

Why should your ***trade marketing*** team operate on ***excel templates*** that come with ***no strategic analysis?***

Because there's ***no dedicated tool*** for trade marketing teams in ***alco-bev.***

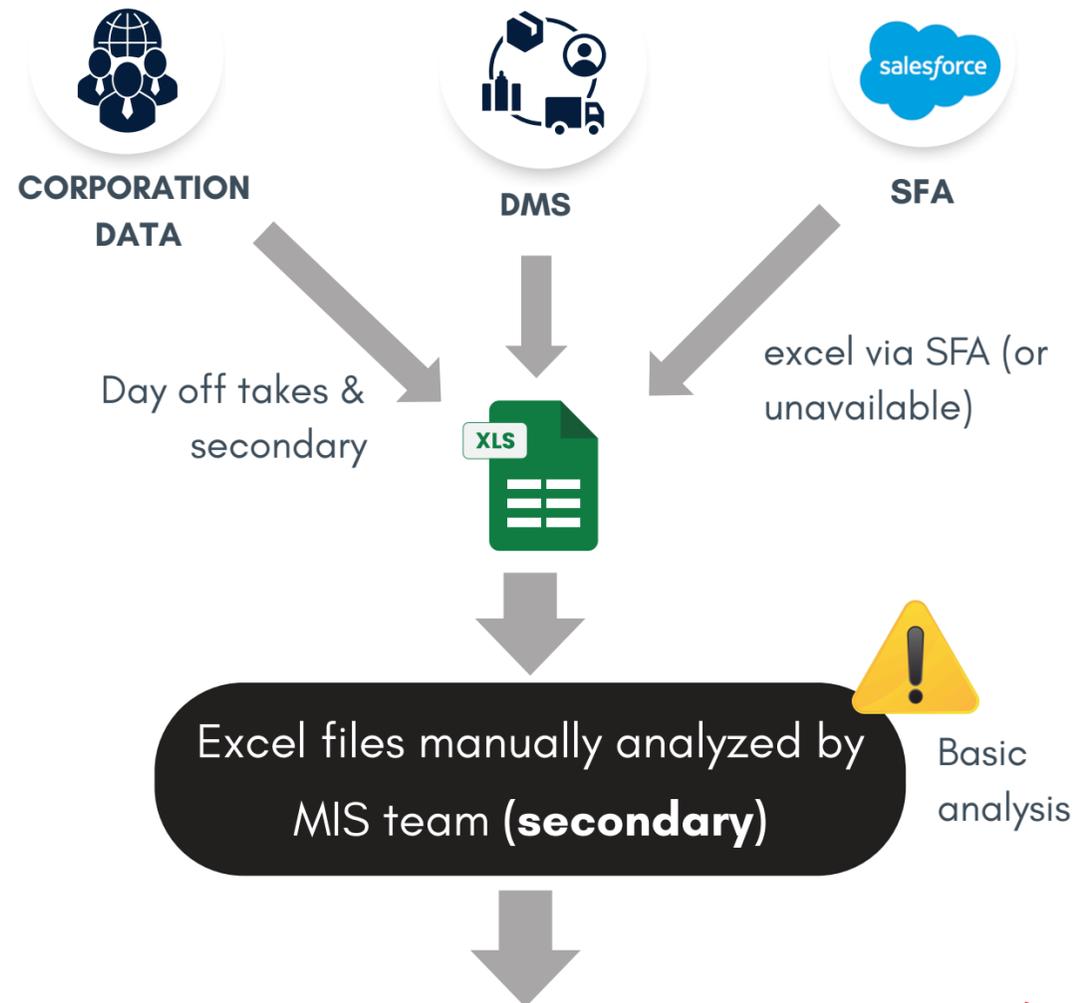
Until now.

Peakline Technologies Pvt Ltd

Limitations In Analysis of Sales Data & Lack Of Tools For BTL/ATL Planning Today

Looks familiar?

Problem 1: Insufficient Secondary Analysis



- 1 **Cannot** be easily mapped to promotions
- 2 Only provides **basic** analysis at outlet level
- 3 **Difficult to measure** historical spends vs uplift

Limitations of manual analysis

Problem 2: Excel-Driven Operations



BTL
Initiatives



Manual study of outlets



Insufficient analysis for strategic planning



Excel-driven planning (gives only count of outlets)



No promo effectiveness analysis



Tough to justify spends due to opaque visibility



Not possible to optimize CPC



ATL & Social
Media



Not in tandem & ground initiatives



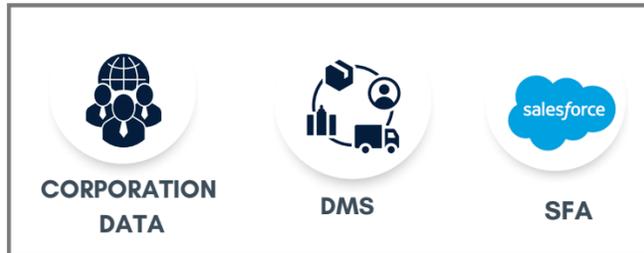
Planned separately



No consolidated analysis

The Solution: A Centralized Platform

Secondary Sales Data Sources



1A

Auto-ingest to platform for analysis

Automated Suggestions of outlets based on custom logic

- Opportunity Outlets
- Penetration Reports
- Outlet by Growth & Decline
- High Spend vs low Return
- Outlets by BTL promo history

2

Input Outlet Level BTL Plan (ON/OFF Trade) + ATL Plan

1B

Track budget shuffling logs with ease - one click excel download.

Festival 365 Feature

- Automated Reminders to plan BTL activities on certain key dates/festivals.
- Example: Offers in lull seasons, festivals like Diwali

3

Auto-flag discrepancies in outlet selection based on rules

- Plan for new product launch
- On/Off trade strategy
- Justified spends to maximize ROI

4

In-system approval flow to freeze plan

5

- Budgets planned vs consumed Analysis
- Lever-wise spend analysis

Platform's integrated budget module

Fetches from ERP



Auto-trigger POs

Activity outcome data + images / vendor ratings

7

Insights & reports



6

Trigger purchase orders in SAP/ERP

Sample Screens: Custom KPIs for Outlet Analysis

Filters

Outlet Universe:

Outlets Selected:

<input type="checkbox"/>	Outlet ID	Outlet Name	Timeline	Secondary Vol Cases	BTL Spend ₹	Avg CPC ₹	Market Share	Opportunity (Brand)	No. of Promos	SKU Lean
<input type="checkbox"/>			YTD	▲ 74	▼ 4,324	▲ 224.8	▲ 48%	SC Black	2	DD
<input checked="" type="checkbox"/>	0014237	Raj Wine Shop	Last FY	543	19,479	243.2	64%	SC Black	6	
			Overall	3,214	64,243	311.7	61%	JR 47	42	
<input checked="" type="checkbox"/>	0243784	Jacky Wines	YTD	▲ 71	▼ 4,087	▲ 225.0	▼ 47%	SC Black	2	
			Last FY	532	19,325	241.4	62%	SC Black	5	
			Overall	3,198	62,587	309.5	59%	WS 87	41	
			YTD	▼ 76	▲ 4,258	▼ 221.7	▲ 42%	SC Black	2	

Monthly Market Share

SKU Share

Customized KPIs to account for your unique analysis

Sample Screens: Considerations & plan corrections during BTL planning

Planner scm@demo.com

Filters: Search Activities, Date, Select Regions, Select States, Select Cities, Select Brands

Activities Considerations Total Considerations Value 9,31,102

ID	Activity Name	Store Count	Expense Projected	Considerations Count	Considerations Value	Brand	Lever	Stc
A068	GIP	158	18,45,217	32	3,73,715	Royal Class	Consumer Promo	15/c
A067	DSB	41	11,02,547	11	2,95,805	Sentaur	Visibility	13/c
A066	CSM Incentive	114	14,91,023	20	2,61,582	Magnum Opus	Trade Advocacy	13/c

Based on custom rules set by RTMM/NTMM for each state/brand, the system auto-flags outlets that have been selected for an activity but don't meet the defined rules / criteria set by the T.M. team

Example: CPC > threshold / visibility for same brand planned again for same outlet / outlet with no growth selected etc.

Planner scm@demo.com

Activity ID: A068, Activity Name: GIP, Activity Status: Pending Approval, Brand: Royal Class, Lever: Consumer Promo

Store Count: 158, Consideration Count: 32, Expense Projected: 18,45,217, Consideration Value: 3,73,715, Activity CPC Threshold: ₹ 215, Start Date: 15/04/2025, End Date: 30/04/2025

Outlet ID	Outlet Name	Considerations	Keep Outlet	Reason to keep outlet
1234567	Raj Wine Shop	High CPC, Multi Brand Promos, No Growth	<input type="checkbox"/>	Enter Reason
7654321	Bharat Wines	Multi Promos, No Growth	<input checked="" type="checkbox"/>	Enter Reason
0147258	Khusboo Liquor Shop	High CPC, Multi Brand Promos, Multi Promos	<input type="checkbox"/>	Enter Reason
9517534	Vinod Wines	Multi Brand Promos, Multi Promos, No Growth	<input checked="" type="checkbox"/>	Enter Reason

System shows details of rules breached along with option to proceed with outlet after logging justification reason.

Obtain platform-supported insights on the following:

- Pre-during-post promo analysis (long tail/short tail)
- Penetration reports
- Promo history/spend per outlet vs returns
- Justification reports + budget shuffling log
- Discrepancy flags : save / justify spends
 - High BTL spend on outlets vs outlet growth over time (by brand)
 - Repeated activities on same outlet
 - Multi-brand promos (cannibalization)
 - High CPC
- Intelligent outlet suggestions*
 - Promo-sensitive outlets
 - Opportunity outlets (high headroom) + opportunity over time
 - Cluster-indexed suggestions
- Budget consumption reports (with one-click excel download option)

*Analyse sales data + BTL activity history from platform

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