



EVERYONE TALKS ABOUT IT!

EVERYONE IS GETTING IT!

MOST AGREE THEY WANT MORE OF IT!



HERE'S THE CHALLENGE

VERY FEW USE IT TO ITS FULL POTENTIAL

*Is this because we aren't clearly defining
STRATEGIC DATA vs **OPERATIONAL DATA**?*

Strategic data shows the executives what's going on in their channels and categories and gives them something to ruminate over.
We have understood this for some time now.

So, what is **operational data**?

Operational data shows the sales and operational folk **EXACTLY** where their in-trade gaps (AND opportunities) lie.

- . *Are you able to measure your route to market / distribution partner's performance against growth targets **DAILY**?*
- . *Are you able to track new product market penetration **DAILY**?*
- . *Do you understand how well your in-trade promotions are doing **DAILY**?*
- . *Do you **REALLY** know how many outlets are buying your brands **OR** the range (of your products) that these outlets are stocking?*

THIS is operational data.

THIS is what helps you gain traction in the market place.

THIS is what helps to entrench your brands in the hearts and minds of your customer.

Plugging these gaps is likely to delight the executives, simultaneously igniting a burning desire for greater share of consumer spend and giving those executives more insights to mull over.

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