CLIENT

Fortune 50 Consumer Goods Company

DEPLOYED

within 30 days

DESCRIPTION

Deployed an AI-enabled promotion planning solution that turned scattered feedback and slow planning cycles into faster, accountable promotion decisions.

THE IMPACT

$35M	90%	3X
UNLOCKED VIA SMARTER TRADE SPEND	FASTER PROMOTION PLANNING CYCLES	FASTER VARIANCE DETECTION, PROTECTING SALES WITH MID-CYCLE FIXES

CHALLENGE

Analysts in the commercial promotions team struggled with fragmented, manual promotion planning, spending days each month collecting scattered retailer feedback, updating disconnected spreadsheets, and reconciling forecasts with actuals. With multiple retailers, brands, and promotion types to track, even small changes required repeated validations and manual updates across files. This repetitive process created copy-paste risks, left no clear traceability of decisions, and limited visibility into commercial performance - delaying insights, slowing response times, and straining retailer collaboration.

"Our promotion planning process went from days of manual work to minutes of structured, traceable updates. Analysts can now focus on insights rather than data wrangling. The solution gives us confidence that every change is logged, and every discrepancy is flagged early."

VP, Sales & Planning, Fortune 50 Consumer Goods Company

THE SOLUTION

Unframe delivered an AI-enabled promotion planning solution that captured all retailer and sales team feedback through a structured promotion planning interface connected to the central promotions sheet. AI validated inputs automatically, reducing manual effort and errors. Analysts can review and approve updates with full traceability, and every approval, rejection, or counter-offer was logged in an auditable history. Actual sales data flowed in automatically, with variance logic flagging risks early. Role-based access ensured different teams had the right views and permissions, and a real-time dashboard provided a single source of truth for planned vs. actual performance. This reduced the monthly promotion planning cycle from days to minutes and enabled faster, data-driven decisions across commercial teams.