

# From insights to value

Translating Insights into Revenue  
Forecasting & Optimisation

— ABOUT

# Visualfabriq

## Revolutionising Revenue Forecasting & Optimisation

- Trade Promotion Master
- Marketing Events Master
- Trade Spend Master
- Demand Forecast Master



### About me

Friso Leysma



#### Product Owner / Solution architect

On a mission to improve and optimize the RGM experience in CPG businesses.



#### 10+ years in CPG

- Trade Marketing
- Key account management
- Category management



#### MSc in Strategic Product Design

Pragmatism. Realist. Result orientated

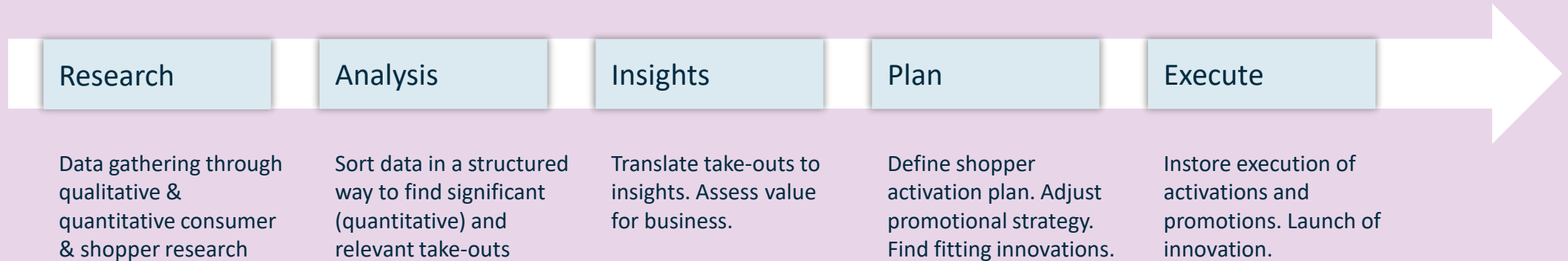
# Do you know the true value of your insights?

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# What we see: from insights to action

The process to go from data gathering to execution is well established.

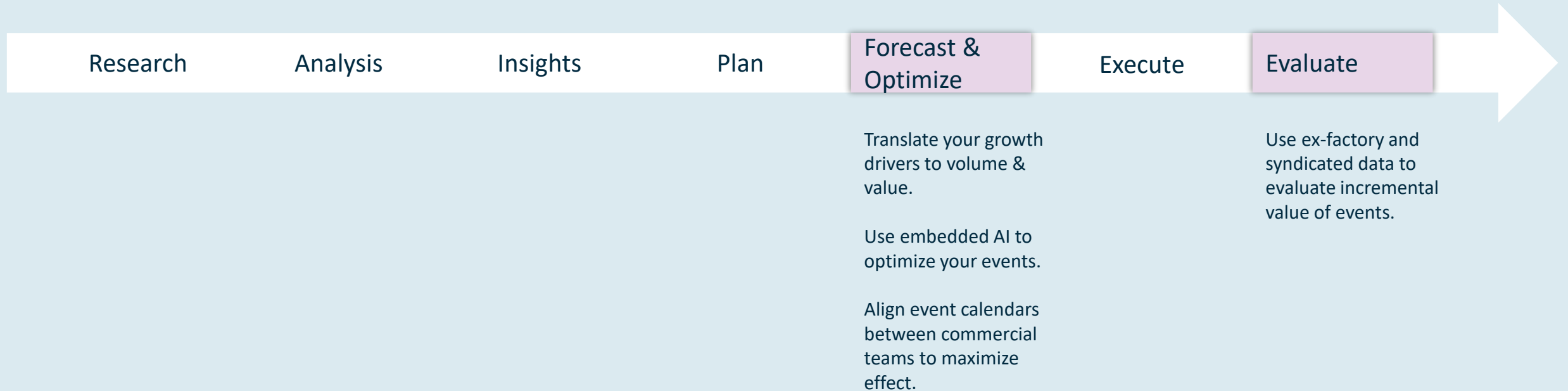


... but where do you assess  
contribution to revenue and profit?

# Include RF&O in your process

Maximize value of your initiatives and investments. Align between teams to drive category growth.

Post-evaluate combining ex-factory and syndicated data, so you can assess actual value vs. shopper funnel results.





— Practical tips & tricks

# How to integrate RF&O

- Platform with unlimited data capabilities
- Scenario planning
- Embedded AI
- *Soon to come:* Integrated calendar

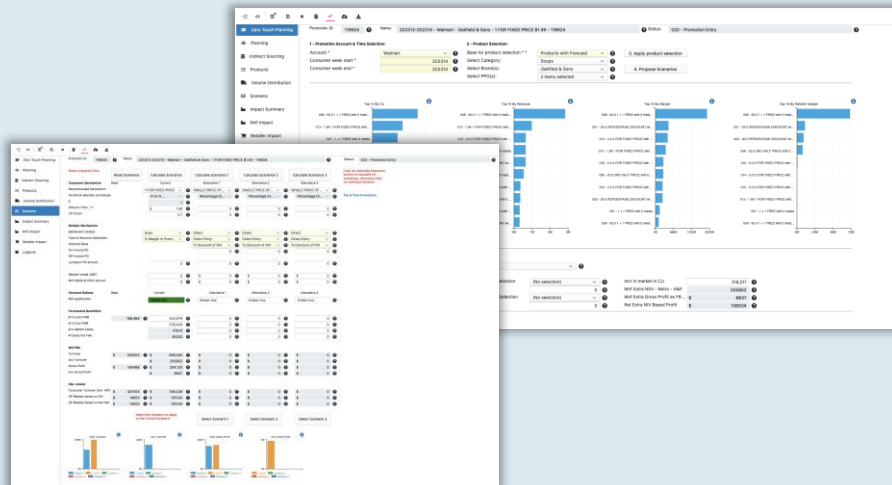


# Welcome to Visualfabriq.



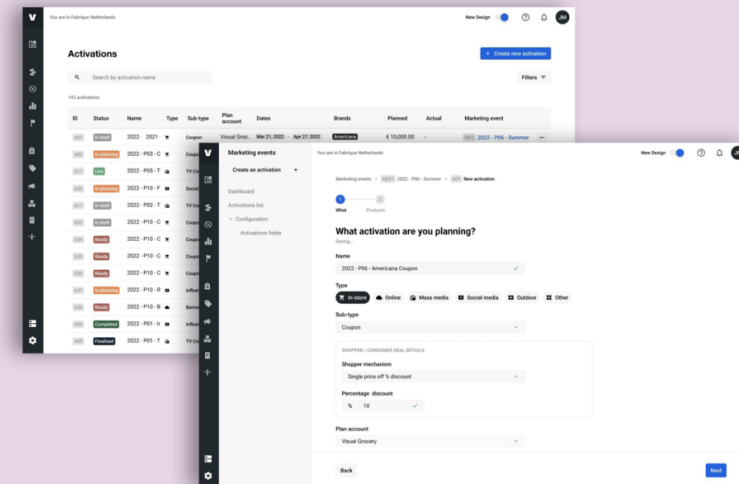
## Trade Promotion Master

- Build a winning promotion strategy with performance insights and optimization using the Visualfabriq AI capabilities.



## Marketing Event Master

- Build your brand by managing and optimizing all activities, promos and events in the marketing space.



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# Questions?





# Thank You.

Contact Us

— [visualfabriq.com](https://visualfabriq.com)



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