

Promotional Spend Control

from: Miscion Limited

Price: £0.00

Date: 2020-08-30 18:44:06

Expiration Date: 0000-00-00 00:00:00

Description

control of promotional spend and show retailers a more mutually beneficial plan. Many brands have reached a point of promotional saturation. At the same time retailers are pulling away from high-low. By building strong evidence, we can help you work with retailers to develop mutually beneficial strategies that make more effective use of promotions, with fewer weeks on deal – growing the category and generating greater returns for both brand and retailer.

<https://www.thedigitalbuzzmagazine.com/classified/promotional-spend-control-1327.html>