

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

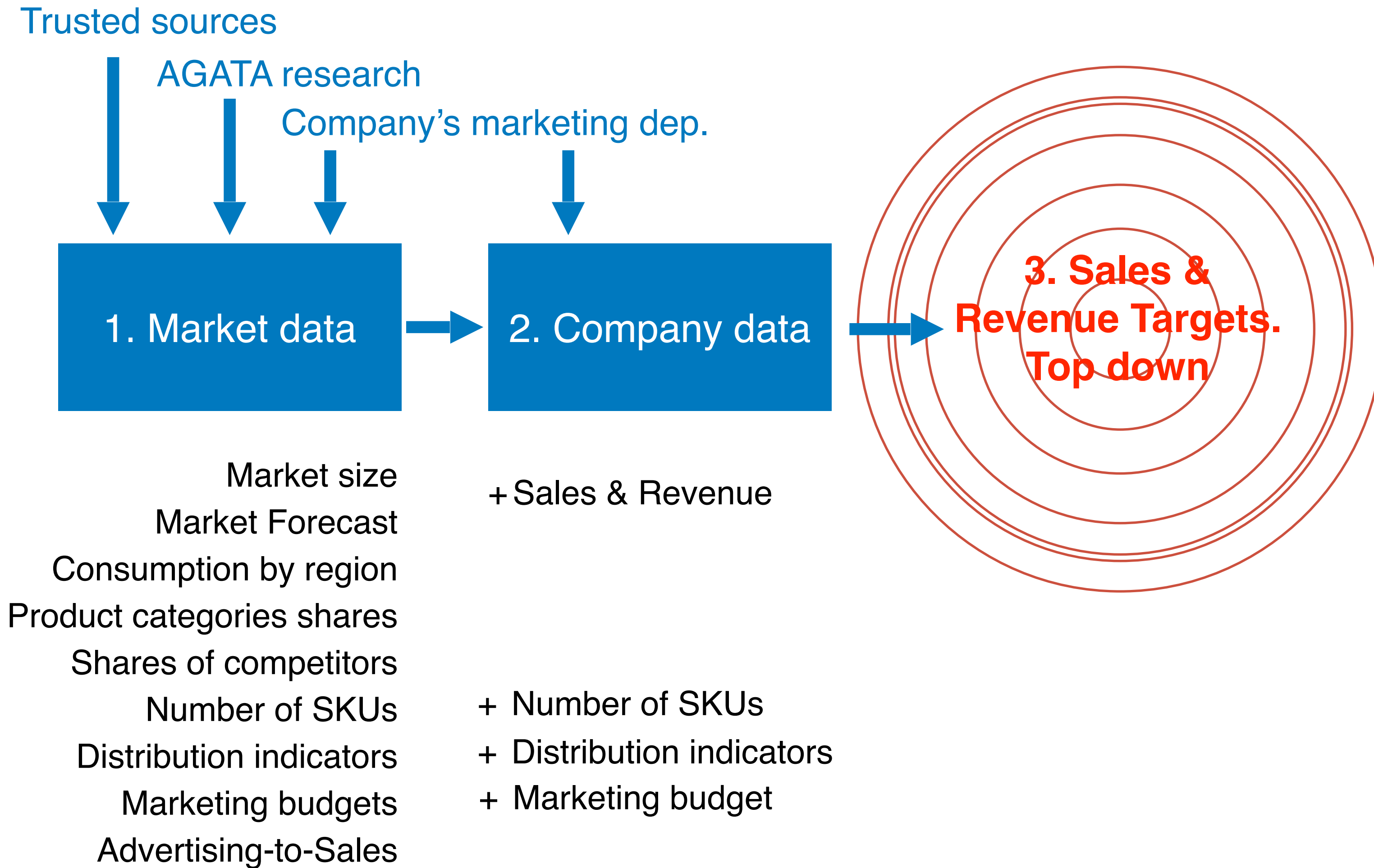
+ Number of SKUs  
+ Distribution indicators  
+ Marketing budget

