

# CPG

A collection of white line-art icons representing various consumer products: a bottle, a carton, a box, a tube, a glass, a can, a spray bottle, a pump bottle, a jar, and a candy wrapper.

CASE STUDY

CHALLENGE

## INCREASE MARKET SHARE BY USING BRAND & MARKET DATA IN TANDEM



Increase market share in skin and laundry categories



Run targeted campaigns by utilizing POS & AC Nielsen data

## The **iNOptimizer** Solution



### MARKET WATCH MODULE

Tracked impact of historical discounts on specific categories



### PRICING & PROMO MODULE

Observed impact of seasonal and promotional discounts



### RECOMMENDATION MODULE

Enhanced marketing promotions and store layouts through basket analytics and product bundling

## Impact

### REVENUE



# +20%

### MARKET SHARE



# +320 BP