

a l g o r i t h m

A G A T A

HOW IT WORKS



What is Industrial Marketing?

- ➔ Today for many Marketing = Promotion.
- ➔ However, industrial marketing does much more. It formulates tasks for engineers, technologists and sales managers
- ➔ It answers the following questions:
 - What consumer properties and characteristics should the product have?
 - How many types of products is it advisable to have in the portfolio?
 - Where and in what quantity should each type of product be sold?
 - And at what price?

And most importantly, It can always say **WHY THAT IS**



What is AGATA algorithm?

- AGATA is a digital platform for industrial marketing departments
- Its algorithms increase core business indicators (sales, revenue, ROMI) by automating and regulating the 4Ps: Product, Price, Place, Promotion

...more on AGATA's results in the «**CASES**» PDF



AGATA *is the platform* that ...

- Creates BENCHMARKS from market data
 - Allows to change resources when market conditions change
 - Determines «to the penny» the participation of each SOURCE OF GROWTH in achieving the result
 - Translates goals for each source of growth into a concrete daily plan
 - Provides a set of exclusively marketing KPIs for the motivation system



AGATA consists of 3 sections

1. Settings

Entering market and company data

2. Strategic section

Benchmarks, sources of growth, resources and reasoning

3. Operational section

Regulations for daily work and KPIs for industrial marketing department



1. Entering market data

Trusted sources



1. Market data

Market size

Market Forecast

Consumption by region

Product categories shares

Shares of competitors

Number of SKUs

Distribution indicators

Marketing budgets

Advertising-to-Sales

Data entry options:

- API
- Pasting from Excel
- Manual

2. Entering company data



Trusted sources

AGATA research

Company's marketing dep.



1. Market data

2. Company data

Market size
Market Forecast
Consumption by region
Product categories shares
Shares of competitors
Number of SKUs
Distribution indicators
Marketing budgets
Advertising-to-Sales

+ Sales & Revenue

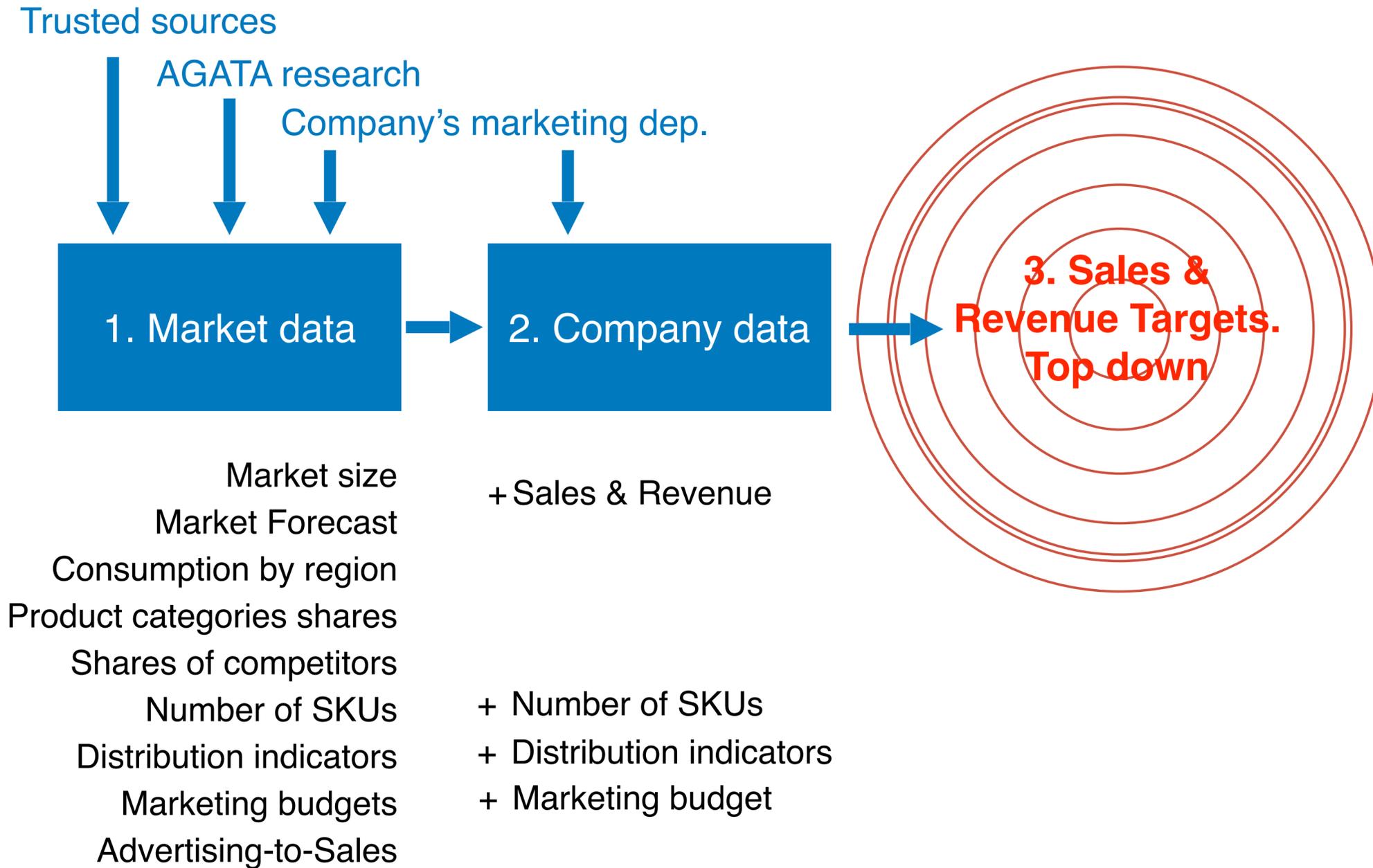
+ Number of SKUs
+ Distribution indicators
+ Marketing budget