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

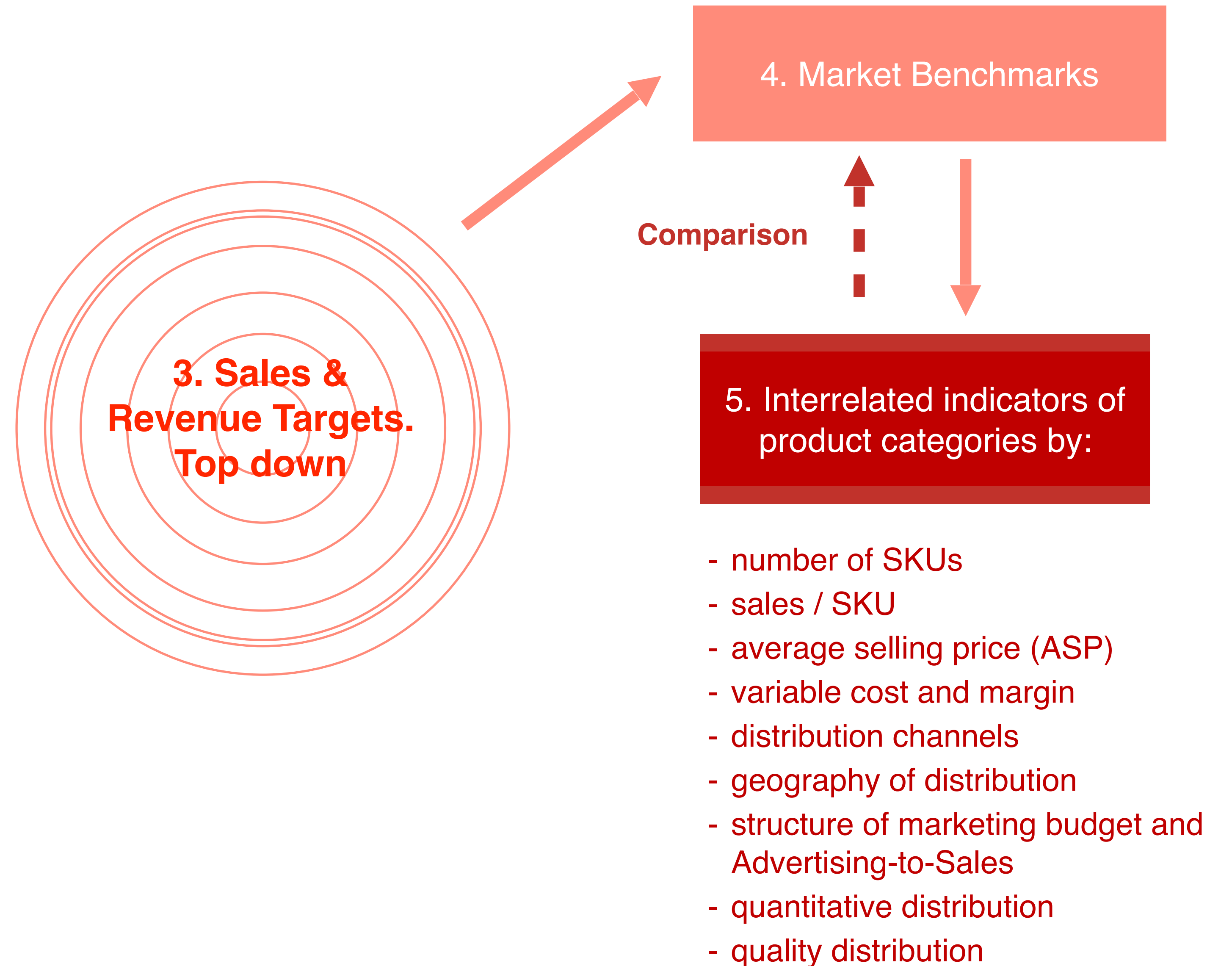


### 4. Market Benchmarks

Benchmarks (targets) by:

