

CASE STUDY: EMERGING PEANUT BUTTER BRAND BUILDS CONFIDENCE AND CREDIBILITY WITH EXPERT SUPPORT FROM INMAR INTELLIGENCE



SITUATION

An emerging peanut butter brand was losing confidence in their ability to use consumer promotions as a growth lever. Their settlement provider was not clearing coupons with the precision they expected, and they regularly received chargebacks from retailers for coupons they had already paid their settlement provider for. **This not only hurt the brand economically, but it was risking their credibility with their retail partners.**

The brand was also struggling to gain visibility into their promotions performance. Their settlement provider would provide CSV files or paper copies of reports, leaving it to the brand to make heads or tails of the data. As their CEO put it, **“We had data but no insights.”**



SOLUTION

The emerging peanut butter brand called Inmar for help, and described the onboarding process as a “warm embrace.” Inmar’s expert team not only gave them **peace of mind** that their promotions were being executed and validated correctly, but also **empowered the brand’s employees with new skills and resources** to feel confident managing their own process.

The brand also benefited from Inmar’s **robust analytics**, and leveraged their newfound visibility into their promotions’ performance to plan future campaigns and anticipate outcomes.

“For the emerging brands who do not always have the kinds of folks on their teams with deep and varied experience, it is very helpful to know that there is a trusted resource.” - CEO, Emerging Peanut Butter Brand



RESULTS:

For the first time, the brand had confidence that their promotions would have the desired effect of bringing new shoppers to their brand, and solidifying both shopper and retailer relationships. **Not only did their confidence in promotions grow, their confidence in themselves grew as they planned and optimized subsequent campaigns.**

Over the next several years, the brand would **increase their investment in consumer promotions** and experiment with different offer types to support their goals and objectives.

And those chargebacks? They all but disappeared, and became **“the exception, not the rule.”**

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