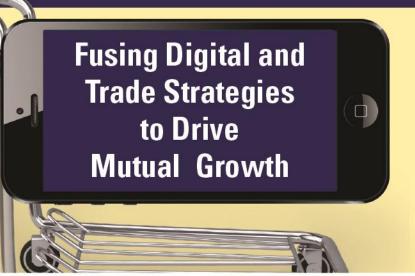
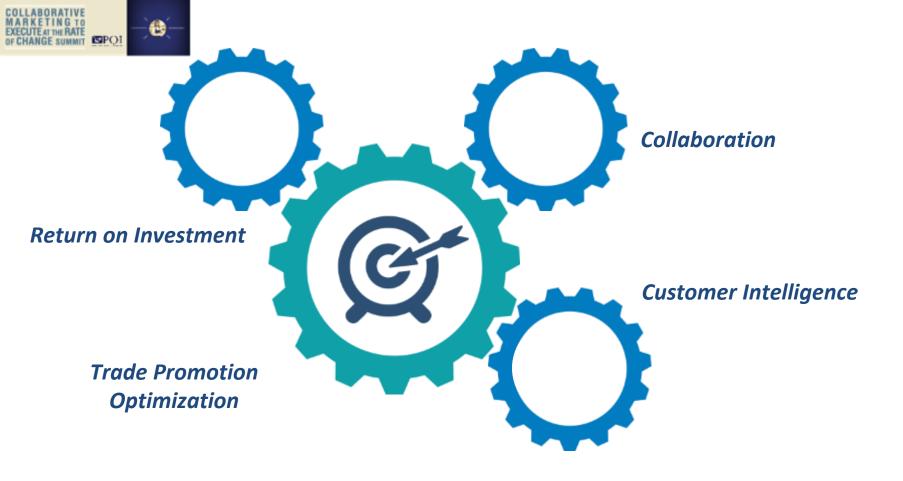


SPRING SUMMIT 2017



"Taking your TPM TPO and Advanced Analytics
Capabilities to the Next Level"

Implementing Predictive Analytics to Generate Big Win's for Trading Partners Dede Gutierrez Ventura Foods



Why Trade Promotion Optimization?

"The old adage that trade spending is bad is no longer true in this day and age, thanks to improved analytics that allow more targeted and effective spending."

- Ian Cook, CEO Colgate-Palmolive



What's So Important about TPO and Predictive Analytics?

23%

of trade spend to CPG gross revenue

Over \$200 Billion

55%

of manufacturers
are still using
excel
spreadsheets to
evaluate trade
spend

40%

of trade spend that never reaches the consumer

Over \$80 Billion

\$2.4B

profit return
with only 3%
efficiency gain on
trade spending



The Journey and Results of Implementing Predictive Analytics and a TPO Solution

Ventura Foods®



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