

Instigo™



cierant

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Instigo™

SHOP

ONE STOP TO IN-STORE

A SERVICE DRIVEN BY



cierant®

A DYNAMIC SYSTEM TO DRIVE SHOPPER MARKETING PROGRAMS FULL-SPEED AHEAD

**MANY
FEATURES**

**ONE MASTER
MENU**
IN-SYNC SHOPPER MARKETING

Accelerated Cycle Times

Accelerate lead times by as much as 80%. Seamless automated workflows, data asset sharing and auto-generation of art files allow for rapid retail activations.

Streamlined Processes

Streamline processes and touch points by 40%. Instigo unifies the variety of steps associated with traditional program management into one workflow that processes and tracks all requests.

Substantial Savings

Cierant offers extensive production and distribution services. In using one vendor for complete program execution, fixed costs are minimized and savings are achieved.

Greater Transparency

A real-time reporting interface enables brand managers to oversee sales activities. Project statuses, approvals and order summaries can all be viewed from one location.

Central Suite of Resources

Elevate sales initiatives with Instigo's content sharing tools and resource center. Sales members can share, access and download educational resources, sales presentations and essential documents.

FROM FRAGMENTATION TO INNOVATION

Designed to support the needs of diverse consumer goods manufacturers and retailers, Instigo provides full-service shopper marketing program management through a user-friendly online workflow.

INSTIGO

**DELAY-FREE
PROMO DELIVERY**

