



# Small Business Liftoff Bundle



**Complete  
Data Coverage**

**Easy-to-Use  
Applications**

**On-Demand  
Consulting**

## Data + Consulting = **Cross-Channel Growth**

Want to **get on shelf at Sprouts**? Ready to **expand into Kroger**? The SPINS Liftoff Bundle is the only CPG data package that includes a team of industry consultants who work on-demand to help your business grow.

### We partner with you to:

#### **Get on Shelf**

- ✓ Identify optimal retailers to target
- ✓ Create successful sell stories & pitch decks

#### **Succeed on Shelf**

- ✓ Improve stagnating or declining sales
- ✓ Optimize trade spend & pricing

#### **Innovate Ahead of Trends**

- ✓ Launch successful new products
- ✓ Improve product packaging & positioning

For more info, visit [spins.com/liftoff](https://spins.com/liftoff)



# What's in the **SPINS Liftoff Bundle**?



## Complete Data Coverage

### **CONVENTIONAL CHANNEL DATA**

Full access to your choice of category in MULO\* for critical insights into your brand performance vs. your competition.

### **NATURAL CHANNEL DATA**

Full access to the entire SPINS Proprietary Natural Channel, composed of 100+ innovative retailers that are only available through SPINS.

### **KEY ACCOUNT DATA**

Your choice of key retailer accounts that matter most. Don't pay for retailers you don't need.



## Easy-To-Use Applications

### **SPINS POWERTABS**

PowerTabs is an excel-based reporting suite that makes your data easily accessible and usable to everyone in your organization, even if they don't have experience as a data analyst.

### **UNLIMITED REPORT RUNS**

Unlike other solutions, SPINS offers unlimited report runs so you never have to pay unexpected fees to continue analyzing your data.



## On-Demand Consulting

### **SPINS INSIGHT SPRINTS**

SPINS consultants work on-demand to provide you with presentation-ready Powerpoint or Excel reports for buyer meetings, sales briefings, or commercial plans. Quarterly sprints included with option to add more.

Get started at [growth@spins.com](mailto:growth@spins.com)