

- Established in 2010
- 40 people
- Based in Brussels (Leuven )
- 30 FMCG clients
- 12 countries
- Revenue Management platform



International  
Expert in **Revenue  
Management**



- Long-term partnerships
- Tools and capabilities
- Developing NRM across Europe



# Net Revenue Management Platform



## Promo Effectiveness

- Measuring the real & financially correct ST Sales impact of promo investments
- Unique Multi Source modelling
- Intuitive Dashboards & KPI reporting
- Top Level Workshops & Training to activate the teams (KAM, Trade Mkt. Multifunctional teams)
- From Data Insights to Business Actions



## Trade Profitability & Profit Pool

- Continuous view on own & Retailer Margin
- Understanding the balance between own profitability & customer profitability  
→ Profit Pool
- Driver Analysis splitting up Value generation
- Understanding the Value drivers:  
Price – Mix - Volume



## Portfolio Performance & Mix Management

- User Friendly KPI & data tracking
- Measuring Sales performance in an efficient way
- Strong Visuals : Graphs, Tables
- Data refinement, data enrichment
- Tailor Made : Company specific charts & tables included



## Pack Price Architecture

- Identify the perfect Product Portfolio
- Revenue growth from adapting the base portfolio
- Based on advanced analytics combining multiple source data
- Price Elasticity Modelling

**VISION**

**PEOPLE-  
PROCESS**

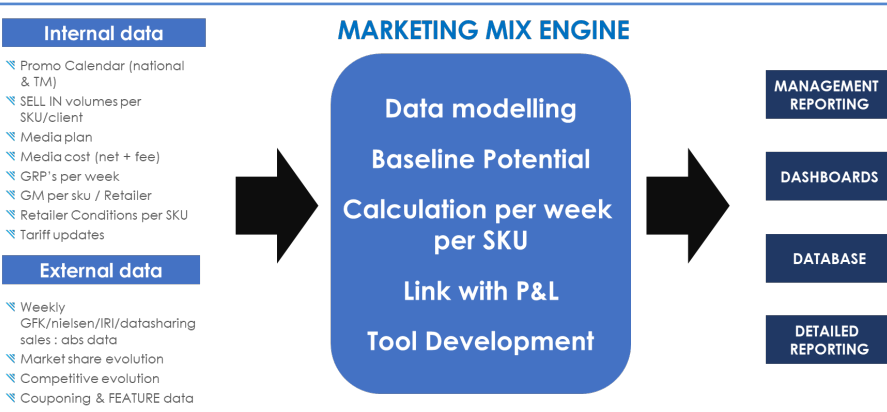
**TOOLS &  
DASHBOARDS**

**KPIs &  
CAPABILITIES**

# The path to NRM Champions League

## Driving effectiveness and efficiency

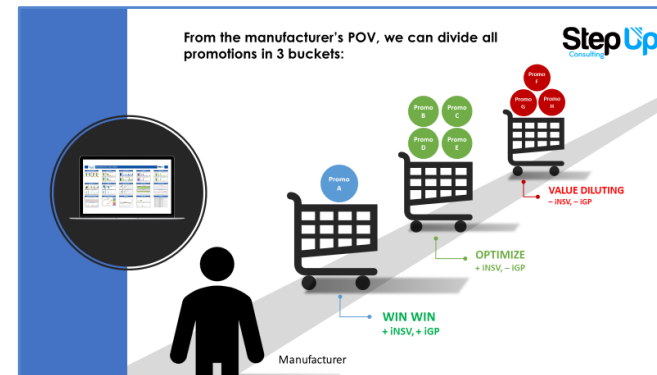
### Data collection / big data sourcing Data merging and modelling



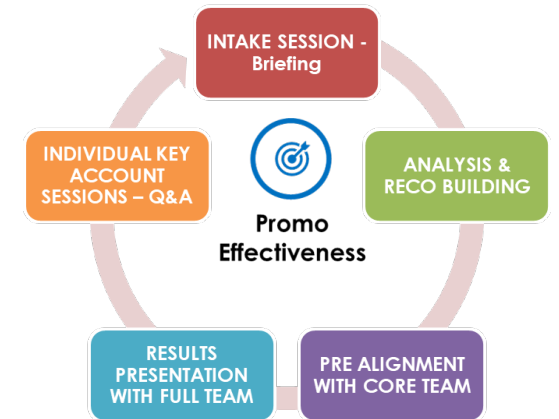
### Visual KPI reporting from topline promo performance to client and product specific promo KPI's



**10-15% ROI improvement on commercial investment**



### Training the teams Developing capabilities Taking actions and re-evaluate

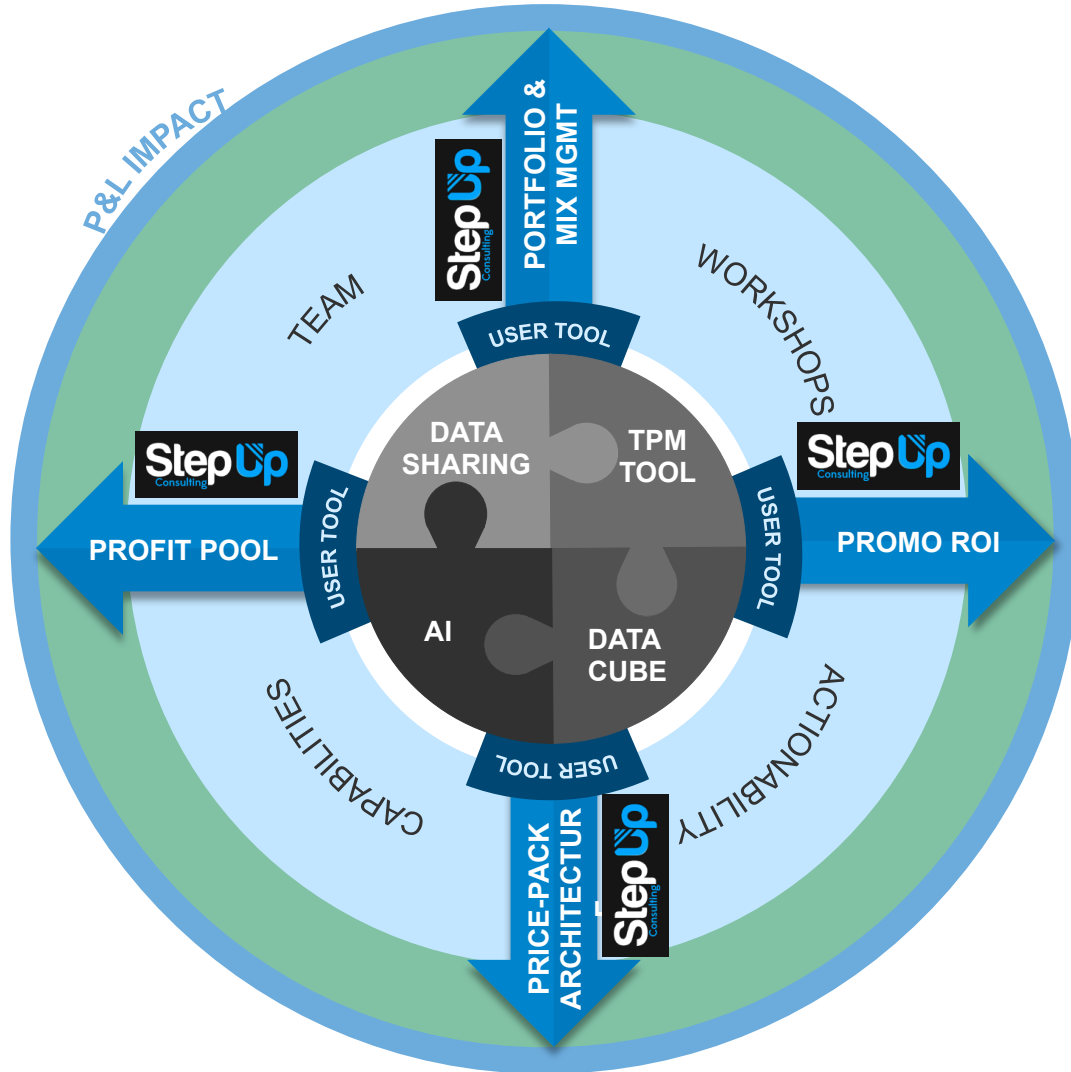


**Tools + Workshops**





# Impactfull and sustainable because ... The focus is outside the datacube and technology



**StepUp**  
Consulting

10 to 15% ROI  
improvement on Trade  
Spend Budget year one  
of implementation



Tools  
+ Workshops





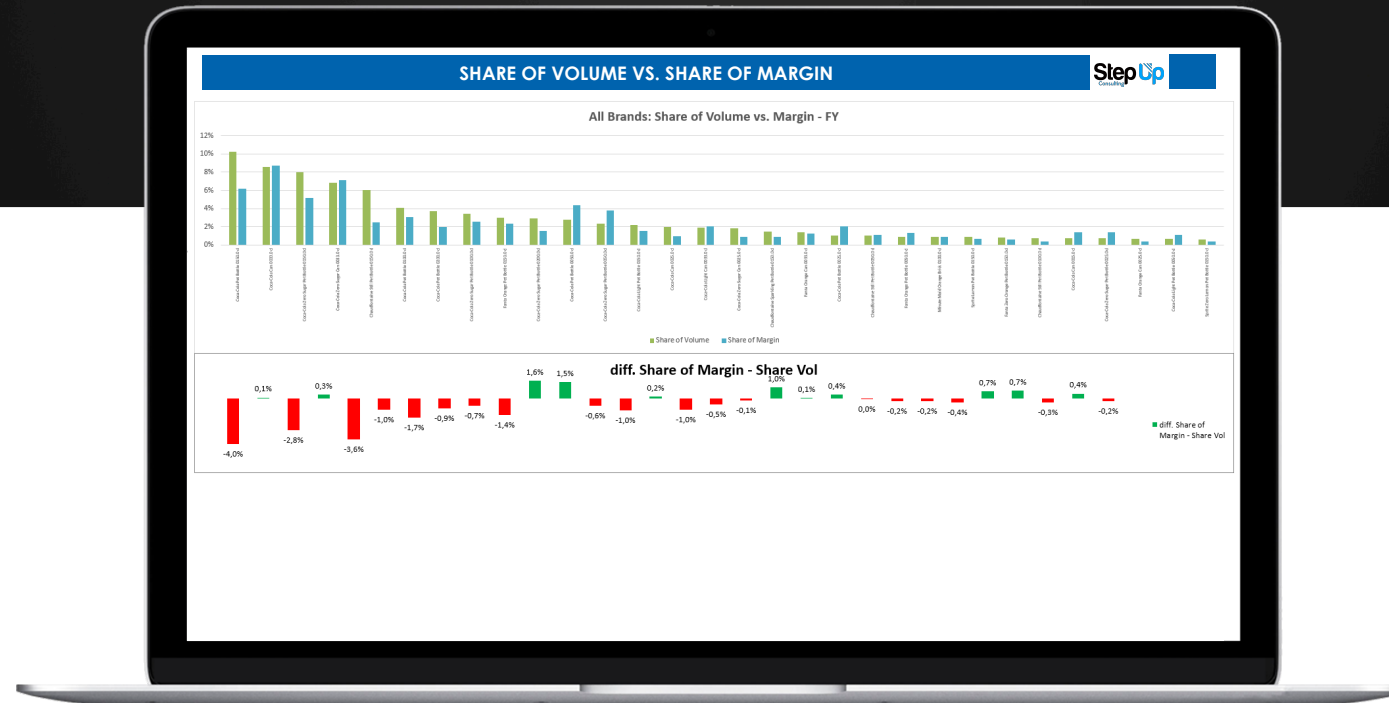
- ❖ Measure the financial (both top and bottom line) return of promotional investments (lift / ROI/ iGP / iNSV) on a **continuous basis**
- ❖ Have a **granular view** on **own GP impact and retailer margin impact** of promotions (even 1+1)
- ❖ Understand “**Share of Incremental Volumes**” within the portfolio.
- ❖ Have a **predictive modelling of future promo plan** both on the level of the own P&L and the retailer margin
- ❖ Understand the **impact of promotions on the baseline** performance.
- ❖ Understand the **Source of Business** behind the net incrementality of promotions

