



cierant®

SHOPT™

Shopper Marketing Optimization System



New Process
New **Performance**

The Last Automation Frontier

With countless programs, retailers, brands and budgets, shopper marketing can be extremely difficult to plan and manage.

Despite the complexity, the practice is still being driven by a variety of offline tools. The result? Hours spent on non-productive administrative tasks with little time left to analyze and innovate.

With lack of technology enablement impacting performance, Shopper Marketing Optimization (SMO) has become critical to CPG revenue growth.



84%

feel improving
shopper marketing
agility and
cost is more critical
than ever.

Agile Technology for an Evolving Market

SHOPT™ is a cloud-based shopper marketing optimization platform that digitally transforms the planning to execution lifecycle by eliminating the need for spreadsheets and manual touches.

The platform achieves this by streaming all financial and tactical data into an online ordering environment where customer-specific programs can be planned and activated in minutes.

With this automated efficiency, shopper marketers are empowered with the agility and insights needed to evolve the practice and deliver performance growth.

46% believe that replacing spreadsheets with digital tools is essential to SMO.

KEY FEATURES

SHOPT™ offers five unique features to enable end-to-end optimization of shopper marketing.



1 Performance-Based Budgeting

Build, allocate and balance your budget with ultimate ease through three powerful budget management tools that work to optimize your commercial investments.

Build

Build a stronger budget with access to historical program costs, including line itemization of tactic expenses, from third-party vendors fees to redemption costs. With these insights, ROI is more effectively assessed and performance-based budgets are set.

Allocate

Seamlessly disperse brand funds across teams and modify existing budgets in response to market change through real-time allocation tools. Budget changes are automatically reflected in budget figures and reports, while relevant users are notified via the system's notification center.

Balance

Automate actuals tracking and budget balancing by integrating SHOPT™ with your internal finance systems. Using imported invoice data, program estimates are updated to actuals and rolled over into available budget reports.

60%

of shopper
marketers have
re-structured
their budgets to
be performance-
based.



2 Data-Driven Planning

Create and submit solo or multi-brand program plans through an ordering workflow comprised of three data-driven tools.

Explore

Easily identify the best program for your customer via a visual gallery of available programs, searchable by timing, brand, category and more. Click-through programs to view insights to guide sell-in and execution, from high-equity plan examples to target demographic information and past results.

Schedule

Optimize program timing and keep tabs on your activations with a digital calendar that displays program status, from pending to live to closed. View filters, including category, brand, customer and theme, make it easy to gain a holistic view of brand activity at the national and customer level.

Configure

Create multi-tactic program plans in a matter of minutes via an automated workflow that standardizes data capture to make every execution trackable. The planning workflow guides you through the steps of selecting your tactics, estimating cost, scheduling distribution and submitting for approval.



40%

believe that planning software is the most important SMO technology to invest in.

3 Content Management

Automate the artwork development process and meet retailer demands for personalization with customizable tactic templates.

Template

Supply us with the output specs of your in-store and digital tactics and we'll deliver a collection of customizable artwork templates— all driven by menus of brand-approved content and imagery. These templates are made available in the system to allow you to select and customize program tactics to your regional customers.

Catalog

Quickly identify the tactics to be included in your program via the Tactic Catalog, which organizes all digital and in-store tactics into a visual gallery made accessible during the planning workflow. Search filters like name, category and channel make it easy to assemble an omnichannel program that addresses the pre- to post-shop experience.

Archive

Store, download and export all shopper marketing program assets and sell-in tools via a content library with customizable tags and search filters. From program presentations to plan calendars and activation reports—all can easily be found and shared.



58%

feel that digital content management is most essential to SMO.

4 On-Demand Activation

Enable more accurate and on-time production of your program materials with automatic art file trafficking to your pre-established vendors or our world-class partners.

Approve

Maintain cost governance and brand consistency through an approvals management function that requires users to submit programs for approval as the final phase of the planning workflow. Managers are automatically sent a notification asking them to review the plan and proofs, while approval status is tracked in the “My Campaigns” report.

Traffick

Enable on-demand activation through the system’s ability to auto-generate a job ticket and traffick it with the final artwork files to your integrated digital or production partner. Real-time fulfillment and distribution tracking reports can also be integrated into the system as a custom add-on.

Produce

Fully streamline your shopper marketing operation and enable web-to-print by integrating the platform with our network of print production partners. Our production services portfolio includes state-of-the-art digital print-on-demand, commercial offset and flexographic printing.



53%

believe program
execution
costs must be
addressed in
order to achieve
SMO.

5 Real-Time Reporting

Monitor your budgets and programs in real-time with a live business intelligence dashboard that flexibly integrates with external data feeds.

Track

Stay on top of customer activity and manage your pending approvals with the My Campaigns report. My Campaigns display the real-time status of your submitted campaigns, from pending to live to completed. Cost status is also displayed, with estimates updating to actuals upon run time completion.

Analyze

A business intelligence dashboard virtualizes financial data into dynamic charts that display allocated, spent and available budget by retailer, brand and program. The charts update in real-time as estimates are approved and actuals come in, so you're always planning off the most accurate data.

Optimize

Leverage the insights of the BI dashboard to weigh program components and cost against incremental sales lift across customers. Then, redirect your funding into the programs and customers driving the greatest ROI.



68% of CPGs plan to invest in data visualization/BI dashboards.

Additional Services

Customize the platform to meet your distinct requirements while gaining expert technical and process expertise every step of the way.

Team-Based Setup

Support cross-collaboration while ensuring users are only viewing what's relevant to the brands and retailers they govern via our team-based setup. Provide us with your unique department hierarchy and we'll set up different teams, each with the viewing rights, capabilities and reporting most suitable for their function.

Brandable UI

Customize the skin of the user interface with your corporate colors and logo to have the platform feel less like another system to enter data into— and more like a natural extension of your organization. The homepage slider can also be used to display custom content, from important announcements to new programs and hires.

Dedicated Support

Ensure a seamless integration with the appointment of a dedicated account manager and systems analyst who work to assess your unique requirements, outline tailored solutions, and oversee implementation. This personalized support continues post-launch, with on-demand technical support and new user training.

Annual Upgrades

Benefit from annual system upgrades designed to meet the evolving needs of our users and the fast-changing markets they serve. With each upgrade, you can anticipate more enriched analytics, more automated content and more ways to collaborate so that the systems grows along with your business.

About Cierant

Cierant Corporation is a woman-owned marketing process innovation company that modernizes, simplifies and cost-reduces the systems that drive marketing program delivery.

Within consumer goods, we are recognized for pioneering a new technology category—Shopper Marketing Optimization (SMO). As the industry’s premier SMO software provider, we offer a suite of technology solutions designed to unlock the ROI potential of shopper marketing by giving the practice the automation and analytics needed to perform.

Demonstrated Results

With over 500 active users and 2,000+ tactic orders processed annually, our system powers the shopper marketing activities of leading brands to deliver results such as:

- 80% faster program time-to-market
- 60% reduction in art re-work costs
- 40% increase in process efficiency

Ready to experience the efficiency first-hand?

Call **203-731-3555** or visit **www.cierant.com/smo-suite** to schedule a demo.

Sources:

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