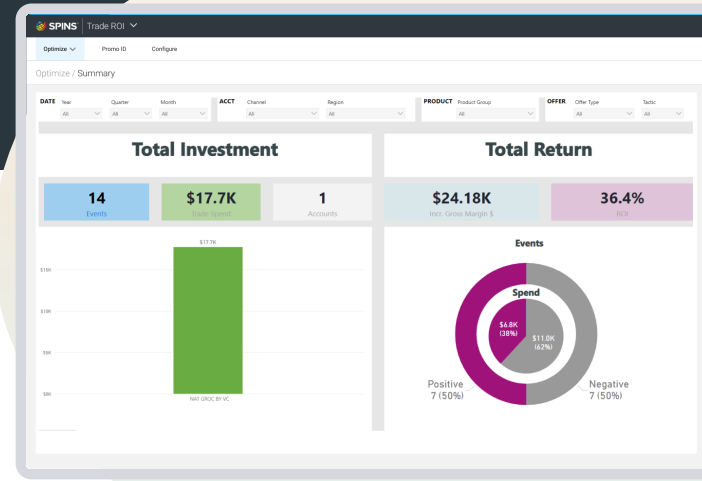


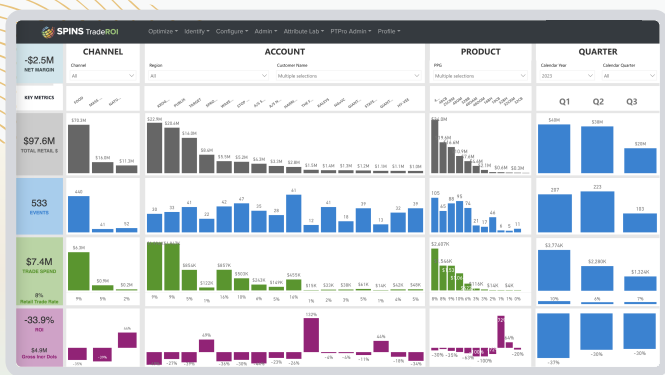
# Improve ROI on your Trade Spend \$ through tracking, analysis, and optimization.

SPINS TradeROI is an easy-to-use application that allows brands to maximize the value from in-store promotions.



## How it Works

- 1 Customized Setup**  
 Customize your setup with product groups, key accounts, product margins and direct competitors.
- 2 Align Data**  
 The app pre-identifies your promotions. Add your offers and costs and save time via automation.
- 3 Unlock Actionable Insights**  
 Visualize effectiveness of last 12+ months of promotions | Drill into top performing accounts/products/events | Benchmark against competitor tactics



## Get More from Your Trade Dollars

- ✓ Get a post-event ROI analysis on every promo
- ✓ Diagnose best offers, discounts, and more
- ✓ Monitor promotion compliance – know when retailers don't execute what you're paying for
- ✓ Identify insights on key competitors
- ✓ Strategically re-plan key account calendars

### ADDITIONAL INFORMATION

Accelerate insights with SPINS Ignite consulting

Integrate with 3rd party data (e.g. Whole Foods Market, Costco)

Unlimited Users