



**Fusing Digital and  
Trade Strategies  
to Drive  
Mutual Growth**

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*“Taking your TPM TPO  
and Advanced Analytics  
Capabilities to the Next Level”*

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## **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**

billion of industry profit return with only 3% efficiency gain on trade spending

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

 **Ventura Foods<sup>®</sup>**



