



zBudget™

Eliminating Waste.
Exposing Opportunity.

Uniquely designed to help shopper marketers capture the opportunity of zero-based budgeting (ZBB), zBudget is a cloud-based platform that delivers the dynamic cost reporting, governance and performance management that a world-class zero-based budget requires.

Crushing the time and resource barriers commonly associated with ZBB, zBudget offers all of the tools marketers need to make a seamless shift to smarter budgeting.



Zero-Based Budgeting Automation

Key Benefits

zBudget is the CPG industry's first zero-based budgeting platform specifically designed to deliver the following benefits to shopper marketers:

Identifies & Eliminates Waste

With every shopper marketing program expense itemized and made transparent, from agency fees to the costs of production and coupon redemption, excess expenditures are easily exposed, misspending is quickly detected, and true program costs are determined.

Aligns Spend with Strategy

Annual budgets are allocated by top-level goals to ensure spending is strategy-driven. Users are required to assign each new program cost to a specific goal fund, creating more strategic planning.

Improves Account Management

An account analytics dashboard displays real-time reporting of shopper marketing activity and budget spend at the individual customer level. With insight into how much has been allocated to each retail customer and to which programs, more effective account coordination and program performance management is supported.

Facilitates Cost Governance

Through the platform's automated spend request function, users are able to request program funding for managerial approval by entering and submitting program cost estimates. Upon approval, the estimated cost is deducted from the allocated budget report, so users are only able to spend what they have.

Reconciles Cost Actuals

With the ability to integrate data feeds, including invoices from financial management systems, coupon redemption data from third-party sources, miscellaneous agency expenses, and more, actual costs are automatically calculated and variances between estimates are reconciled.

Smarter Budgeting Made Simple.

Traditional budget management is based on historical spending patterns that are often plagued with inefficiencies. Recently, 22% of CPGs have realized a smarter way to budget that puts efficiency above history. These companies have made the decision to switch to zero-based budgeting.

What is ZBB?

Zero-based budgeting is a process in which deep visibility is developed into cost drivers and target budgets are set through analysis of which cost drivers are delivering measurable performance.

This performance-driven method of budgeting is on the rise as it demonstrates its ability to reverse profit loss trends, increase competitiveness and spur innovation.

Key Features

zBudget empowers shopper marketers to rebuild their budgets for profitable growth through the following key features:



1. Annual Budget Building

Shopper marketing managers are able to input target annual budgets and allocate to retail accounts. Cuts, increases and reallocation of budget funds can be made in real-time, with auto-notifications sent to system users.



2. Program Calendarization

All scheduled programs are displayed in an interactive calendar, which can be viewed by a variety of filters, including by brand, retailer and category. Account managers can share the calendar with their customers to support collaborative program planning.



3. Real-Time Spend Tracking

Target budgets are displayed in charts that compare the amount of budget that has been allocated to the amount that remains. These spend tracking charts deliver real-time intelligence into budget availability.



4. Bottom-Up Program Planning

Shopper program plans are created by entering participating retailers, run times and the estimated cost of each tactic. Tactic cost estimates are built from the bottom up by providing collected agency and production purchase orders. As the estimate archive grows, users are able to leverage it as a procurement tool.



5. Real-Time Budget Balancing

Variances between inputted program estimates and invoiced actuals are revealed. Users are responsible for reconciling reported variances by canceling a planned program, cutting tactics or requesting additional funding.

Make the Shift to Smarter Budgeting.

Delivering the budgeting clarity and control shopper marketers need, zBudget™ makes achieving more effective cost management simple.

To learn how you can make the shift to smarter budgeting, please call **203-731-3555** or email inquiries@cierant.com.

