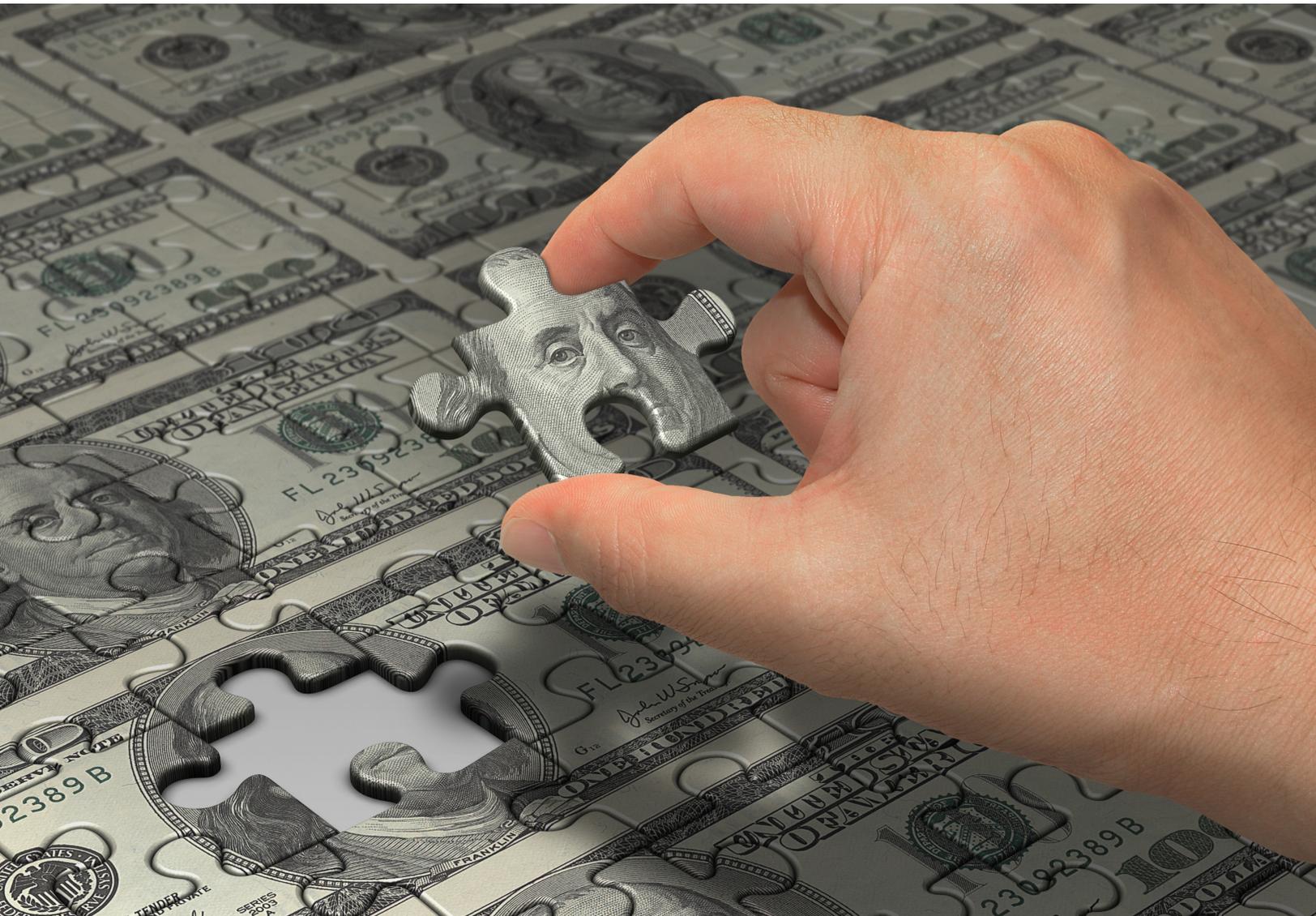


Trade Spend Allocations Advanced





Trade Spend Allocations Advanced

Where'd the money go?

What did I achieve in return?

What is responsible?

