



Analyze. Decide. Do.



Manthan
Predictive and
Prescriptive Analytics

Demystifying the
Omni-channel Shopper.

Growing Fragmentation



Evolving shopper habits and channel fragmentation in the retail landscape are increasing pressure on CPG manufacturers to understand past executions and seamlessly plan future activities such as pricing, trade promotions, assortments and demand forecasting - all instantly and simultaneously.

Today, more than ever before, it is important for CPG companies to fully understand their shopper's behavior and attitude towards their product lines. And changing habits and channel fragmentation, don't help.

Overview



Predictive and Prescriptive analytics solutions from Manthan help CPG manufacturers demystify and activate the journey of today's omni-channel shopper. With Analytics from Manthan, CPG marketers can acquire data from all areas of operation and drive valuable insights for effective and timely business decisions.

These best-in-class analytics solutions empower CPG companies to create and maximize the right touch-points, drive stronger engagement and achieve true personalization - for greater sales and greater brand success.

Maximizing Opportunity

HERE'S WHAT YOU KNOW WITH PREDICTIVE AND PRESCRIPTIVE ANALYTICS

What you sell the shopper

- Improve and measure brand health, and unlock/activate brand and shopper value
- Brand health assessment
- Survey Analytics and Brand Growth Analytics

How you sell to the shopper

- Enhance ROI from marketing and promotional spend
- Media Optimizer and Price Analytics
- Pricing and Trade effectiveness

Where you sell to the shopper

- Optimize store assortment and shelf location; help define needed actions to activate shopper purchase
- Shelf Optimization
- Store Benchmarking

KEY BENEFITS

Improved sales/margins through optimized promotion plans

Enable CPG manufacturers to win with retailer, with category story

Optimized assortment to improve profitability and consumer reach

Enhanced ROI from marketing investment

Stronger relationships with shoppers, increased loyalty

Significant incremental growth driving increasing profits

Manthan serves as the Chief Analytics Officer for global consumer industries. Manthan's comprehensive portfolio of analytics products and services enable CPG manufacturers and their retail partners to understand and activate the shopper's journey.

Architected with deep industry expertise, Manthan's solutions combine advanced predictive analytics, actionable insights and unmatched shopper knowledge to help customers identify and drive incremental growth opportunities.

Manthan has provided its business-building analytics solutions to several retail and CPG organizations across 21 countries. Visit Manthan at manthan.com/cpg-solutions



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