



UNLOCKING GROWTH THROUGH COLLABORATION

THE POWER OF DATA SHARING IN CPG-RETAILER PARTNERSHIPS

In the dynamic retail industry, effective collaboration between CPGs and retailers is crucial for maintaining a competitive edge. Prioritizing data sharing in their sales, marketing, and supply chain strategies allows both parties to obtain and transform valuable insights into actions that optimize the retail value chain for win-win, profitable relationships.



THE BENEFITS OF TRANSPARENT COLLABORATION

Using a single source of reliable and comprehensive demand and supply data that can be easily and frequently shared for joint business planning enables brands and retailers to leverage their data fully.



IMPROVED DEMAND FORECASTING

Accurate historical and daily POS data from retailers, along with sales trends and market insights, enhance visibility for predicting consumer demand and optimizing supply chains.



FASTER PRODUCT INNOVATION CYCLES

Shared insights into consumer preferences, needs, and feedback help companies identify market gaps and accelerate product development to meet consumer expectations.



ENHANCED CUSTOMER EXPERIENCE & PERSONALIZATION

Create more personalized marketing campaigns, targeted advertisements, and interactive experiences that resonate with target audiences and lead to increased engagement and sales.



SUPPLY CHAIN OPTIMIZATION

Sharing daily inventory data at the SKU and store levels minimizes stockouts and overstocks while enabling more efficient logistics planning, reduced lead times, and cost savings.



MORE EFFECTIVE TRADE PROMOTIONS

Examining daily sales and inventory data before and after promotions offers important insights for refining current trade promotions and enhancing future ones to maximize ROI.



INCREASED CONSUMER LOYALTY

Understanding shopper purchase behavior can enhance loyalty programs, foster brand advocacy, and drive sales while improving brand reputation.



COMPETITIVE ADVANTAGE

Analyzing and acting on shared granular data leads to smarter business decisions and allows for timely responses to market changes and shifting demand, helping to outperform competitors.



OPTIMIZED CATEGORY MANAGEMENT & SHELF ASSORTMENT

Data sharing enables CPGs and retailers to jointly make informed decisions that optimize product assortments, shelf placements, and category management strategies.

WHAT DATA SHOULD BE SHARED?

The road to deeper insights that drive sustained, profitable growth begins with identifying the right data to share. Focusing on key data types can unlock actionable business intelligence that leads to mutually beneficial outcomes.

POINT-OF-SALE DATA

Gain a clear, comprehensive view of product performance and consumer demand with daily SKU-store sales data.

INVENTORY DATA

Align replenishment strategies to meet real-time needs and keep shelves stocked with the right products at the right time.

MARKET TRENDS

Share insights into emerging products, categories, and customer preferences for proactive sales and demand planning.

PROMOTION EFFECTIVENESS

Analyze which promotions generate the most engagement and sales and refine strategies to develop effective campaigns.

KEYS TO EFFECTIVE DATA COLLABORATION

TRANSPARENCY

Define shared goals and agree on success metrics for optimal joint business planning.

DATA SECURITY

Protect sensitive data from unauthorized access with advanced security protocols.

ACTIONABLE INSIGHTS

Prioritize meaningful, accurate, timely, and high-quality data over quantity.

