

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***.

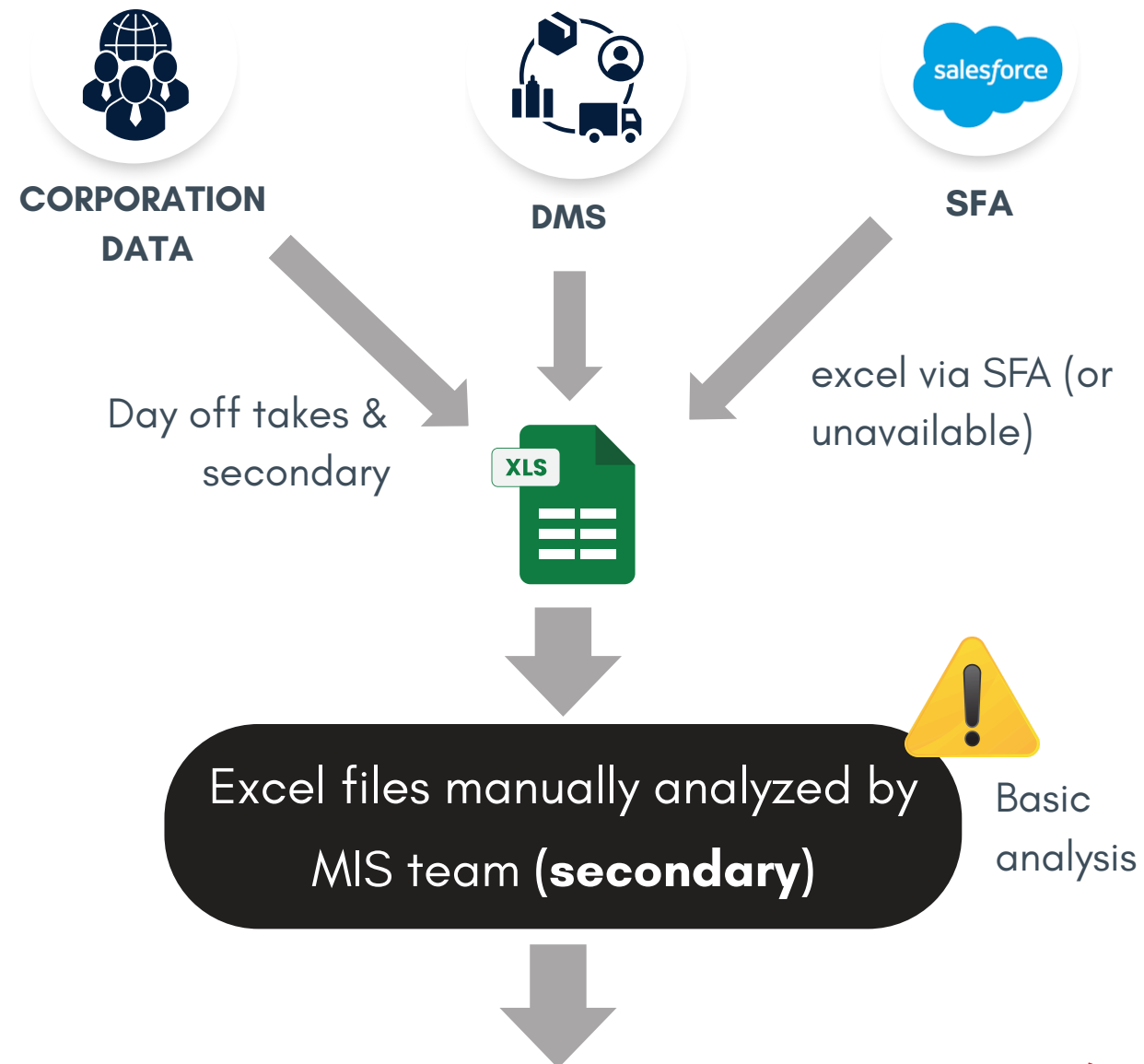
Until now.

Peakline Technologies Pvt Ltd

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

Looks familiar?

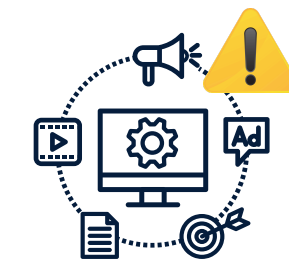
Problem 1: Insufficient Secondary Analysis



- 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

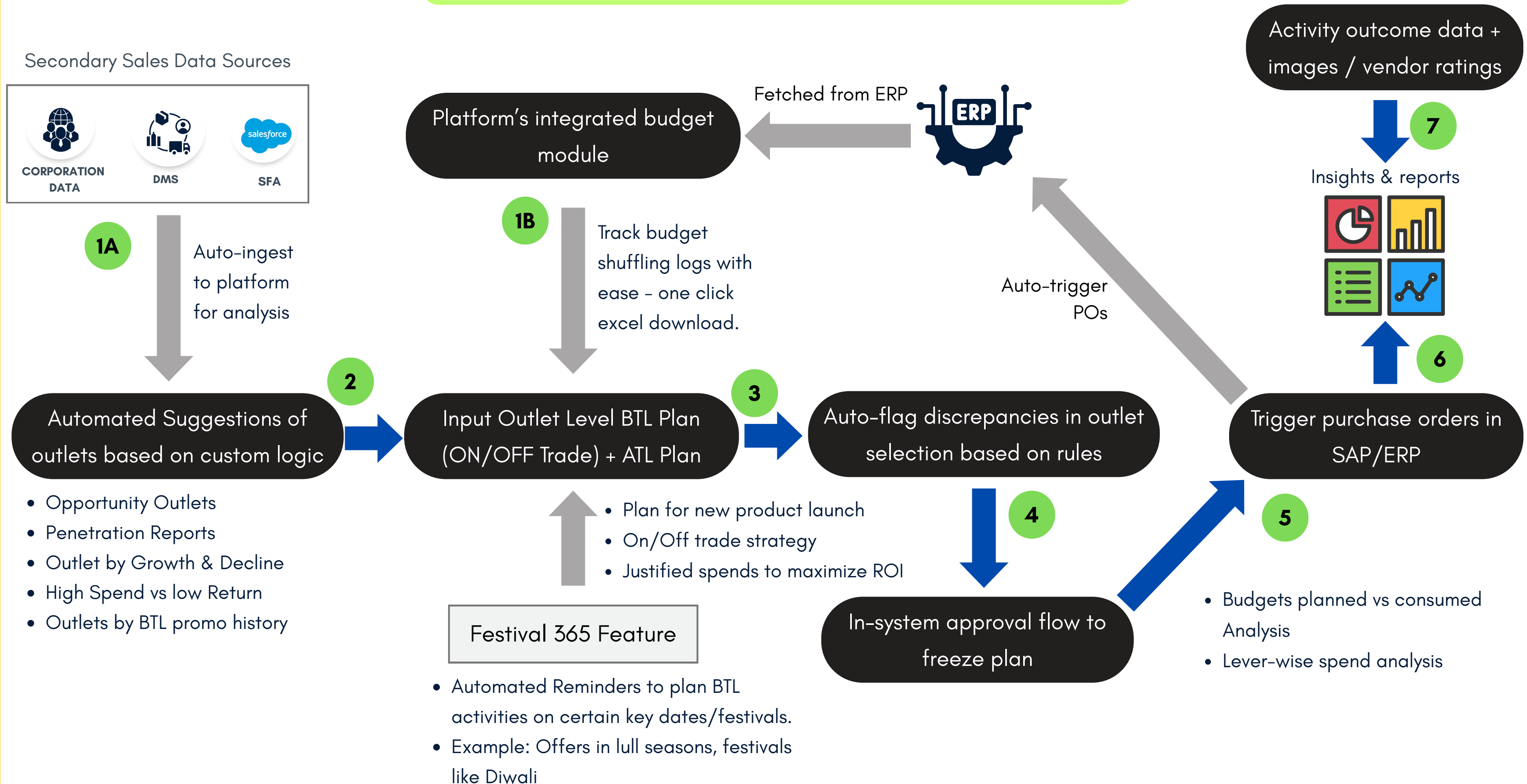


Planned separately

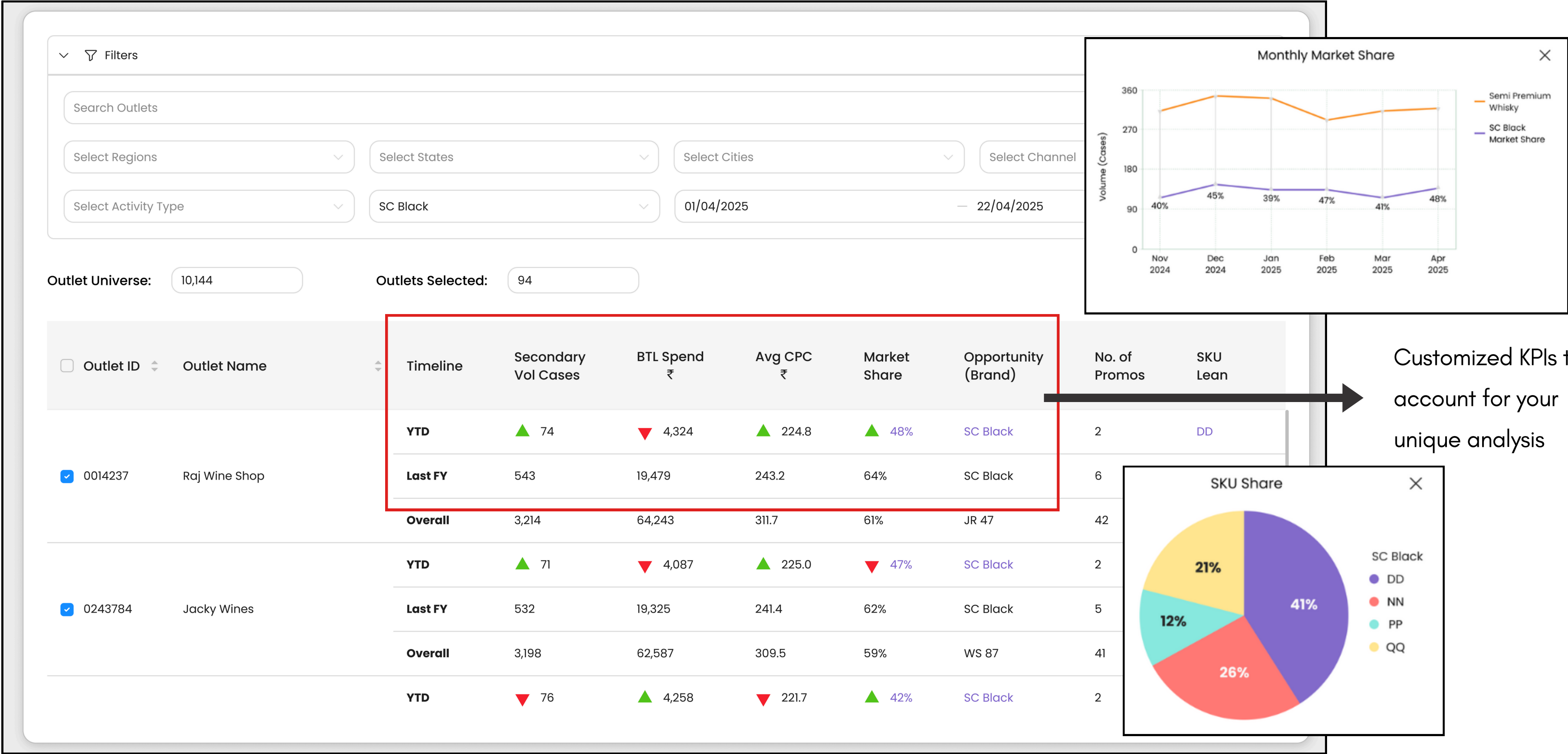


No consolidated analysis

The Solution: A Centralized Platform



Sample Screens: Custom KPIs for Outlet Analysis



Sample Screens: Considerations & plan corrections during BTL planning

Planner

scm@demo.com

Filters

Reset

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	15/04/2025
A067	DSB	41	11,02,547	11	2,95,805	Sentaur	Visibility	13/04/2025
A066	CSM Incentive	114	14,91,023	20	2,61,582	Magnum Opus	Trade Advocacy	13/04/2025

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

Activity Name

Activity Status

Brand

Lever

A068

GIP

Pending Approval

Royal Class

Consumer Promo

Store Count

Consideration Count

Expense Projected

Consideration Value

Activity CPC Threshold

Start Date

End Date

158

32

18,45,217

3,73,715

₹ 215

15/04/2025

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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