Data entry options:

- API
- Pasting from Excel
- Manual



3. Setting targets by company management. «Top down»



4. Identifying benchmarks



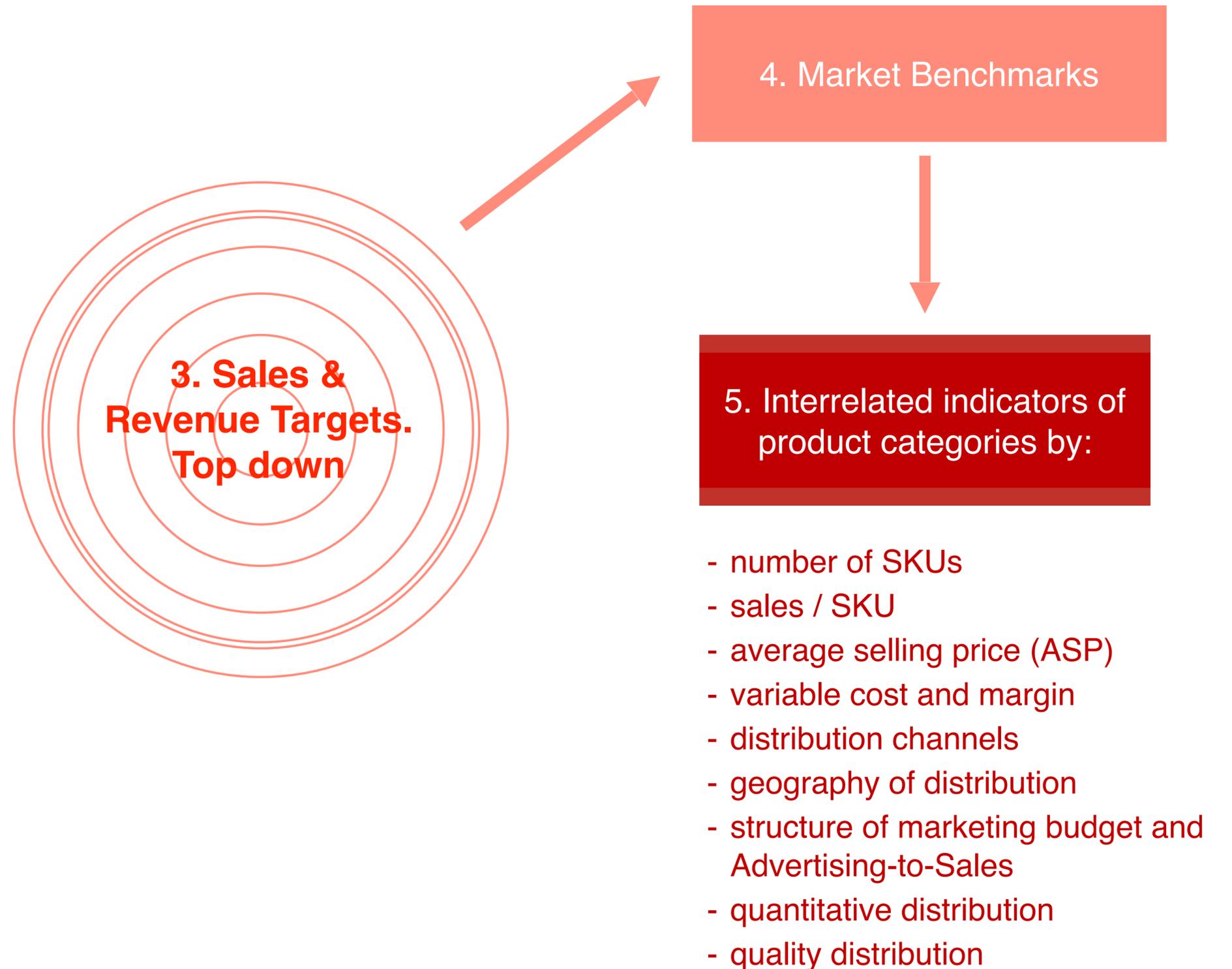
Here we launch
the AGATA
algorithms



4. Market Benchmarks

