Periscope for Consumer Goods: Drive transformational growth in consumer goods with meaningful insights

Periscope by McKinsey empowers consumer goods companies to drive profitable growth. Our solutions focus on insights creation, marketing optimization, and pricing, promotion, and category management. Periscope's unique combination of deep expertise, advanced insights, and high impact solutions generate 2-5% improvement in ROS and 1.5% margin uplift.

Periscope solutions for consumer goods provide transparency into big data and help companies gather actionable insights at SKU, brand, and category level to drive lasting performance improvement.

Periscope enables insight-driven decision making across the entire value chain from marketing optimization and category management to pricing and promotions management. Periscope also helps to improve collaboration and negotiation with retailers.

Marketing Solutions

Get cutting-edge insights into customers' needs and make data-driven decisions to optimize marketing spend and personalize customer communication that drive sustainable growth and outperform competitors

Customer Experience Solutions

Enhance customer experience by capturing feedback from all your customers, across every channel

Category Solutions

Become category captain, understand customer behavior, and optimize assortment and space allocation accordingly

Pricing Solutions

Optimize pricing, promotions, and markdown in a fastchanging market environment across all seasons

Periscope® Platform

Data Management & Enrichment	Insights Expertise	Implementation & Client Sevice	Capability & Training

Technology Platform and Partnerships

The Periscope platform combines world-leading intellectual property, prescriptive analytics, and cloud-based tools with expert support and training. It is a unique combination that drives revenue growth, both now and into the future.

Marketing Solutions:

1.5%

Margin improvement per year

2-5%

On topline growth

15-30%

Marketing spend reduction

Helps consumer goods companies identify what customers want and when they want it. It forms a 360 degree view of customers by integrating hard scientific methods, objective facts, and cutting edge analytics.

— Leverages quantitative and qualitative research methods to understand consumer needs and decision-making processes.

— Analyzes consumer choices and builds consumer-centric strategies using analytic approaches such as Growth Maps and Consumer Purchase Structures

— Assesses competitive positioning at SKU level and brandshopper interaction in real time to identify category dynamics and checks new market entrants in online channels

Helps consumer goods companies boost marketing returns by evaluating spend effectiveness across brands and channels, improving brand messaging, and enabling data-driven budget allocation decisions.

— Provides full transparency on marketing performance

— Enables companies to make better decisions on brand positioning and marketing investment allocation, leading to increased marketing return on investment

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Category Solutions:

7%

ROS increase

1.5%

Annual increase in margins

30:1

Typical investment payback

Helps consumer goods manufacturers turn big data into insights to understand and act on the needs and buying behaviors of real shoppers to improve category performance.

— Transforms retailer loyalty program and customer purchase information into actionable insights by category and customer segments and strengthens retailer partnerships by leveraging these insights

— Optimizes assortment and improves category performance by creating accurate in-store product facings and listings and determining item-level transferable demand and walk rates to quantify the impact of specific item changes

Pricing Solutions:

2-5%
Sales lift

1.5%
Margin uplift

10-20%
Increase in trade spend effectiveness

Provides consumer goods executives with the analytics, automation, and expert insights they need to optimize pricing and promotions based on demand, margins, and competition.

— Provides a flexible price-setting model to calculate target and list prices

— Offers a price management system, including workflow, that ensures prices are validated by all stakeholders before they go out to the market

— Identifies areas of under- and over-promotion investment using granular analytics

— Supports promotion calendar planning

— Microtests multiple offers on digital platforms before rolling out at scale

Impact Created

Electronic and consumer goods company:

Enhanced brand image and strengthened competitive positioning by adapting strategies to be more effective and **monitoring > 10,000 products and price points online** in real time using **Pricing Solutions**.

Multinational electronics company:

Identified measures to cut 15% in marketing spend in pilot categories by developing a common currency to compare marketing instruments across markets leveraging **Marketing Solutions**.

World leading beauty company:

24% sellout growth achieved using **Category Solutions** to deliver multi-category growth programs by SKU, store size, type, and module across 10 countries.

Global FMCG company:

Increased **3% brand sales & 2% retailer sales** leveraging **Category Solutions** to analyze consumer purchasing behavior across countries and providing objective insights and hard data to retailers.

Leading global food company:

Created **3-4 ppt EBIT uplift** and **+6% margin** in the pilot country by analyzing more than a million transactions and thousands of elasticities to create a new price strategy and to quantifying more than 4000 event weeks to determine promotion effectiveness using **Pricing Solutions.**

Get started

To learn more about our suite of consumer goods solutions, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope