

Instigo™

One Stop to In-Store

Instigo is an online shopper marketing program management system that streamlines the processes of program planning and execution into one automated, intuitive workflow.

Sales and shopper marketing teams are able to log in at anytime, from anywhere, to plan, order and activate retail-specific programs on-demand.

Program execution is now as easy as 1-2-3:

Select. Configure. Submit.



Shopper Marketing Campaign Automation

Features

A dynamic campaign automation platform designed specifically for shopper marketing, Instigo™ delivers full-service program management through features such as:

Tactic Templatization

Brands' print and digital shopper marketing tactics are converted into online templates organized within the programs for which they are available. Sales teams are able to auto-customize their chosen tactics by selecting program-specific elements from a set of brand-approved options.

On-Demand Execution

Instigo's Program Execution Team processes and fulfills all incoming program requests upon receipt. Additionally, Instigo can fully integrate a broad array of digital tactics, including personalized landing pages, email blasts, digital banners and more to deliver multi-touch engagement.

Real-Time Reporting

Real-time data is dynamically displayed in the system's reporting module, including most active customers and system users by segment, most frequently ordered programs and tactics, and program spend in order to better assign sales resource and monitor shopper marketing activity.

Digital Asset Management

Gain on-demand access to all of your brand's program assets. Our digital asset management software syncs with the Instigo workflow for automatic asset archiving and retrieval so the asset you need is at your fingertips. Equipped with comprehensive version control, the asset library is organized by the categories most efficient for your users.

Sales Resource Suite

Field representatives are able to easily access and share materials critical to forging new retail partnerships and improving program planning strategy across current customers via a resource suite that features shopper marketing policies, newsletters, presentations, sell sheets, letters and forms.

From Fragmentation to Innovation

Traditional shopper marketing program management is a fragmented, labor-intensive process involving lengthy and repetitive manual tasks. The complexity of program execution often hinders brands from maximizing their in-store visibility.

Instigo™ eliminates these typical bottlenecks, enabling field teams to quickly and efficiently plan, produce and deliver in-store marketing support to their retail accounts while assuring brand consistency.



Benefits

Drive in-store initiatives with a shopper marketing program management system customized exclusively for your unique promotions.

Streamlines Processes

Instigo unifies the many steps involved with program management into one intuitive online workflow that processes, produces, traffics and tracks all program requests. Whether you choose to use your in-house print capability or our turnkey production and fulfillment services, Instigo delivers centralized vendor management.

Accelerates Cycle Times

Achieve retail activations in a fraction of the time. Seamless automated workflows, streamlined asset sharing and on-demand art file configuration allow for rapid in-store and online activations.

Reduces Cost

Cierant® offers a complete array of state-of-the-art production services for end-to-end program execution. In choosing a fully integrated, single-source solution, transactional and overhead fees are drastically reduced.

Evaluates Program Strength

Real-time reporting enables brand managers to gain heightened visibility into customer requirements and field sales activity. Online reports dynamically display most active customers and most popular programs, providing brand managers with the insights required to pare down programs to proven performers.

Real World Results

With over 2,000 tactics processed annually, innovation-driven CPG companies are migrating to Instigo online program management and are experiencing results such as:

- 80% reduction in program time-to-market
- 40% increase in efficiency across processes and touch points
- Extension of program participation across second tier customers
- Centralization of resources and elimination of redundant work
- Implementation of high-equity programs that enforce best practices, build brand loyalty and deliver omnichannel engagement

Enhance your brand's equity and extend your budget potential across your complete distribution channel with a dynamic system that is revolutionizing the path to retail activation.

Call Now

Phone **203.731.3555** or send an email to inquiries@cierant.com.