Benchmarks (targets) by:

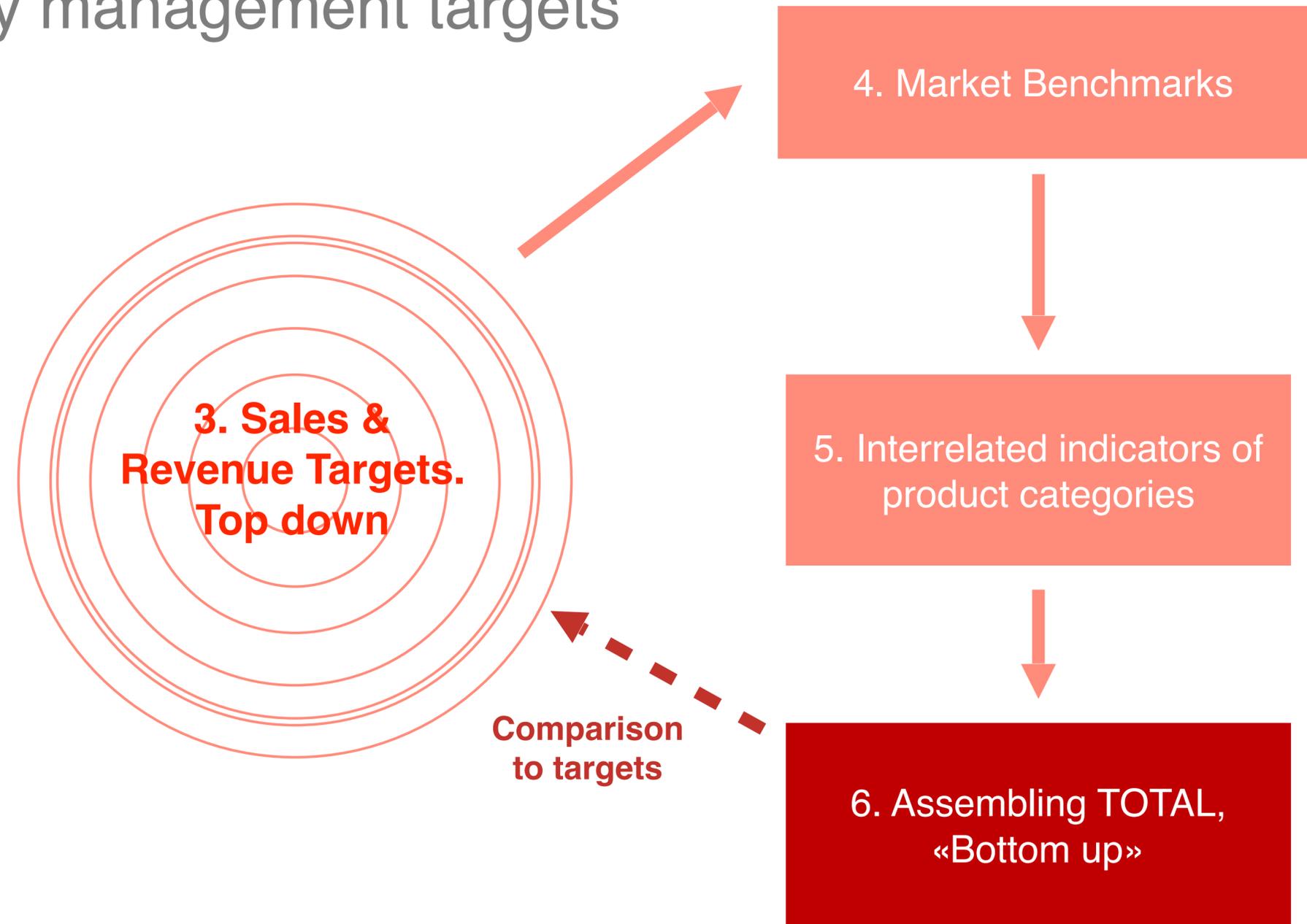
- number of SKUs by category
- number of SKUs in general
- sales / SKU
- turnover through the outlet
- marketing budget
- advertising-to-sales
- quantitative distribution
- quality distribution





