

## Outlier for Consumer Packaged Goods

Fully optimize your customer experience, marketing initiatives, and supply chain logistics

Consumer brands saw incredible growth in [2020](#), along with unexpected volatility in consumer buying behavior such as pantry loading and increased online purchasing. Competition from agile, data-driven niche players and retailers along with ongoing supply chain disruptions created intense pressure. With continued variability assured, how can your business compete better and respond more quickly to the unexpected?

Staying ahead of changing consumer buying trends while driving brand preference and increased purchases requires optimizing your marketing and promotion programs. Accurate forecasting and being able to respond quickly to rapid changes in product demands can dramatically impact customer loyalty and sales. Supply chain issues can leave store shelves empty where your products should be and cause consumers to choose your competitor's in-stock product.

The ability to see what's happening throughout your business is right there in your data, from sales and marketing data sources like Google Analytics, Trade Promotion Management (TPM) systems, and syndicated data sources, to CRM and operational SQL databases.

But while consumer brands spend more than any other industry on marketing, they typically have only one-tenth of the data.



More direct-to-consumer digital engagement and increased data collection efforts are bringing in more data, yet 60% or more of all enterprise data is never [analyzed](#). Existing BI tools and data visualization dashboards are too difficult to use and only answer questions the business user told it to ask, especially across multiple disparate data sources.

"We use Outlier to help us track category adoption across our **100s** of products. Outlier highlights the most important changes so that we can focus our marketing efforts quickly and precisely."

- Category Manager, Fortune 50 Global Brand

This is where Outlier comes in. Its automated business analysis platform finds the trends and changes in your data you weren't even aware of. It's easy to use, even for non-technical business users.

## Where can Outlier help?

Outlier uncovers important insights across your business so you can proactively respond to a rapidly changing marketplace. Maintain constant awareness of consumer buying behaviors, channel trends, and your supply chain so you can adapt quickly to volatility and remain competitive.

### Marketing program performance

Know which of your digital marketing programs are driving brand preference and increasing product demand. Monitor program metrics from multiple sources to learn more about what's influencing buying behavior to better optimize investments. Learn what tactics including social targeting, retail media network advertising, and partner marketing are having the most influence.

### Supply chain visibility

Gain insight into demand planning, manufacturing, fulfillment, transportation, and warehouse operations so you can smooth inventory, react more quickly to the unexpected, and increase operational efficiency.

### Forecasting

Optimize business planning through better insight into forecasting data such as TPM systems. Compare changes in quarterly and daily forecasts. See what's behind the changes and why forecasts are changing over time. Learn what's driving changes across products, channels, and seasons and the causes behind why future forecasts are showing unexpected changes.

### Warehouse operations

Monitor warehouse metrics and pinpoint areas that are impacting KPIs. Improve operator productivity by measuring task performance between operators and identifying top performers. Develop best practices for other operators to improve efficiency and reach attainment goals.

## Outlier at a Glance

### 1. Finds out what's happening

Outlier continuously scans multiple disparate data sources to identify important changes that you may not know about.

### 2. Explains why it matters

Outlier contextualizes and presents its findings as stories showing spikes, drops, trends, relationships, funnel analysis, and more.

### 3. Guides you to the cause

Outlier guides you towards the most relevant factors contributing to a change so you can get to the root cause faster.

### 4. Makes it easy to share

You can easily share stories with stakeholders so they can take immediate action to remedy problems or capitalize on opportunities.

## How it works

Outlier uses AI and machine learning to continuously monitor and reveal unexpected changes across all your connected data sources. From spiking product demand through a specific channel to a trending reduction in task speed among warehouse employees during a certain shift, Outlier alerts you to these anomalies as soon as they happen.

A large library of pre-built connectors lets you quickly and easily connect a multitude of [structured data sources](#) including analytics platforms, TPM and syndicated data, marketing automation tools, and SQL databases, so you get immediate value. Your data stays in place, so you don't have to undertake extra data hygiene or compliance efforts.

By considering the context of all your data, Outlier suggests possible causes in easy-to-understand "stories" that tell you what's happening, why it matters, potential causes, and who may be impacted. Each day, Outlier packages up the top 4-5 most insightful stories, curated by users' interests. Armed with this complete picture, you can immediately drill down into what happened and take action.

## Why choose Outlier?

Improve the effectiveness of your existing BI tools with automated business analytics to become a truly insights-driven business. Outlier:

- Works out of the box, connects to all your data sources, and sends you the most important business insights every day
- Finds and locates new relationships across thousands of dimensions such as customer behavior, product trends, and supply chain operations to find opportunities and problems
- Grows in value since pricing is based on each data integration rather than headcount

This [classic dessert brand](#) was able to gain **4%** more warehouse efficiency in the first week of using Outlier to identify top-performing operators and develop best practices that improved operator performance throughout the warehouse.

Try it yourself. [Request a demo today.](#)

## About Outlier

Outlier.ai is the leading automated business analysis platform used by global consumer, retail, and financial services brands. Outlier automatically analyzes company data and delivers easy-to-understand but powerful insights into unexpected shifts in data like marketing campaign performance, product sales, and supply chain performance.

Know the impossible.

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