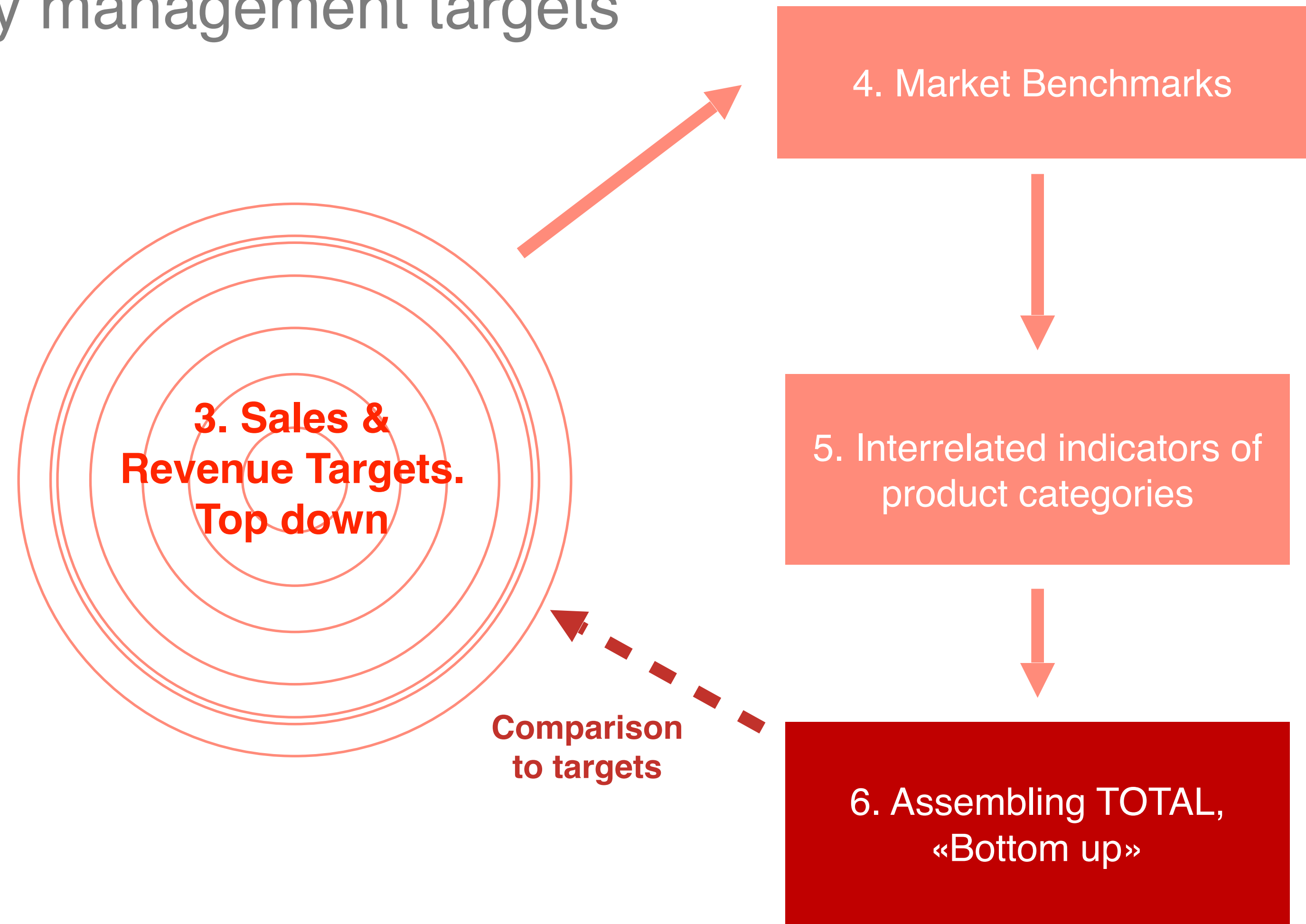
- number of SKUs by category
- number of SKUs in general
- sales / SKU
- turnover through the outlet
- marketing budget
- advertising-to-sales
- quantitative distribution
- quality distribution







