

## CASE STUDY:

# Dairy Brand Recognizes \$60K in Annualized Savings from Improved Budget Transparency



### SITUATION

A regional dairy brand was looking to increase their investment in coupons, but needed to ensure they were optimizing their cost per unit moved (CPUM) and the overall efficiency of their marketing efforts.

Unfortunately, they were unable to anticipate and quantify the total cost of their coupon programs due to the opaque, unit-based pricing of their coupon settlement provider.



### SOLUTION

The brand turned to Inmar to manage the settlement of their coupons. Inmar provided services at a fixed weekly fee, which was “tremendously helpful” for improving the visibility and predictability of couponing costs. The brand described their experience with Inmar as “straightforward” and “expedient.”

Inmar also provided the brand with an expert support team to provide regular insights and reporting, giving the brand the transparency they were looking for. Insights were made available at the program *and* retailer level, and included the metrics most important to the brand such as CPUM, coupon redemption rate, and coupon redemption quantity.

Moving forward, the brand is hoping to capitalize on the advanced analytics Inmar provides to support the strategic planning of their coupon programs.



### RESULTS

- After switching to Inmar, the brand recognized savings of **\$0.12 per unit**, which equated to an annual savings of **\$60,000**
- The brand gained visibility into the cost components of their coupon programs, which helped simplify their accounting and budgeting processes
- The ease of Inmar’s solution allowed the brand to support a significantly higher volume of coupons and “unlock couponing as a tactic that was both efficient and effective”

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