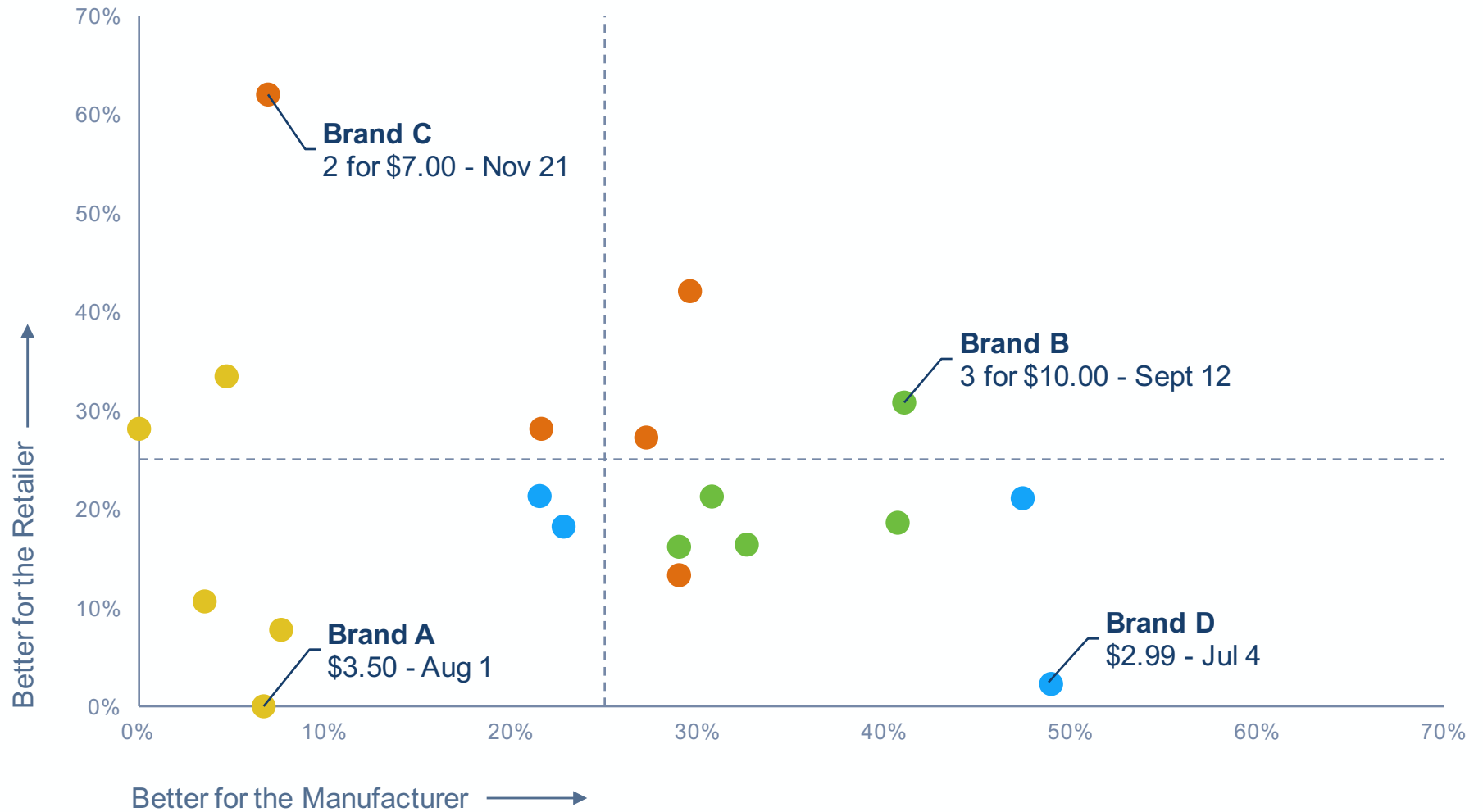


# Rethinking Trade Promotion ROI



# Category Promotions Mapped

## Percentage Volume From Incremental Buyers



# Promotion Design Changes

