



## OPTIMIZING TRADE PROMOTIONS

### Why Price Point?

- Automates cooperative agreements
- Eliminates use of Excel – No more Excel frustration
- Real time ROI calculation
- Company-wide visibility - Visibility of promotions throughout the company
- Monitors of bids in real time
- Zero data entry errors – Integrates with billing system

"a powerful and effective tool to ensure a cost-effective planning of prices and offers on trade plans"

### Benefits:



Access to historic-referenceable data to support pricing and sales lift decision



Brand/Product Managers have to commit to results



No copy and paste



No inconsistent data or errors in formulas



No rounding errors



Business Rules Controls and Workflow Approvals



Integration with billing system – no data entry errors



Profitability of promotion is calculated considering all factors.

Integrate product sales,  
cost and customer data

Integrate promotion  
to billing system

Query historic  
information

### Promotion Cycle

Propose promotion  
for approval

Prepare discounts and  
rebates scenarios

Marketing investments  
and assumptions

Commit to sales lift

### Functionalities

Promotion Performance Scorecard  
Base Price Management  
Product, Bundled and BOGO Promotions  
Workflow Approvals & Email Alerts  
Historic Promotions Search Engine  
Historic Pricing Analytics

**OPTIMIZE YOUR TRADE  
PROMOTIONS WITH  
PRICE POINT!**

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