## 6. Comparing indicators to the company management targets



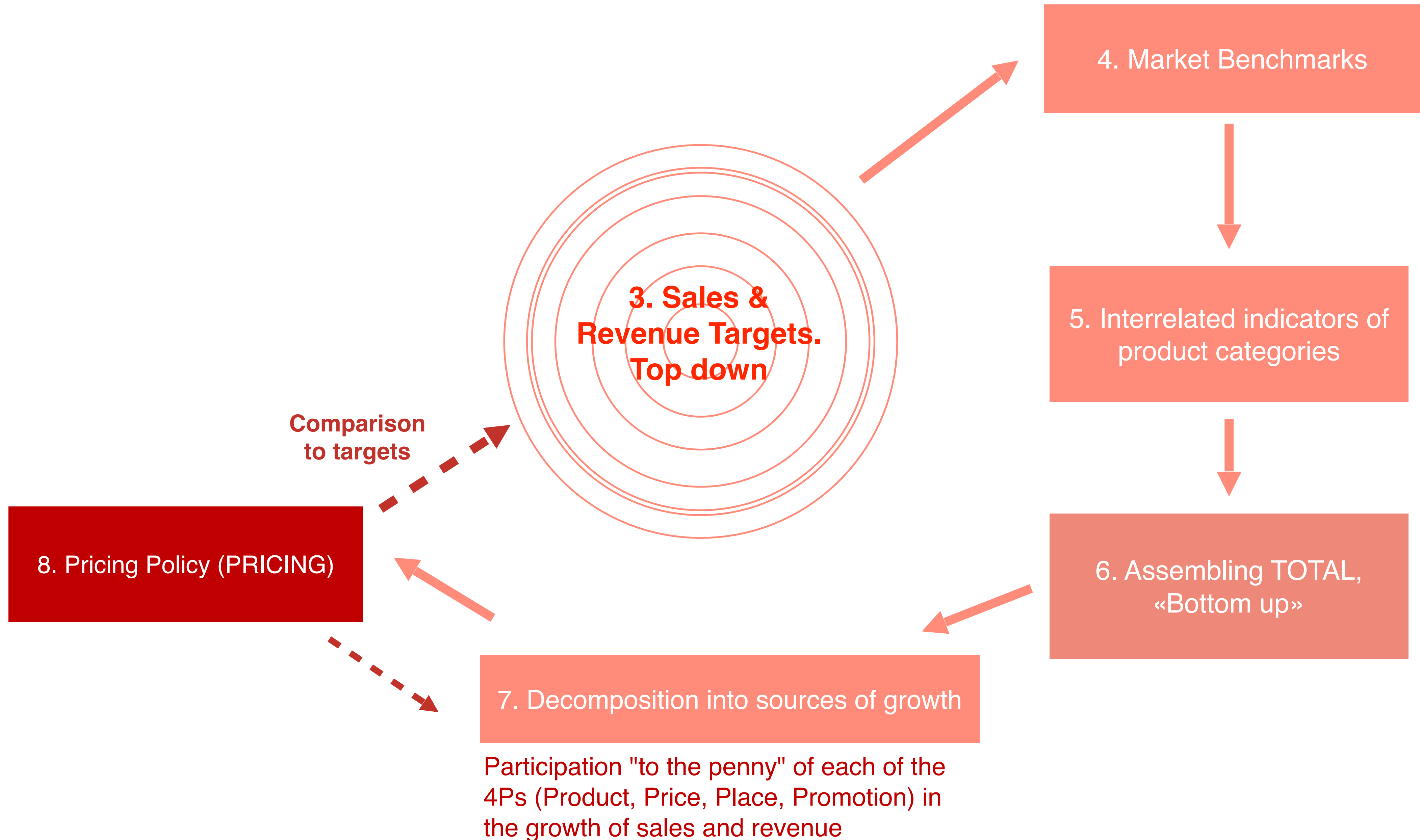


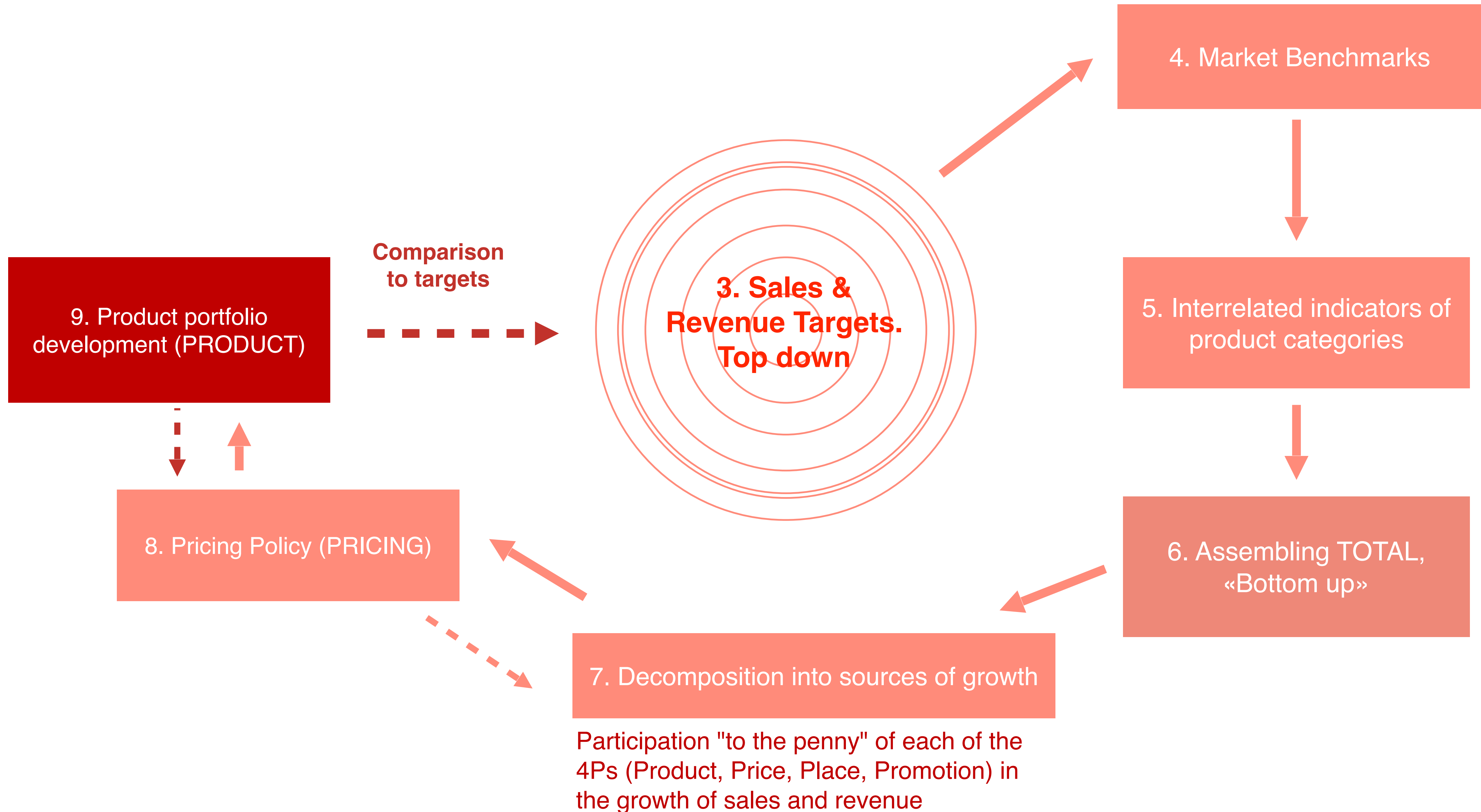