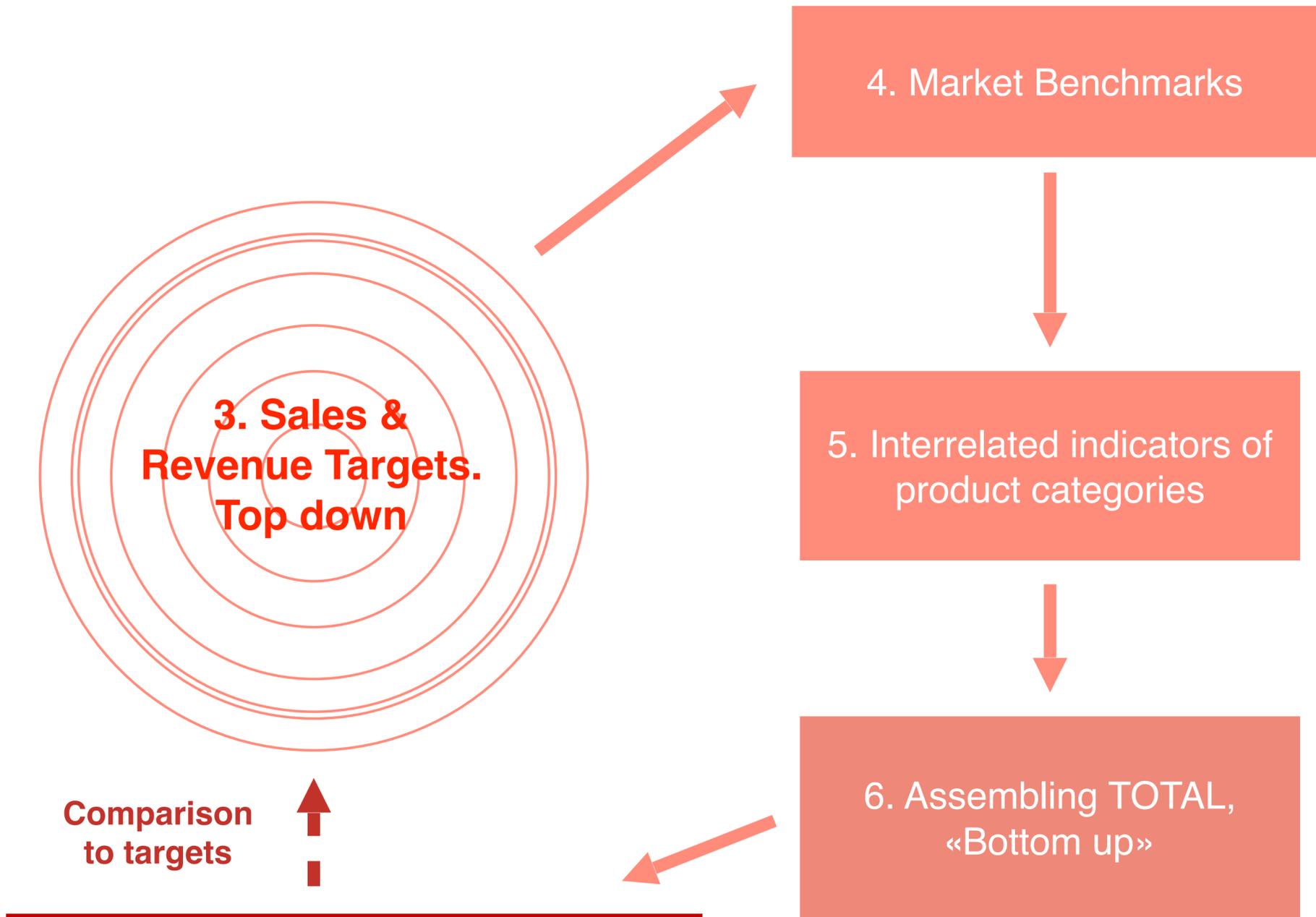


6. Comparing indicators to the company management targets





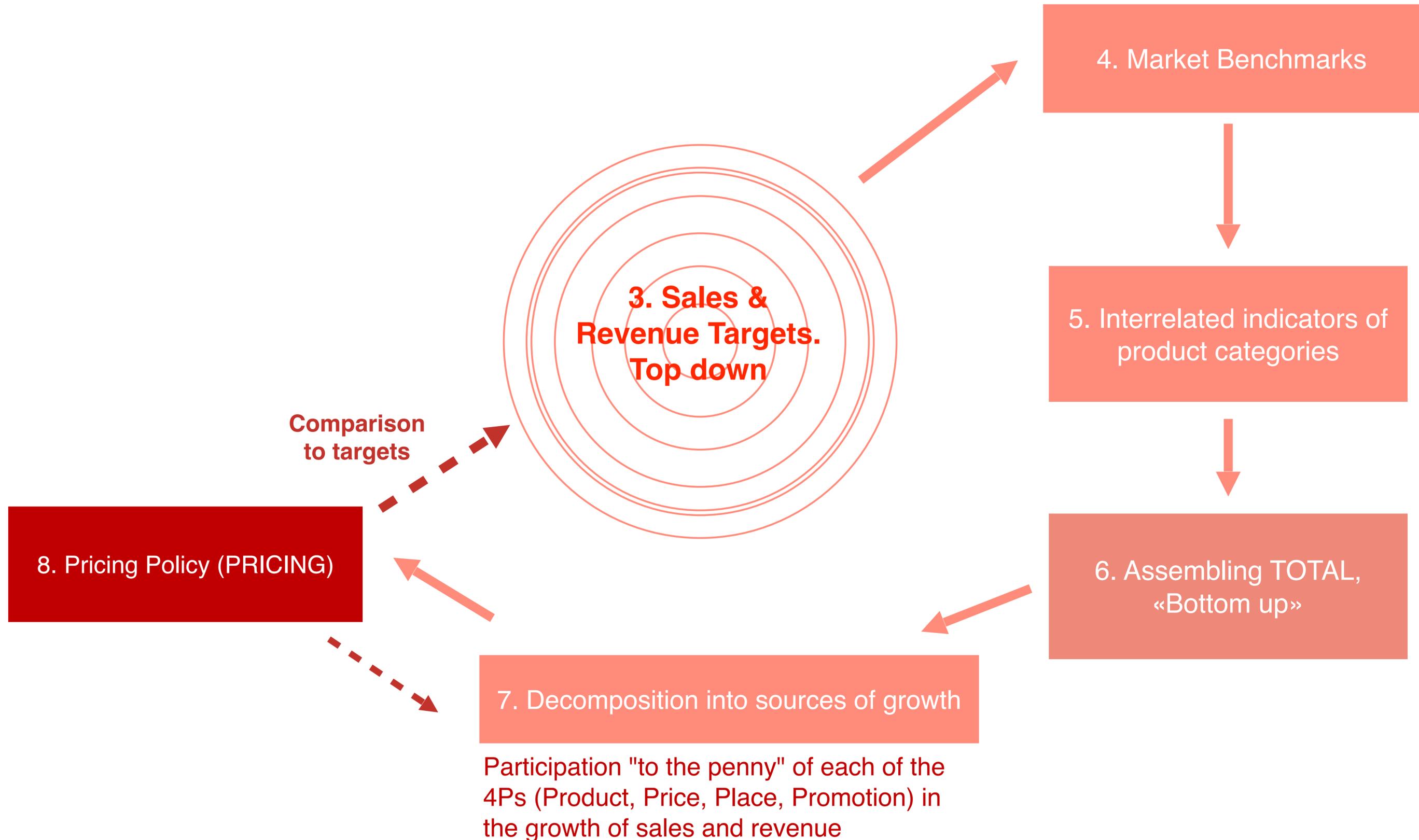
7-11. Targets by 4Ps



7. Decomposition into sources of growth

Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue

7-11. Targets by 4Ps

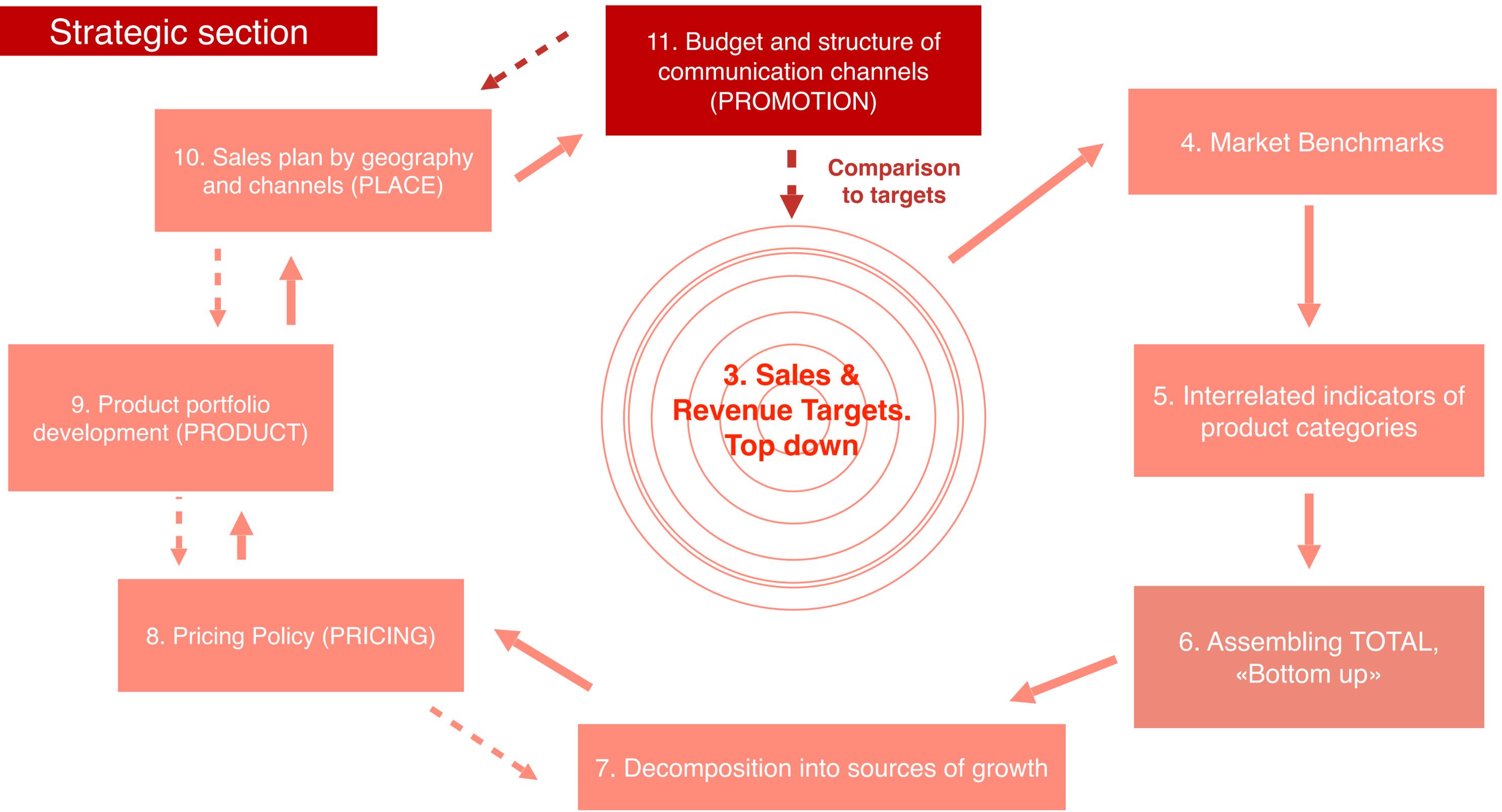




Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue



Strategic section



7-11. Targets by 4Ps

Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue

Strategic section



11. Budget and structure of communication channels (PROMOTION)

10. Sales plan by geography and channels (PLACE)

