



# SMO

## New Process— New Performance.

While trade promotion, retail execution and other essential CPG activities leverage new technologies to automate processes and unify insights, shopper marketing fails to modernize. With lack of modernization impacting performance, shopper marketing optimization is critical to driving revenue growth and retail partnership.

As the industry's exclusive Shopper Marketing Optimization software provider, Cierant offers a suite of cloud-based software solutions specifically designed to address the unique challenges of shopper marketing management. From budgeting to creative localization and performance analysis—our solutions touch all aspects of the planning to execution lifecycle.



## Shopper Marketing Optimization

### Suite Features

Cierant's SMO Suite delivers a more intelligent way to budget, plan, deliver and assess via the following cloud-based solutions:

#### **Performance-Based Budgeting**

Gain real-time intelligence into budget availability and strengthen cost governance with a collaborative budgeting tool that allows managers to set and allocate target budgets, and account teams to create and submit program cost estimates for spend approval.

#### **Data-Driven Program Planning**

Streamline the program planning workflow with an automated system that allows field reps to view available programs and seamlessly create multi-brand plans through selection of key scheduling data—from run time to participating retailers and material due date.

#### **Digital Content Management**

Reduce agency costs and maintain consistency with a content management system that creates templated versions of key program creative for all digital and in-store tactics to support live customization via menu-driven selection of variable content and graphic elements.

#### **Online POP Ordering Storefront**

Better manage display costs and accelerate retail execution with an application that supports on-demand ordering of custom and inventoried POPs, auto-calculating profit margin and total production cost to ensure every project meets ROI goals.

#### **Real-Time Customer Analytics**

Improve customer management through a BI dashboard that creates dynamic customer profiles and delivers instant insight into past and active shopper marketing activity at the store-level, in addition to tracking spending, tactic popularity and other key trends.

## About Cierant

Cierant Corporation is a marketing process innovation company recognized for pioneering breakthrough shopper marketing management systems by the following industry groups:

*Consumer Goods Technology*  
Editors' Choice 2018

*Shopper Marketing Magazine*  
Editors' Choice, 2014-2017

*CIOReview*  
Most Promising CPG  
Solution Provider of 2017

Powering the shopper marketing activities of over 60+ brands, our applications modernize, simplify and cost-reduce the systems that drive program delivery so brand marketers can focus less on managing and more on innovating.

## Top SMO Investments

Cierant conducted a Shopper Marketing Optimization Study in partnership with Consumer Goods Technology (CGT) to understand how CG executives are reshaping their shopper marketing operations for new demands. The study found that while 84% believe improving shopper marketing (SM) agility and cost is more critical than ever, 78% rank their SM process efficiency as average or worse.

Leaders are beginning to address this inefficiency through investment in the following:

- Data management/analytics software (67%)
- Performance-based budgeting (60%)
- Digital content management (58%)
- Planning/execution software (40%)
- Workflow automation (35%)
- Personalization software (23%)

Cierant offers each of these technologies as part of their SMO suite, with the ability to be deployed as stand-alone solutions or as part of an integrated, end-to-end shopper marketing management system.

## Benefits of SMO

A practice designed around improving cost, speed and efficiency along every phase of the shopper marketing lifecycle, SMO initiatives are growing in prominence as CPGs realize the following benefits:

### Centralizes Data

Streamlines and virtualizes all budget, program, customer, and tactic data into a 24/7 cloud system.

### Automates Tracking

Eliminates the need for spreadsheets by making every shopper marketing activity and cost traceable.

### Increases Agility

Enables real-time responsiveness to commercial demands by automating art file generation and production trafficking.

### Creates Synchronicity

Facilitates digital collaboration between internal teams, agency partners and production vendors.

### Drives Performance

Integrates best practices and real-time data into planning cycles to drive program effectiveness.

## Realize a Better Way to Execute

Call **203-731-3555** or email [inquiries@cierant.com](mailto:inquiries@cierant.com) to realize the full power of SMO.

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