



# Market Mentor

Marketing  
Solution

By  
Catalytics Datum

SINGAPORE | BANGLADESH | INDIA  
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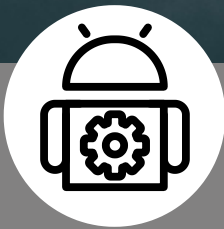
# Especially just for your Brand

+3 SOLUTION TO MAKE YOUR BRAND REACH IT'S ZENITH

How Can I plan Or Strategize the best Marketing/Campaigning activity that help uplift my Brand Perception & Market Share?

## The Question Is?

- Can I plan for my future promotions that lifts sales by x%?
- How can I identify the best performing Promotions & Pricing?
- Can I dynamically run Marketing Mix scenarios online?
- How can my Salesmen get the right recommendations for Optimum Customer Relationship Management?
- How can I Measure, Plan and optimize Marketing Pitch for both online & offline channels?



### PromoIQ

Define best Promotional Strategy & Optimal Marketing Mix to Uplift the Sales and Revenue. SPOT package to accelerate Marketing Effectiveness.



### PlanXSell

Real Time Cross-Sell/Up-Sell Planning Tool to ensure Optimum Customer Response & Loyalty Focused Marketing.



### SalesMentor

Recommendation Engine for Sales/Distribution Team for Effective Account Management & Profit - driven Marketing.

## MARKET MENTOR

Market Mentor serves as an end-to-end **Decision support system** for enterprises to establish the **best marketing strategy** across online and offline channels.



An online & Real Time tool that helps the company executives, CXOs to look at the Marketing Effectiveness.

- ➔ Post - COVID world, where virtualization is new normal, A planning tool like this can take away the pain of huge overhead investments from businesses to leverage on information revolution.
- ➔ Market mentor is capable of extracting insights and recommendations from both online and offline activities.
- ➔ Free and effortless integration with 3rd party CRMs and Databases for seamless information flow and 360 degree adaptability.
- ➔ Customizable workflow, KPIs and Reactive Business Intelligence layer with intrinsic capabilities to evaluate customer's business ecosystem.

## Salient Features

### Modular Approach



- Modules on demand
- Ad-hoc analysis on demand

### Real time Analytics



- Insights on the go
- Interactive UI & mobility

### Online & Offline Data



- Analyze disparate data sources
- Social listening

### Enterprise Readiness



- Cloud based platform
- On-premise deployment option

# Case Study: Promotional Effectiveness

## Business Benefits:

We helped regional FMCG Major to roll-out leaner & agile Promo Strategy

80%

Accuracy in Promo Planning

23%

Reduction in Promo Budget

5%

Improvement in RoI

## AS IT HAPPENED :

### Who was the client?

The one of the largest food & confectionery FMCG client in Asia with > \$1.5 Billion Revenue.

### What was the challenge?

Unaccounted promotional activities without clarity of effectiveness & foresight into RoI.

### How we solved?

Exploratory Data Analysis, ANOVA, Price & Promo Elasticity Analysis, Market Mix Modelling.

### What was the outcome?

Agile promotional strategy driven by RoI, profitability & plan for future marketing activities to lift demand.



Catalytics Datum is a Next - Gen Decision Science Enterprise that Amalgamates the Data Science, Big Data, Cloud Computing & Business Intelligence to Transform your CRM, ERP & EDWH to the tool for business growth. Recognized by Microsoft BizSpark, Catalytics is present across the globe to become your partner in Digital Transformation.

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