

Co-Op Administration no longer requires a team of administrators pushing paper. Instead, technology can be leveraged to dramatically reduce the operating expenses associated with co-op trade programs.

Automating co-op puts the power and information in the hands of your channel partners, dramatically reducing “co-op administration frustration” and effectively driving your national marketing strategies at the local market level.

POINT OF DIFFERENCE

- We **Optimize Trade Spending** Mercury designs and manages a centralized Trade Marketing Online Resource Center of excellence for your sales network or other trade channels providing them the Tools, Systems and Services they need to optimize trade spending at every level within your organization.
- Mercury's customer-centric online environments can be custom designed around the trade promotion needs of any Sales Network, Retailers or other Partners to accomplish trade marketing goals.



SERVICE CAPABILITIES

Co-Op Administration

Automatically deducts cost of program from co-op and maintains centralized real-time reporting of trade spending activity/budgets – all available online 24/7:

- Real-Time Budget Reporting
- Online or Manual Claim Processing
- Online Commitment/Approval System
- True Value Calculation for “Big Box” Retailers
- Insights & Accurate Balances
- Speed, Accuracy (no duplicates)
- Commitments to Goals Documented
- Save 15-40% of Budget

Marketing Automation

Online access to corporate approved marketing materials and assets to implement local marketing programs:

- One-Stop-Shopping: Ads, Direct Mail, POS, Premiums, Other
- Ad Templates Allow Local Versioning
- Offers All Relevant Media; Media Varies By Location
- Assures Local Buy-In Across Media Types
- Relevant Local Advertising; Geo-Targeting
- Process Automation; Automated Claim Submission for Portal Transactions Reduce Paperwork

Vendor Activation

Increases share of mind with your Trade Partners to enhance product awareness and sales:

- Segregate Using 80/20 Rule
- Focus on High Impact Segments
- Proactive Outbound Concierge Service
- Create CRM System
- Develop New Traffic Drivers
- Increases Share of Mind – We Do The Work
- Provides Lead Follow-up for Channel Partners
- Base Recommendations on ROI

