

CASE STUDY

Transforming trade promotion platforms for retail efficiency and revenue growth management



 Zemoso



72% of trade promotions in the U.S. end up losing money.

Large consumer-goods companies invest up to 20% of gross revenue on trade promotions. Yet, 72% end up losing money due to disconnected planning, execution, and supply-chain processes.

Zemoso partnered with a global supply-chain technology leader to build a multi-tenant trade-promotion management (TPM) platform that synchronizes promotional decision-making with inventory and revenue-management systems.



Industry challenge

Despite massive spend, most trade promotions underperform. Commercial calendars, pricing decisions, and supply plans sit in disconnected tools and data models, making it impossible to track what worked, prevent overstocking, or pivot in real time.

In supply-constrained and inflationary markets, the absence of an integrated planning-to-execution loop exposes millions in avoidable margin loss. This disconnection leads to demand-supply mismatches, missed growth targets, and overall weakens Revenue Growth Management (RGM).



Zemoso's partnership challenge

Zemoso partnered with the supply chain tech leader to design and engineer a cloud TPM application that would embed real-time promotion monitoring, calendar management, and multi-dimensional analytics inside the planning suite of their platform. The solution had to be capable of rendering thousands of concurrent events without UI lag, and plug seamlessly into existing ERP, CRM, and supply-chain data pipelines.



Impact created

Zemoso enabled our customer to unify commercial, finance, and supply-chain teams through a real-time TPM platform. This alignment reduced execution gaps, eliminated demand-supply mismatches, and helped teams demonstrate ROI on trade promotions—transforming them from a cost center into a scalable, data-backed growth lever across regions and brands.



How did we do this?

Solution Highlights:

Zemoso partnered with the client to build a cloud-native trade promotion management platform that embeds real-time planning, execution, and analytics into a unified experience. The multi-tenant system enables teams across commercial, finance, and supply chain to manage campaigns collaboratively and act on live insights without toggling between tools.

- **Modular calendar interface with backend swimlane algorithm:** Zemoso built a componentized calendar UI that allows users to view promotions in day, week, month, or list formats, each with isolated state and action handlers for maintainability. A custom backend swimlane algorithm dynamically arranges overlapping events to maximize visual density while avoiding clutter. This algorithm was designed to be computationally lightweight and performant for large datasets.
- **Template-driven campaign setup with role-based governance:** Campaigns are created using configurable templates that standardize metadata and enforce approval workflows across brands and regions. Role-based access control ensures that planning actions comply with global governance rules while still allowing local flexibility.
- **Asynchronous rendering engine for large event sets:** To maintain interface responsiveness under high load, Zemoso implemented an asynchronous rendering model that streams event data to the browser in chunks. This ensures consistent frame rates and fluid interactivity even when thousands of promotions are loaded simultaneously.
- **Virtual canvas search and navigation:** Users can instantly search and jump to any promotion, product, or market using an indexed lookup across the calendar canvas. This minimizes latency and helps teams manage complexity during critical sales windows.
- **Real-time performance dashboards powered by star schema analytics:** A custom star schema powers the platform's live dashboards, allowing business users to slice promotion performance and ROI by product, channel, region, or time. This replaces traditional batch reports with on-demand, multi-dimensional insights.
- **Resque-driven background reporting for UI stability:** All heavy reporting jobs are handled asynchronously via Resque workers, keeping the user interface responsive during peak usage. Reports can be triggered without compromising user performance, and results are delivered back into the application or sent downstream to enterprise systems.
- **Real Data Connect for More Relatability in Mock-ups:** All mock-ups were adapted with real-world data to make them more relatable for faster iterations, when needed.



How did Zemoso deliver excellence

By coupling deep product-engineering practices with supply-chain domain insight, Zemoso translated complex supply chain efficiency requirements into an extensible, high-performance TPM platform. The result equips CPG leaders with real-time control of promotional spend and inventory, laying a scalable foundation for broader revenue-growth analytics across the enterprise.

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