# 7-11. Targets by 4Ps

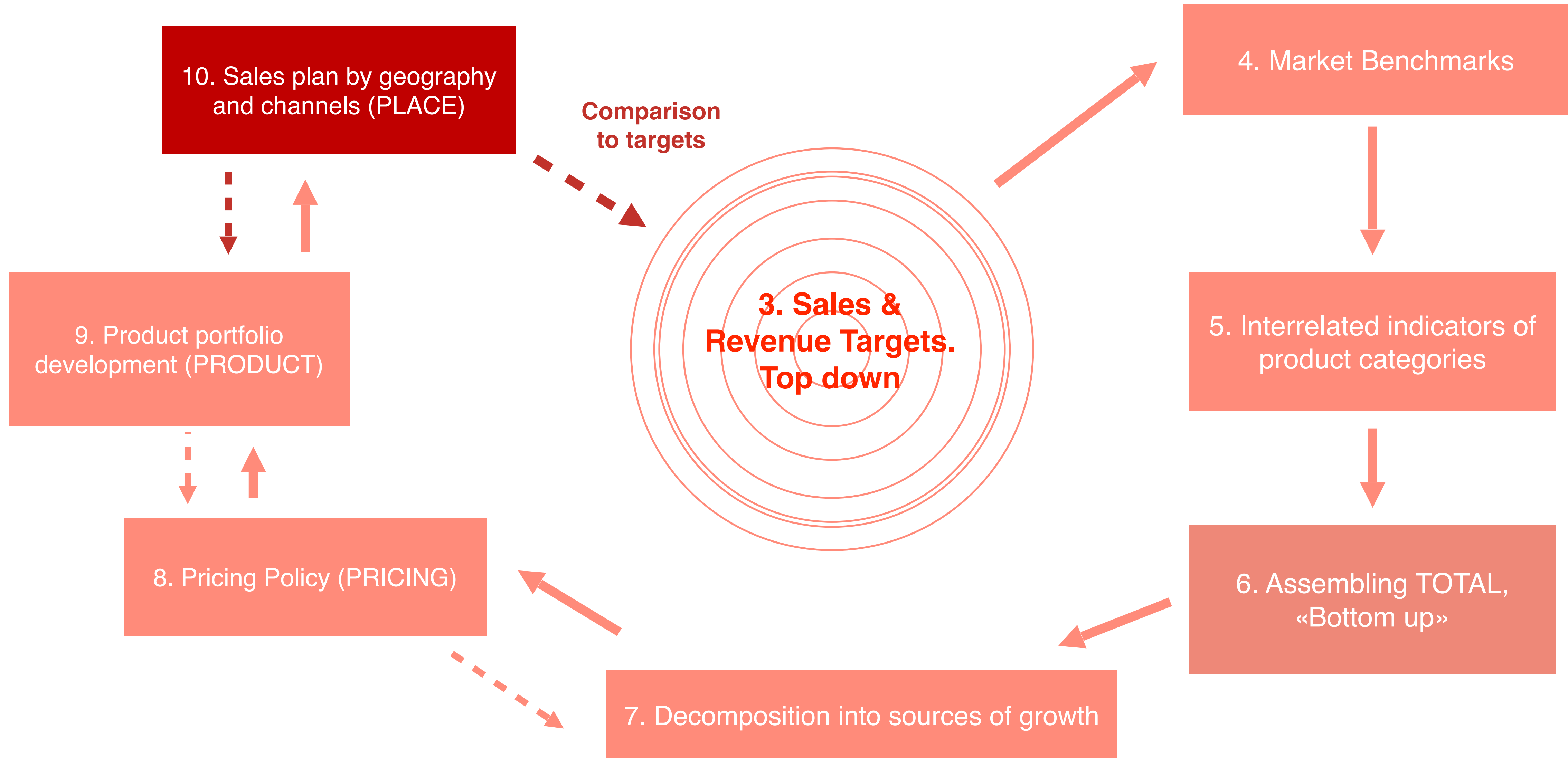


**7. Decomposition into sources of growth**

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





