

Building Scalable Trade Promotions for a Global Electronics CPG

Case Study

Business Impact

8-9% ↑

In ROI across targeted categories

35% ↑

deduction recovery rates, improving trade funding effectiveness

25% ↓

in overlapping event losses

<3%

forecast variance

Problem Statement

The electronics CPG firm was struggling with price squeezes, last-minute re-forecasting, and deduction-heavy processes. Their promo structures included multi-tier bundles, e-com exclusives, and frequent overlapping events, often resulting in channel cannibalization. Static spreadsheets and email-based approvals offered no audit trails or scenario planning capability. Baselines were misaligned across regions, making it difficult to forecast ROI or control execution risk. The lack of centralized tracking delayed accruals, reimbursements, and executive reporting.

Solution Overview

- Implemented a shared promo calendar connecting sales, marketing, finance, and supply chain to coordinate plans in real time.
- AI-Powered “Low ROI” Alerts – Deployed predictive alerts for margin erosion and overspend risks before campaign launch.
- Elasticity + Mix Optimization Models – Used price-volume-response curves to optimize depth, timing, and bundling strategies.
- Integrated partner-specific templates to reduce admin workload and standardize execution.
- Created governance rules for unique e-com promos, D2C flows, and brick-and-mortar channels.
- Automated post-promo accruals, chargebacks, and settlements using data from finance and trade systems.
- Delivered custom views for RGM teams, finance controllers, and category owners with live KPI insights.