



Transforming Trade Promotion Management: Back to Nature's Success Story



Back to Nature, a leading snack food company known for its plant-based, non-GMO snacks, faced significant challenges in Trade Promotion Management (TPM). Inefficiencies in promotion execution and financial reconciliation were affecting operations, and a substantial backlog of deductions created additional challenges and lack of spend visibility. To address these issues, the company needed to implement a new TPM system while simultaneously resolving outstanding deductions.

CHALLENGES

Back to Nature's existing TPM system was inadequate, and the internal team lacked both the expertise and bandwidth to evaluate, select, and implement a new solution. Additionally, the company had inherited inaccurate trade promotion plans, resulting in a large backlog of deductions that required immediate attention.

AT A GLANCE CHALLENGES

- Ineffective TPM system
- Lack of internal expertise
- Inaccurate trade plans
- Deductions backlog

BENEFITS

- Enhanced control over trade spend
- Reduced revenue leakage
- Strengthened internal processes

SOLUTION

Back to Nature partnered with Demand Chain AI, leveraging their deep expertise in the Consumer Packaged Goods (CPG) industry. The team at Demand Chain AI provided unbiased guidance in selecting the right TPM solution and navigating the complexities of trade and deduction management.

Phase 1: TPM Solution Selection & Audit

Demand Chain AI conducted a comprehensive assessment of Back to Nature's business needs, identifying and evaluating potential TPM solutions based on functionality, scalability, and alignment with company objectives. They guided the selection of the best-fit system as well as supported an external audit of previous trade processes. The implementation of the TPM solution is still on-going.

Phase 2: Deductions Management Services

Following the TPM audit, Back to Nature realized the urgent need to address their growing deductions backlog. Within 48 hours, Demand Chain AI deployed an expert practitioner to assist with backlog reduction. After minimal onboarding, the specialist quickly gained momentum and, with the two other resources, reduced the backlog by approximately 40% in under 90 days. The expert continues to work alongside internal teams to drive additional progress and enhance financial control.



RESULTS

By reducing outstanding deductions, Back to Nature gained greater visibility into actual trade expenses and significantly improved trade execution. This allowed the internal team to shift their focus from managing deductions to leveraging trade analytics and optimizing sales strategies.

- **Enhanced control over trade spend** with improved visibility into deductions
- **Reduced revenue leakage**, leading to stronger financial performance
- **Strengthened internal processes** for long-term TPM efficiency

CONCLUSION

Back to Nature's collaboration with Demand Chain AI underscores the power of expert guidance and flexible resources in overcoming trade and sales challenges. By leveraging Demand Chain AI's network and expertise, the company improved financial visibility and set the stage for long-term success.



"BEING ABLE TO TAP INTO THE WEALTH OF KNOWLEDGE THAT DEMAND CHAIN AI HAS CREATED WITH THIS NETWORK IS UNHEARD OF FOR SMALL AND MEDIUM-SIZED COMPANIES. THIS HAS TRULY BEEN A GAME-CHANGER FOR US, HELPING US LEVEL UP OUR TRADE AND SALES PRACTICES."

I DON'T KNOW THAT WE COULD HAVE GOTTEN THERE WITHOUT A NETWORK LIKE RICK AND HIS TEAM."

**— JESSICA MCDONALD
HEAD OF FINANCE, BACK TO NATURE**

Demand Chain AI brings deep expertise in Consumer Packaged Goods, particularly Food & Beverage, with over 1,500 years of combined experience. We deliver practical solutions in supply chain planning and forecasting.

Puls8 Intelligent Planning Solutions provide end-to-end, data-driven technology, enabling seamless operations, precision forecasting, and smarter decision-making.

By combining industry expertise with innovative solutions, we help businesses drive efficiency, improve agility, and achieve sustainable growth in a dynamic marketplace.