Until now, measuring trade spend effectiveness has been a complex and time consuming task, requiring the merger of both on and off ticket information from multiple sources and then figuring out how it all fits together—an enormous hassle of data gathering and hard-to-maintain spreadsheet work.

And, still missing from all this is the detail required to properly account and control spending at the individual brand and package level. Transaction processing systems will provide all the data about brand and package sales but not trade spend, while the G/L will track spend by customer, but not by brand and package.

Gaining Control

Salient's Allocations Advanced web application communicates directly with our system to build a complete picture of dead net value in a single source.

How It Works

Salient's comprehensive trade spend solution makes it easier to plan, allocate, and control trade spending.

Plan Programs

The web-based application enables authorized users to enter, track, edit, and delete trade spending programs and terms. Manage the full scope of trade spend activities (customer support payments, bill backs, off-ticket, scan backs, couponing, promotions, supplier reimbursements, and more).

Name	ID	Program	Amount	Est. Amount	Customer	Begin	End
Big Red Sale	34592	Total	\$55,000	\$55,000	Quickstop	Jan 1, 2014	Dec 31, 2014
ID4	127	Threshold	3% Per Unit 0-100 1% Per Unit 101-500	\$4,500 \$10,500	Value Chopper	Jul 4, 2014	July 7, 2014
HHH Movie	ADG92	Per Unit	\$.05 Per Unit	\$25,000	Super Store #34	Feb 1, 2014	Feb 28, 2014

Review Programs

Program Information

Name: Wal-Mart Roll-Backs **ID:** 40

Status: active

Program type: Total **Allocation Target:** 4 **Allocated By:** Marketing Costs

Date Range: Mar. 01, 2016 - Mar. 31, 2016

Range: 1000 to 2000 **Amount:** \$0.02

Range: 0 to 1000 **Amount:** \$0.05

Filters

History

Requested: developer 10:14 AM (Mar 11, 2016)

Notes: This may change but we anticipate the nickel back per case

Approve or Reject Program Details

SALIENT

Save and Exit | Cancel

Program Info

Program Name: Super Mart Savings ID: 40

Status: Active

Program Type: Total | Per Unit | Percent | Growth

Allocation Target: Billback Allocated by: Units

Date Range: 01 March 2016 - 31 March 2016

Est. Payment: \$

Range: 1000 TO: 2000 Amount: \$ 0.02

Range: 0 TO: 1000 Amount: \$ 0.05

Add Threshold +

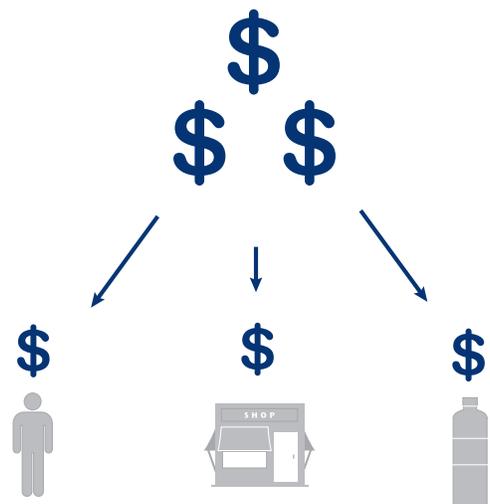
Filters

Add New +

Create or Edit Program Details

Allocate Automatically

This application merges trade spend details with invoice transaction details to compute true cost per sales unit (net invoice revenue minus unit trade spend support) and value added (change in gross profit trend versus non-program period(s)).



