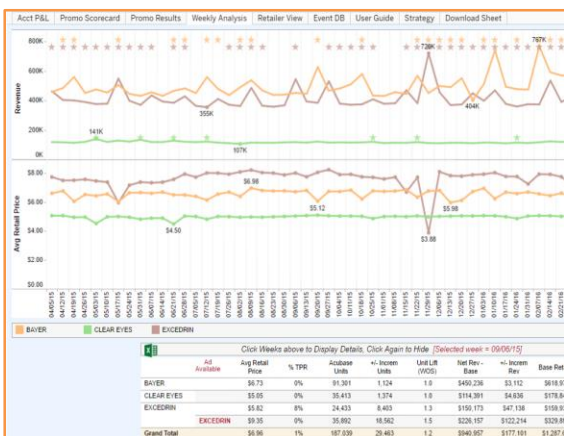
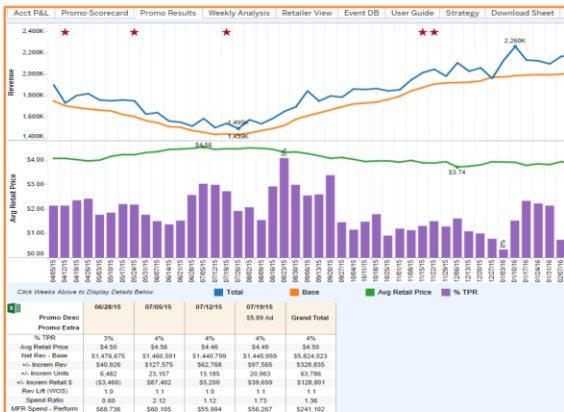
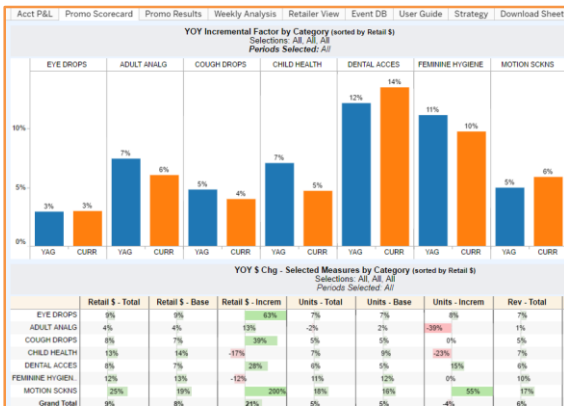


Driving productivity and intelligent business decisions through intuitive, affordable analytics.

TABS Promo Insights™ is the only customized solution designed to deliver true Trade Promotion Optimization. Culmination of decades of experience analyzing over 100,000 promotions across all Categories. TABS Promo Insights™ delivers a competitive advantage with an Improved Methodology and Intuitive Software solution.



IMPROVED METHODOLOGY

Robust Harmonization

TABS accurately harmonizes all information critical to Promotion analysis, Consumption, Spending, Shipment, Qualitative Trade Advertising and Shopper Marketing activity.

TABS Accubase®

A more accurate Baseline model that eliminates spikes resulting in better Lift and Profitability insight plus more accurate future Promotion forecasting. TABS AccuBase® works with any Dollar and Unit sales data including Account POS reports.

Actionable ROI

ROI is the result of the Incremental Revenue generated divided by the incremental spending.; a metric that can be shared with Buyers and Brokers to discuss Promotion results and future plans.

INTUITIVE SOFTWARE

Intuitive Dashboard

Logical User Interface is customizable and is cloud-based on Tableau software, eliminating need for IT support and enabling broad use and no seat licenses.

Database Maintenance

TABS maintains database and coding to eliminate the workload from team members and securely stores all data with ongoing backup.

Optimized Promotion Strategy

Account Teams have the information needed for meaningful discussions with Retailers to optimize future promotion plans.