



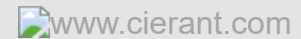
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# Cierant AXIOM: Driving Commercial Value | Amazon Takes Physical Form | Localizing Insights

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Thu, Mar 29, 2018 at 2:00 PM

Marissa, convert revenue management practice into action with these four steps.  
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March 2018 NEWSLETTER

## Welcome to AXIOM,

Cierant's monthly eNewsletter.

This issue explores how revenue management is emerging as a top CPG market disruption strategy, how Amazon is establishing in-store as an essential player in the omnichannel mix, and commercial management strategies of winners.

### Strategy

## Revenue Management as an Engine for Growth



The global retail environment is evolving at a rapid rate. Private brand labels are creating new competition and shoppers have become more sophisticated, with manufacturers scrambling to stay in the game. The question now is whether there is a sustainable path ahead and how brands can gain a competitive advantage. Many CPGs are turning to the practice of revenue management as a vehicle for growth and are experiencing margin expansion of up to five percentage points.

But what exactly is revenue management? Revenue management is a practice designed to drive top and bottom line growth by creating granular visibility into organizational growth drivers, namely, pricing, trade promotion and product assortment. As a rising number of CPGs implement the practice in order to establish the capabilities needed to make better and faster commercial decisions, many are finding themselves unable to sustain it long-term.

Read on to explore a four-stage process to effectively building, implementing and sustaining a world-class revenue management program.

[Learn More →](#)

## Management

# Amazon Meets Consumers in the Real World



The rapid growth of online retailers has forced brick-and-mortars to create new ways to make in-store relevant and engaging to the modern consumer. As physical retailers work to develop e-commerce and mobile capabilities, online giant Amazon is doing the opposite. Recognizing that physical storefronts are an essential part of the omnichannel retail mix and brand experience, Amazon is working to develop an in-store presence.

Read on to learn about the retail stores they've opened and how these efforts evidence that in-store and e-commerce are no longer separate entities, but channels to be united in ways that bring the unique value proposition of each to the consumer.

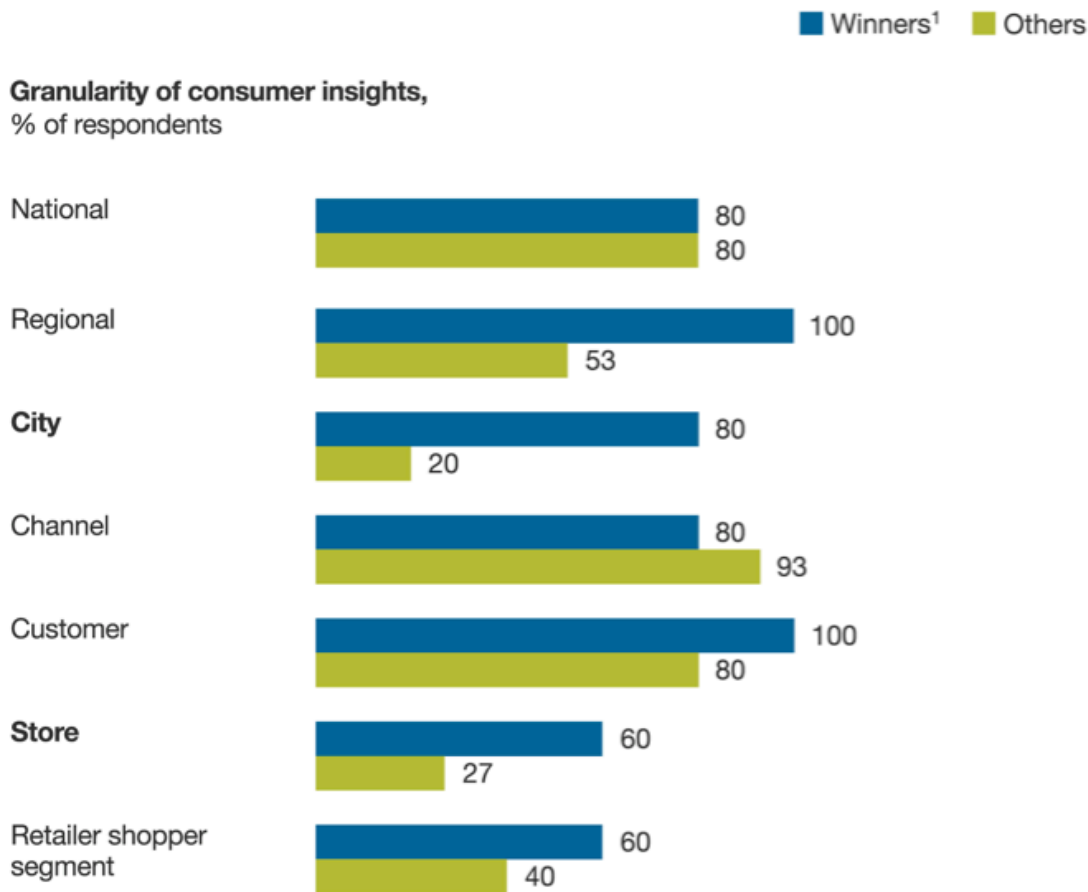
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## Trends

# Tailored Customer Management Tactics Rise

As once average performers up their game, it's become harder for CPG companies to differentiate themselves. McKinsey, in partnership with Grocery Manufacturers Association and Nielsen, conducted a survey of North American companies to discover the best customer and channel management practices that set the most successful CPG companies apart. Among the five identified imperatives for growth was developing an insights factory—analytical models, tools, and processes—that can generate channel and store-level insights to inform commercial decisions. The ability to leverage retailer, store and city-level insights to drive tailored customer management strategies that address local preferences, operational conditions, and market dynamics is what sets CPG companies apart from the pack.

# Winners are significantly more likely to generate city-level and store-level shopper insights.



<sup>1</sup>Winners defined as companies that outperform peers in categories in which they compete.

Source: 2016 Customer and Channel Management Survey (question: How granular are your channel/retailer shopper insights?)

McKinsey&Company

## Resources

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