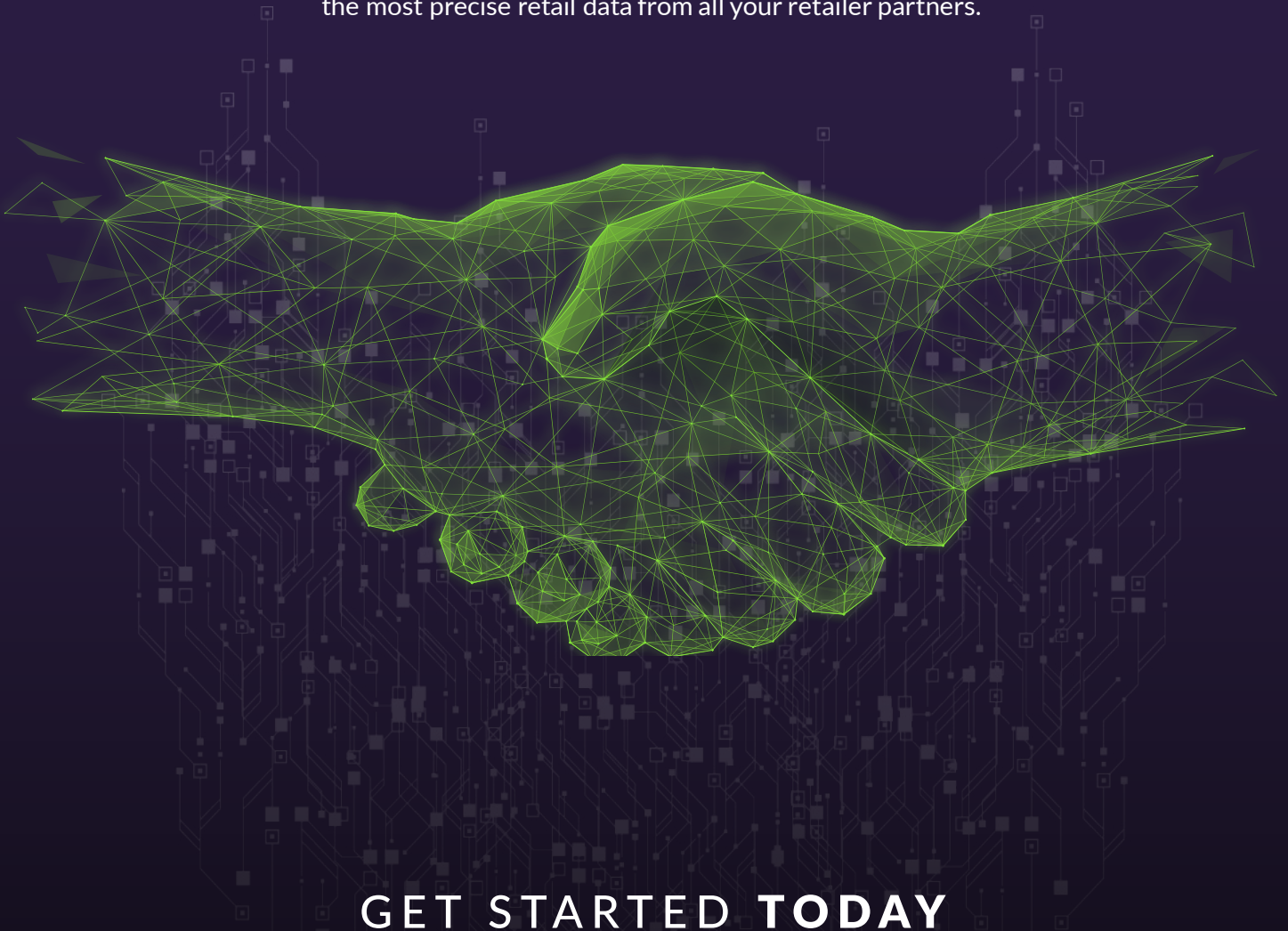
REGULAR COMMUNICATION

Schedule consistent touchpoints to stay aligned and adapt to changes in demand.

READY TO BUILD WIN-WIN PARTNERSHIPS?


When conducted properly and backed by accurate data, data sharing can be incredibly powerful, significantly enhancing the usability and value of information. It plays a critical role in achieving success in both physical and digital marketplaces. In today's retail environment, data sharing is essential for a company's digital transformation, promoting innovation and driving profitable growth.


Contact us today to learn how Retail Velocity can help you gather, prepare, and fully utilize the most precise retail data from all your retailer partners.




GET STARTED TODAY

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