4. Market Benchmarks



5. Interrelated indicators of product categories

9. Product portfolio development (PRODUCT)

6. Assembling TOTAL, «Bottom up»

8. Pricing Policy (PRICING)

7. Decomposition into sources of growth

12. Overall comparison to the management's targets

Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue

Comparison to targets

3. Sales & Revenue Targets. Top down

4. Market Benchmarks

5. Interrelated indicators of product categories

6. Assembling TOTAL, «Bottom up»

7. Decomposition into sources of growth

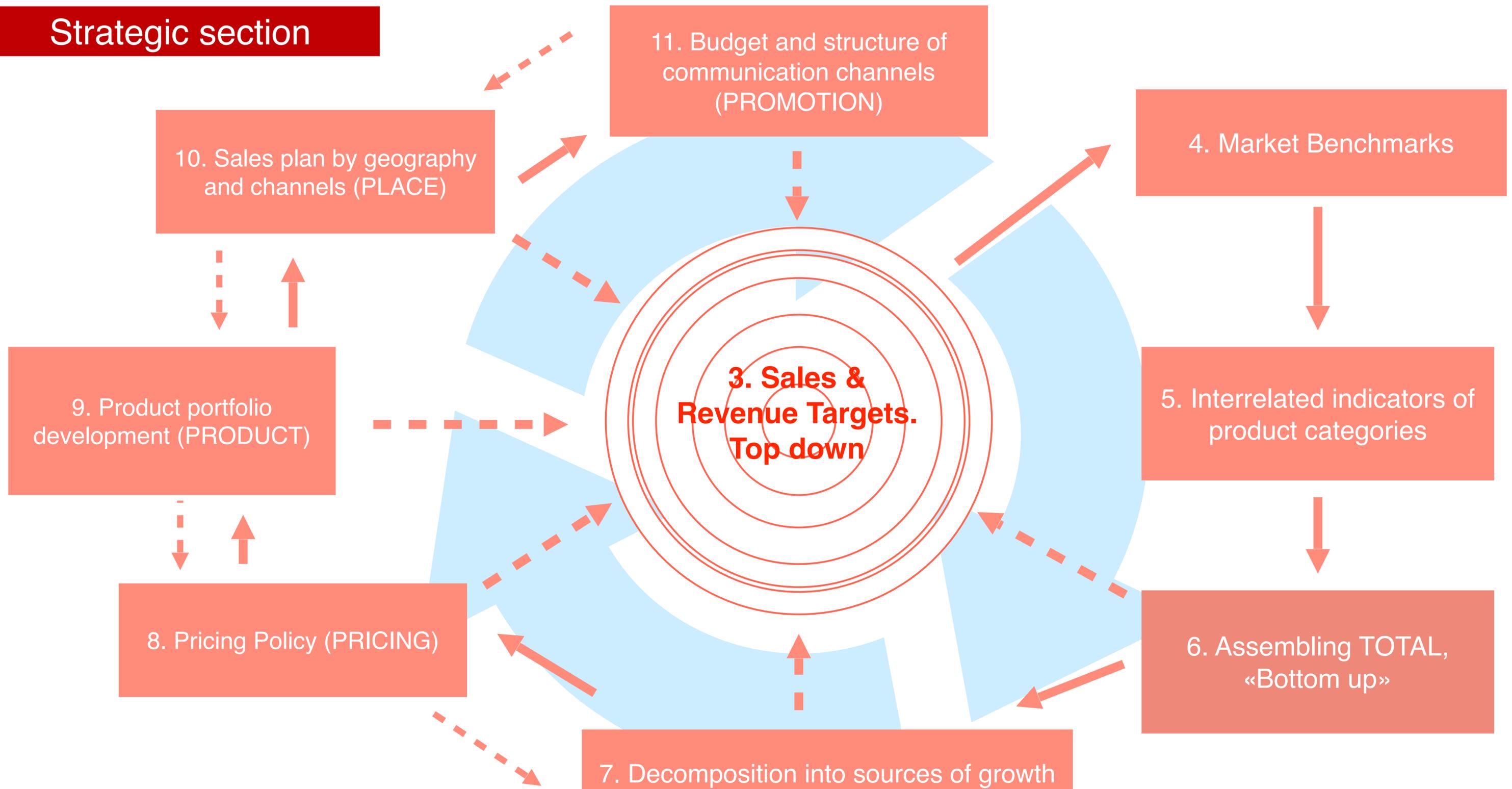
8. Pricing Policy (PRICING)