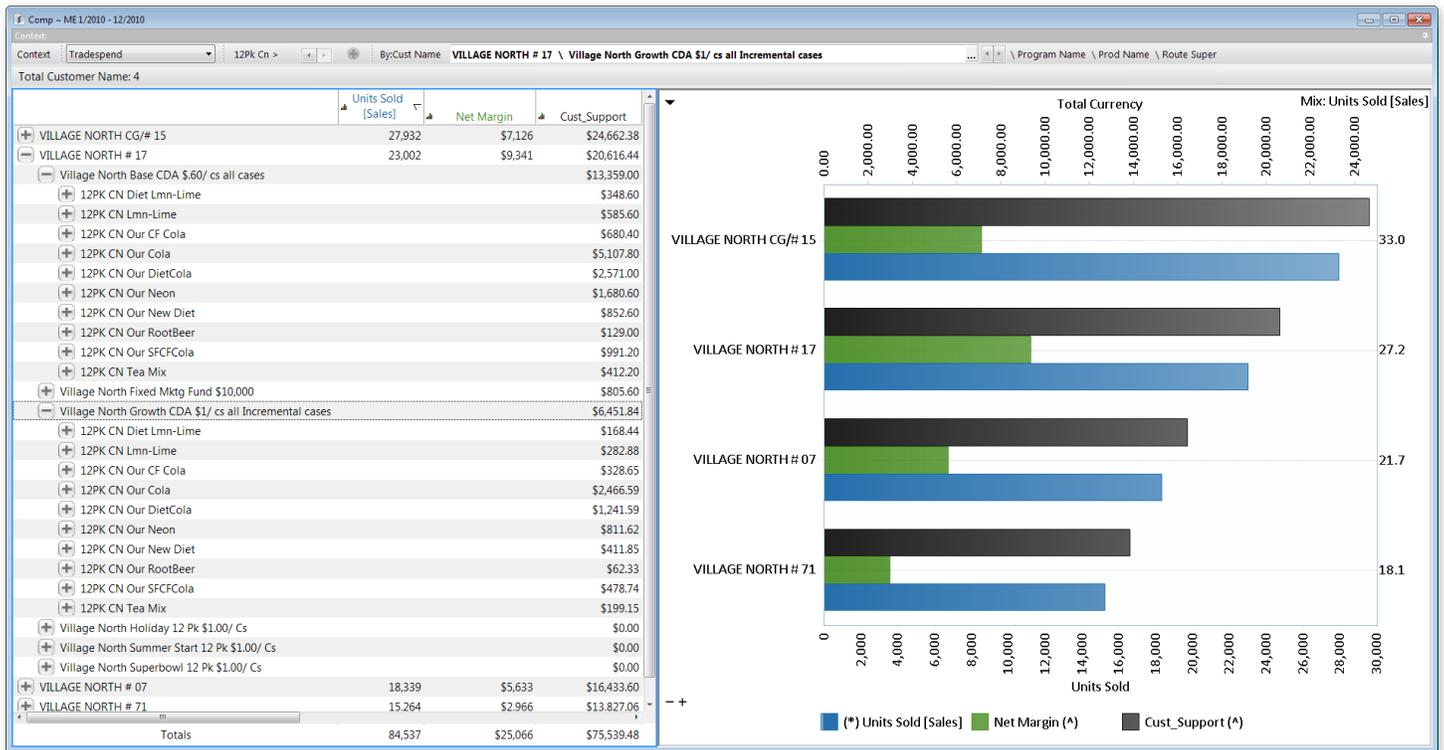
Control Visually

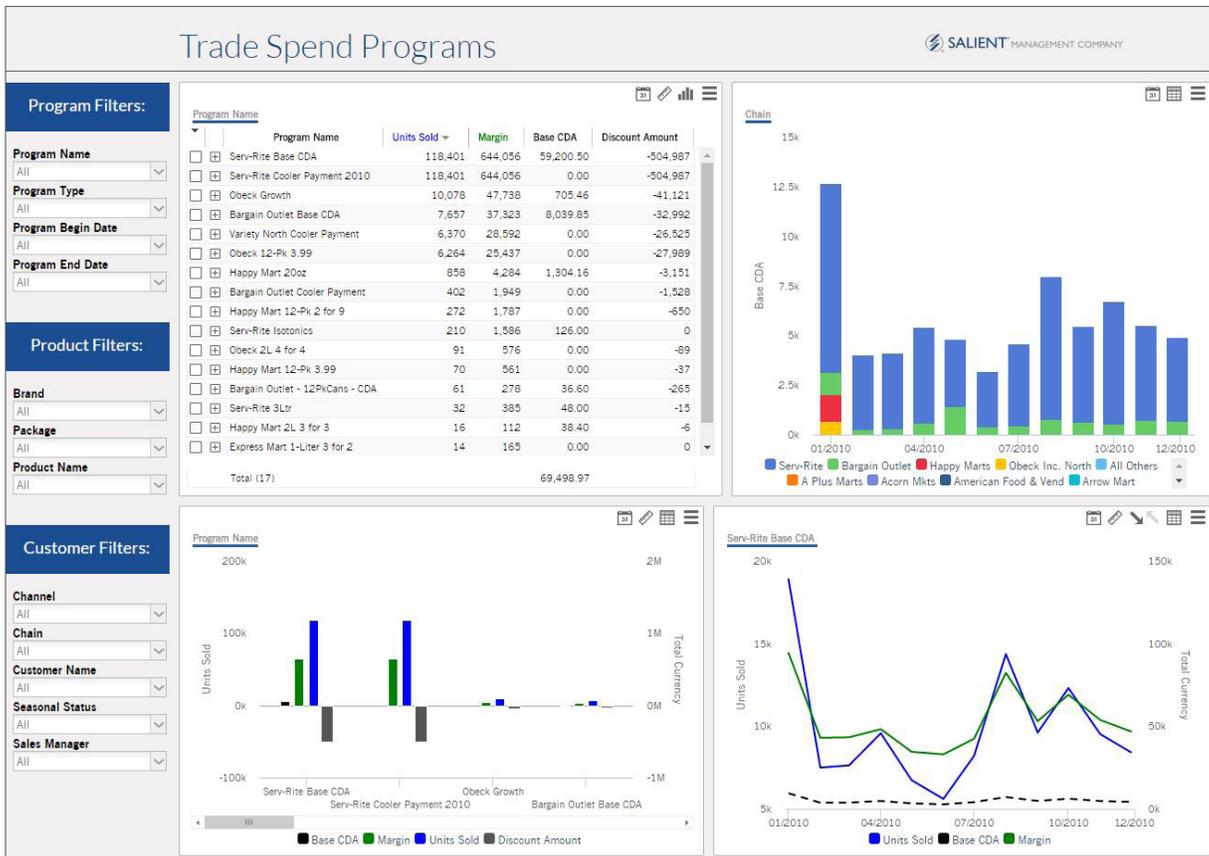
Persistent and granular visibility of value added by each trade spend event—from a single SKU at store level to customer, channel and market wide—gives business managers the specific and timely information they need to continuously refine their spend and progress continuously toward maximum productivity.

The illustrations below are just an example of the many ways you can analyze the effectiveness of trade spend.

View by any attribute down to the most granular level.

- **Review performance measures at any level to analyze allocation impact**
Start off by comparing trade spend, volume and margin performance
- **Compare by brand, package, chain, customer, sales manager, etc.**
View by any attribute to see where spending is making significant impacts, and then drill further to review at more granular levels.
- **Analyze trend performance of allocation impact**
Review and compare totals and averages from before, during and after the event to identify overall effect of trade spending





Salient Dashboards

What You Can Do

- Filter on headings, programs, products, packages, dates, active or complete programs, and much more
- Estimate accruals for each program using program parameters
- Track user entries and modifications to see who made which edits and when
- Set thresholds for price and range as trade spend program conditions
- Preserve workflows already in place for approval protocols and cleanly separate proposed programs from approved
- Streamline management of total trade spend activity
- Connect trade spend assignments with content and facts
- Accurately identify dead net for every product
- Strengthen promotional strategies
- Account for performance accurately and easily
- Manage accruals with precision and ease for all the various program types

About Salient

Salient Management Company offers business and government a new solution for efficient management. Drawing on diverse data from multiple sources, Salient's technology measures how business activity creates value, quality, financial efficiency and productivity, while the user interface eliminates barriers to using this knowledge for continuous improvement.

Salient provides the world's most advanced performance accounting and decision support systems. Founded in 1986, Salient today serves more than 115,000 users in 61 countries. For more information, visit www.salient.com.

