?????????

?????????

??



Consumer packaged goods brands spend roughly 60% of marketing spend on trade promotions, according to Gartner. But this large investment often fails to improve your bottom line. Why? Because the trade promotions process has become too complex – so complex that the key decisions that need to be made outpace the human capacity to quickly make them. More technology won't solve the problem. More data won't. Artificial intelligence and other endpoint solutions can make incremental improvements. But the real transformation of trade promotion management happens when a business combines smart data, intelligence, and user experience. That's exactly what Centific does. Download our datasheet to learn how we do it.

?? pdf

-
-
-
-
-