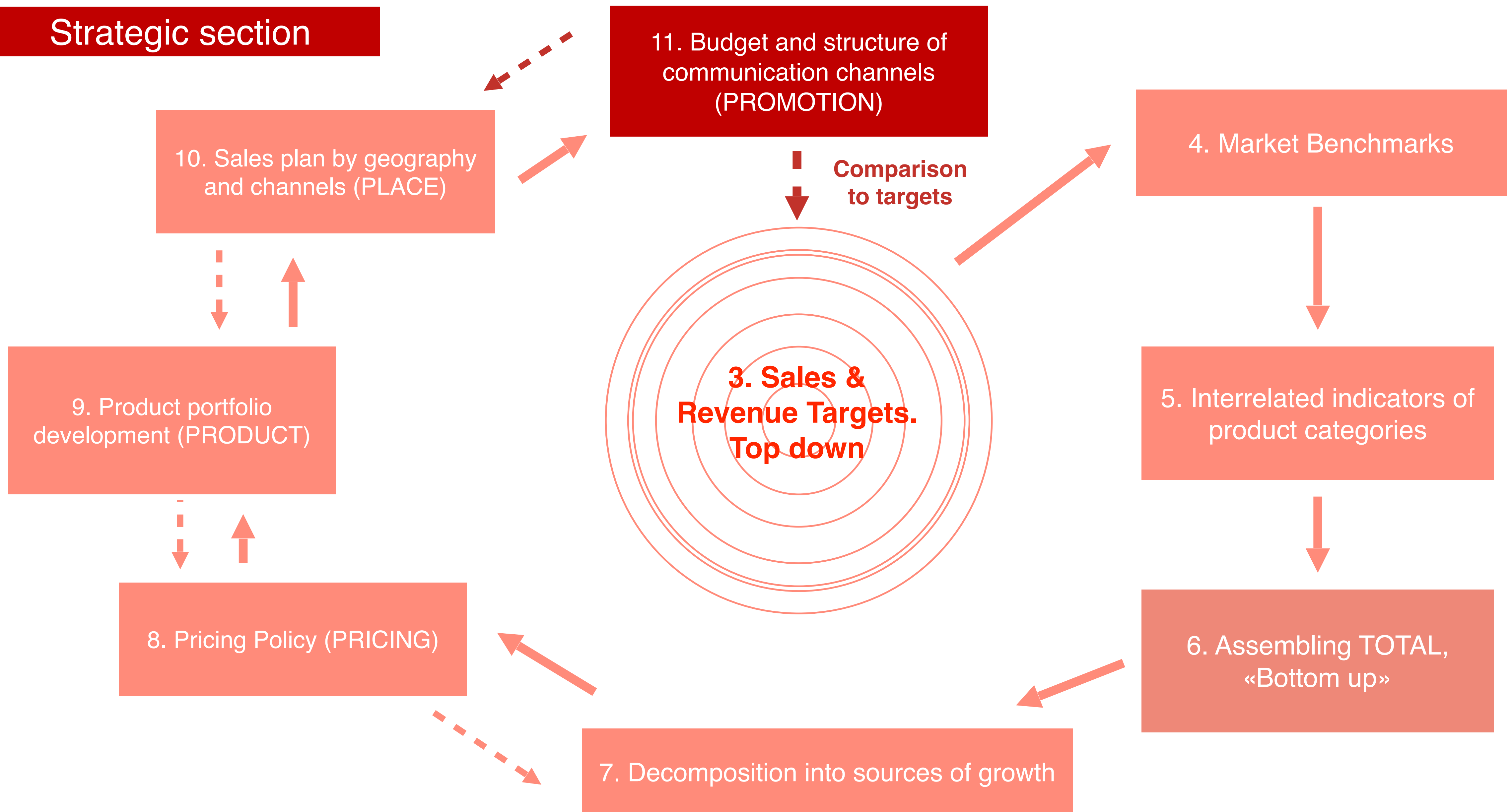


Participation "to the penny" of each of the 4Ps (Product, Price, Place, Promotion) in the growth of sales and revenue





