

CONNECTING NORTHWEST ARKANSAS

THE SUPPLIER RESOURCE GUIDE

Latest software supports in-store demonstrations

Evaluating the return on investment associated with in-store activities has always been a challenge for suppliers, but a new tool from PromoWorks is intended to make the process easier.

The Schaumburg, Ill.-based company with offices in Northwest Arkansas recently launched a tool called PromoIntelligence Reports that lets suppliers more precisely select the base of stores in which they conduct events based on a wide range of variables. The PromoIntelligence Reports product lets suppliers know which stores consistently

support in-store activities and determine those with the highest traffic count, so suppliers can generate the highest returns.

"In an industry where there is an ever increasing demand for analytics designed to increase return on invest, our PromoIntelligence Reports technology is perfectly positioned to make a critical difference in store selection," said Dee Rossi, PromoWorks' senior vp of operations.

Suppliers have long been able to evaluate results of in-store events and demonstration programs by accessing point of sale data via Wal-Mart's Retail Link system. What makes the new



Dee Rossi, PromoWorks' senior vp of operations, explains that its new PromoIntelligence Reports product differentiates itself by letting clients use it as a forward-looking tool to help in planning.

PromoIntelligence Reports product different is that it is intended for use as a forward-looking tool to help plan events. Clients can query the PromoWorks database to gain insight into the effectiveness of in-store activities by category, department, retail channel, geographic market and individual retailer for specific time periods.



"It is a huge point of difference and key advantage that we are able to query the data based on the client's needs to help them design and then execute an event that will improve their return on investment," Rossi said.

In addition to that ability,

PromoWorks also offers suppliers the capability to determine the caliber of demonstrator they would prefer to represent their brand in-store as part of the company's Proven Sales Performer program. The program measures the execution rates of in-store personnel and lets a supplier assign people to a program based on the results they achieved during past in-store activities.

"What makes PromoWorks exciting is the vision we have here to take an industry that has been around a long time and take it to the next level by leveraging technology and data," Rossi said. ■