**In the end generate 10-15% ROI improvement on promotional investments**

Path to  
impactful Promo  
ROI

Measure the profit pool evolution for you and the retailer on a continuous basis

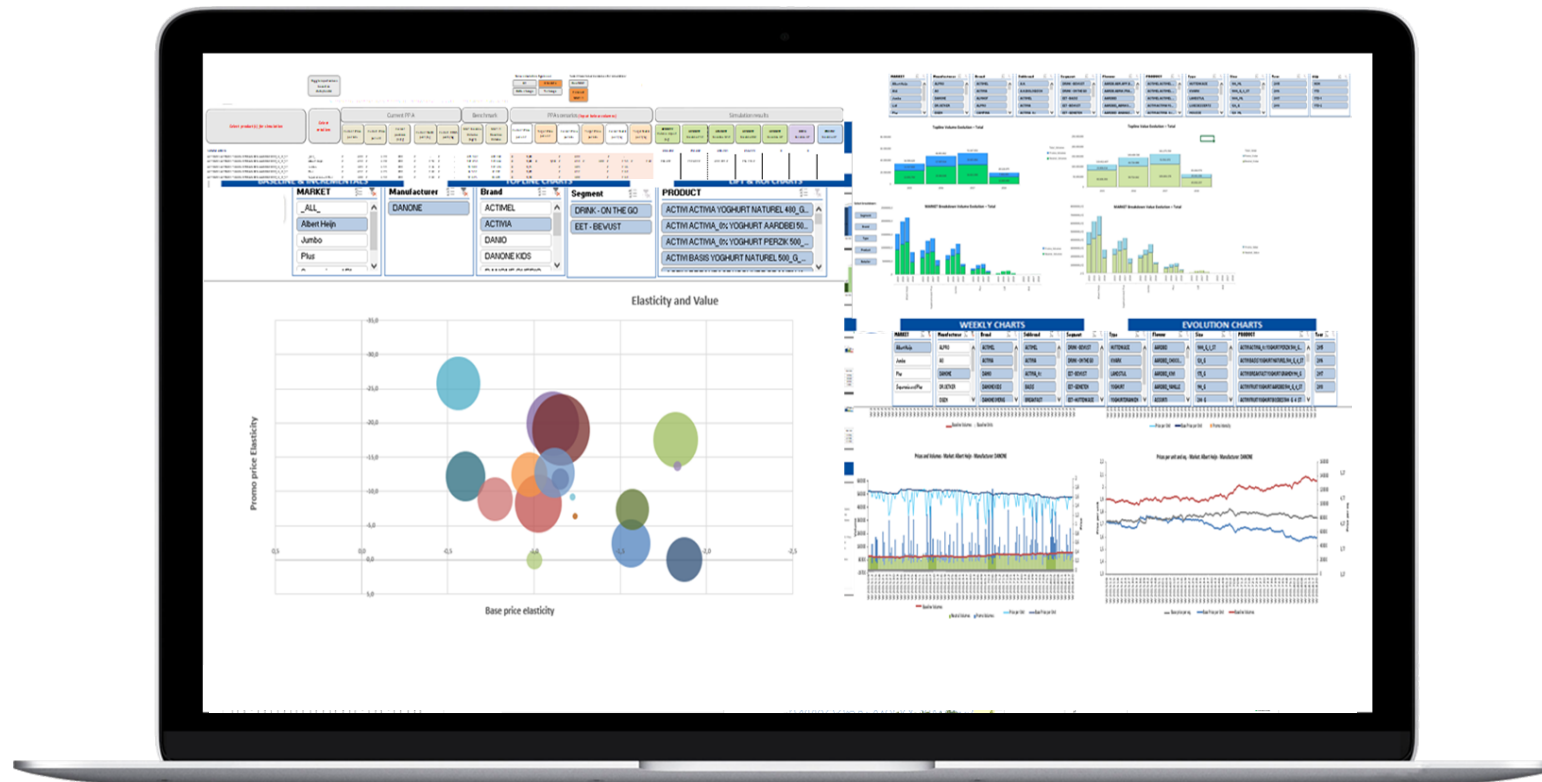




- Understand the **profit pool composition** and evolution per SKU for the total portfolio
- Follow up of the **profit pool as a movie** (not as a picture)
- Understand the **mix drivers** behind the profit pool: volume – consumer price – net-net – promo – mix
- Have a one-click access to **net-net risks**
- Understand that not every **innovation** has to be a consumer success to drive profitability

Path to optimal  
profit pool  
management

## Use modelled knowledge about base and promo elasticity for advanced pricing strategies





## Use modelled knowledge about base and promo elasticity for advanced pricing strategies



# THANK YOU!

Feel free to visit us at our booth



**Piet Surmont**  
StepUp Consulting  
Managing Partner



**Matthew Webb**  
Nomad Foods  
Global Commercial  
Strategy & Net Revenue  
Management Director