# 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)

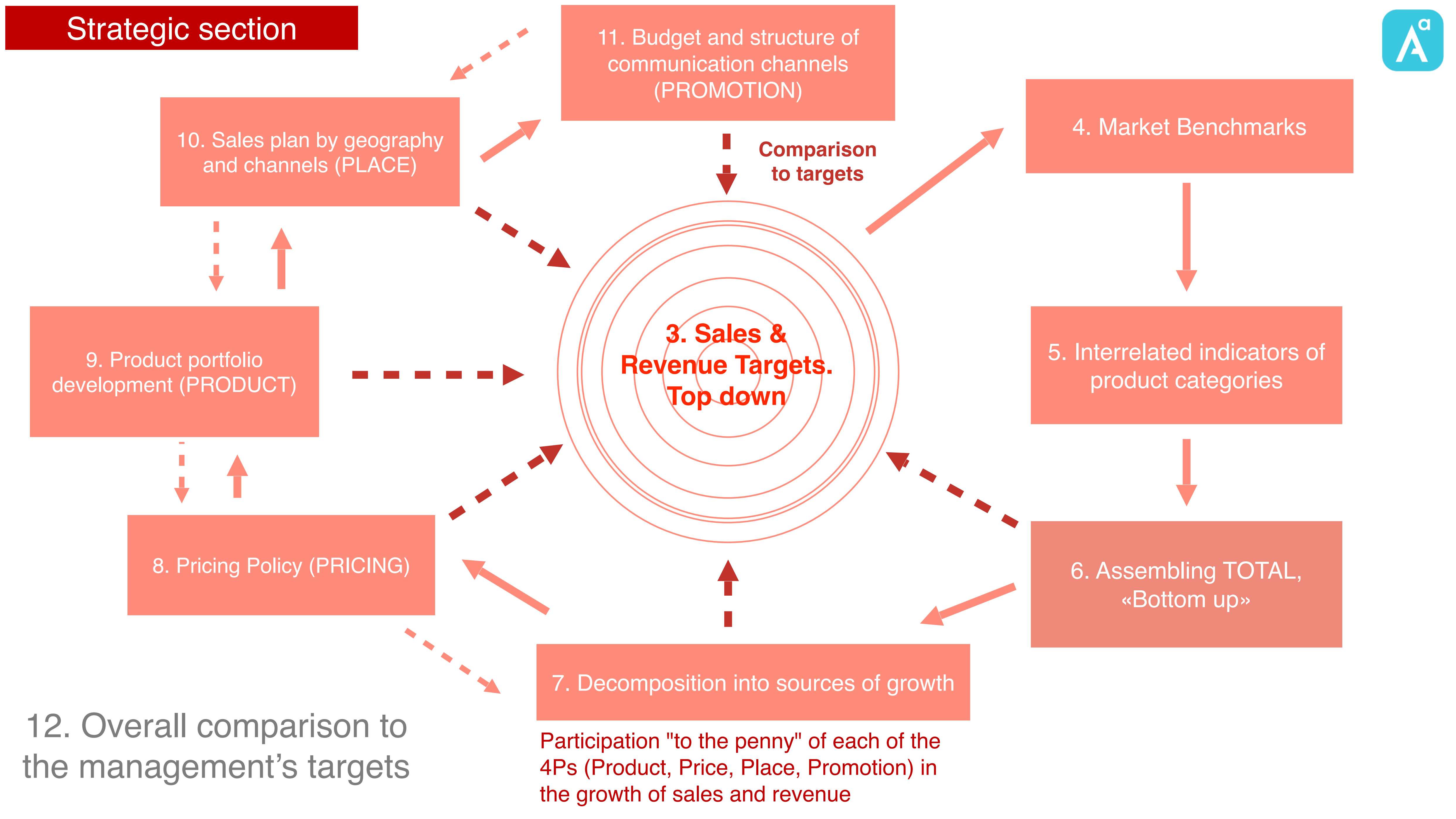
6. Assembling TOTAL, «Bottom up»