9. Product portfolio development (PRODUCT)

10. Sales plan by geography and channels (PLACE)

11. Budget and structure of communication channels (PROMOTION)

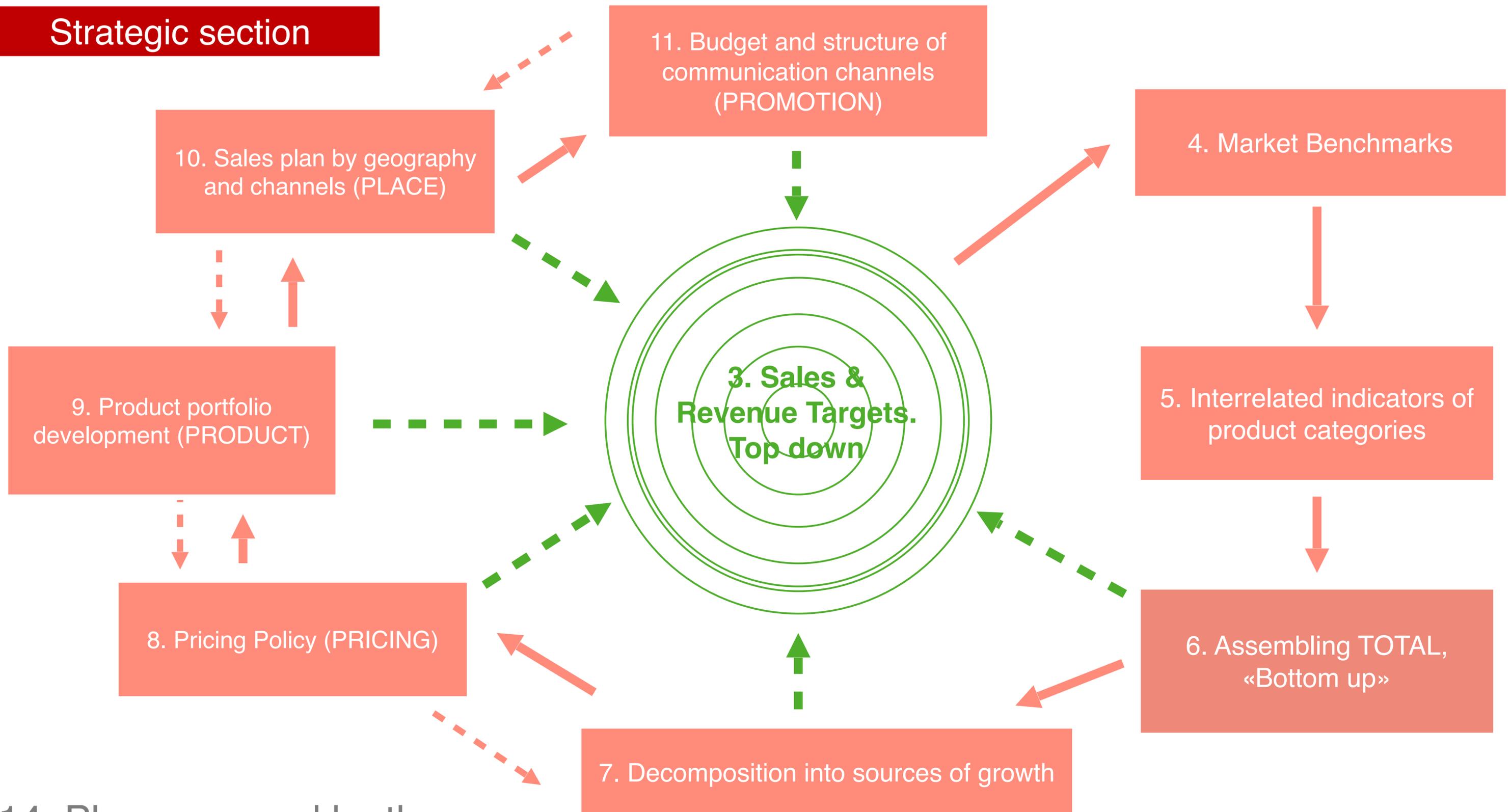
Strategic section



13. Coordination with the company management

Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue

Strategic section



14. Plan approved by the company management

Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue



Operational section

11. Budget and structure of communication channels (PROMOTION)

10. Sales plan by geography and channels (PLACE)

9. Product portfolio development (PRODUCT)



4. Market Benchmarks

5. Interrelated indicators of product categories

6. Assembling TOTAL, «Bottom up»

8. Pricing Policy (PRICING)

7. Decomposition into sources of growth

These move to the Operational section and become daily tasks

While these are updated and adjusted monthly



Operational section

15. Control

11. Budget and structure of communication channels (PROMOTION)

10. Sales plan by geography and channels (PLACE)

9. Product portfolio development (PRODUCT)

8. Pricing Policy (PRICING)



4. Market Benchmarks

5. Interrelated indicators of product categories

6. Assembling TOTAL, «Bottom up»

7. Decomposition into sources of growth

Control of timing and quality of execution

Control of KPIs Forecast / Actual



Structure of the «Operational» section

Operational Section

- Product
- Pricing
- Place
- Promotion

Promotion

- Communication by task
- Marketing plan & budget

Place

- Quantitative distribution
- Qualitative distribution
- Liquidity in PoS

Pricing

- Pricing
- Prices by sales channels
- Prices for foreign markets

Product

- ABC analysis
- Product aesthetics
- New product launch schedule
- Product range development
- Optimal batch for new products
- Pilot sales



Thank you for your attention!

To request a demo, please contact us here
info@agata.io