8. Pricing Policy (PRICING)

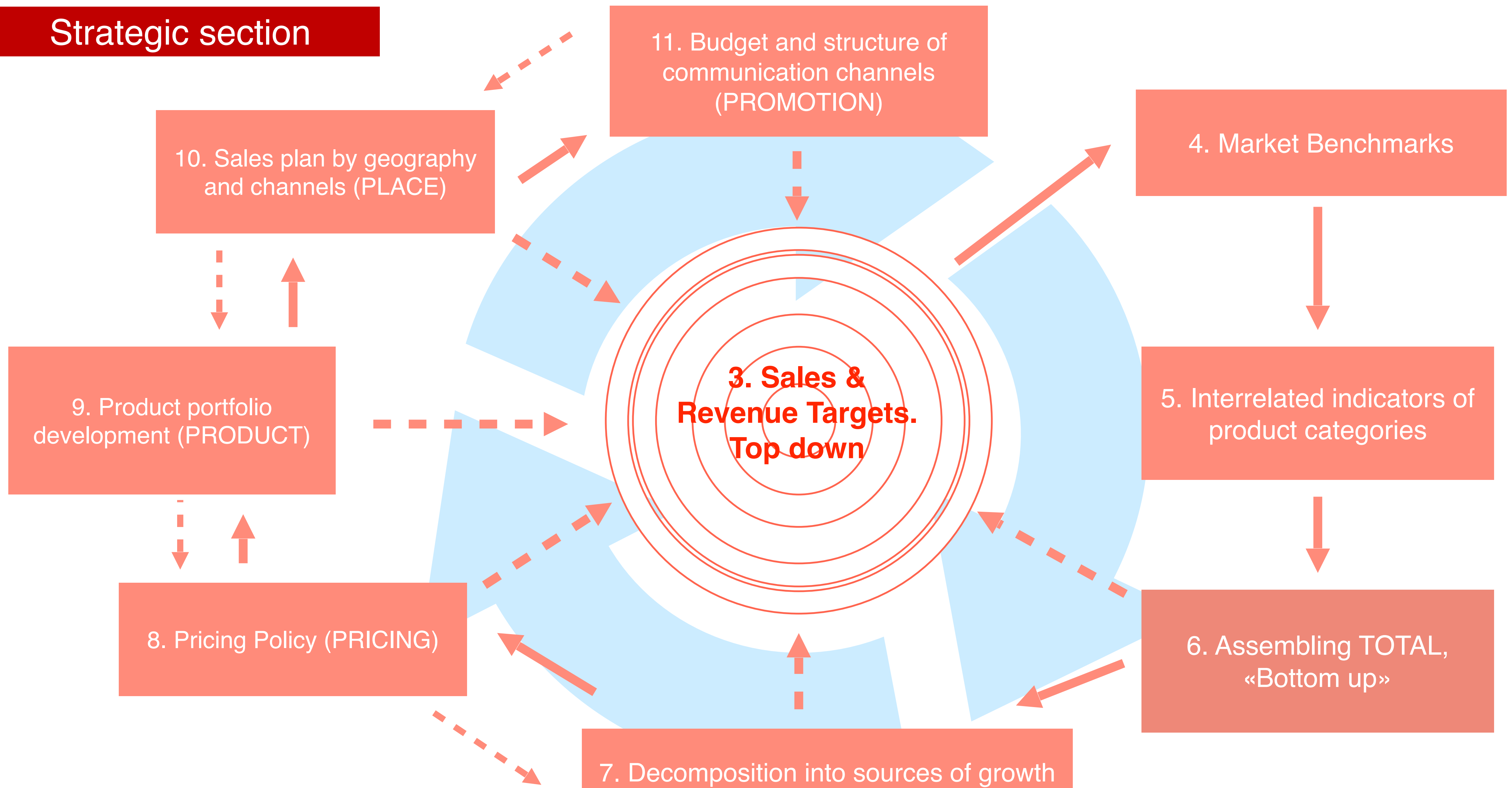
7. Decomposition into sources of growth

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



# 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



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

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)

8. Pricing Policy (PRICING)

7. Decomposition into sources of growth



4. Market Benchmarks

5. Interrelated indicators of product categories

6. Assembling TOTAL, «Bottom up»

**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)

7. Decomposition into sources of growth

4. Market Benchmarks

5. Interrelated indicators of product categories

6. Assembling TOTAL, «Bottom up»



**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](mailto:info@agata.io)