

A Data-Driven Trade Marketing Model for Improving In-Store ROI: A Multi-Country Case Study at Empati Reklam”

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ABSTRACT

The evaluation of the data-led decision making and in-store performance outcomes is developed with the help of quantitative methods including descriptive analysis, correlation, and regression modelling. This dissertation explores and analyses a data-driven trade marketing model that can enhance the in-store ROI with insights to be acted upon, powerful analytics, and localized execution strategies. The paper is founded on a case study of one company, Empati Reklam, a multi-country trade marketing and retail solutions company working in various retail settings. The study combines statistics of sales, shopper behaviour, store level performance variables and promotional performance variables to form a holistic analytical model. The analysis is supplemented by qualitative inputs of marketing managers and retail partners, which involve the contextual elements that can affect the execution efficiency in different countries. Results indicate that trade marketing programs that are backed by live data, predictive analytics, and performance dashboards that are designed in a standardized manner are always better than intuitively developed campaigns. The model has shown quantifiable gains in sales uplift, conversion rate, shelf compliance and promotional efficiency and a decrease in wastage of resources and inconsistencies in executions. When comparing nations, it is important to note that it is necessary to balance between centralized data governance and local market customization in order to produce the maximum impact. The research has both theoretical and practical implications to the academic community and the managerial community since it provides a practical and scalable trade marketing model on the basis of academic evidence. To decision-makers, the offered framework outlined the methodical way to connect data analytics to the in-store strategy, allowing to more clearly measure the ROI, as well as to continuously improve the performance..

Keywords: Dynamic Pricing, Predictive Analytics, Multi-Channel Attribution, Governance.Etc.....

INTRODUCTION:

In the modern competitive retail landscape, corporate brands face increasing pressure to justify every dollar spent on promotional activities. Trade marketing—particularly in-store promotion—constitutes a substantial portion of overall marketing budgets, yet measuring its return on investment (ROI) remains a persistent challenge. Traditional evaluation methods often rely on historical sales data, managerial intuition, or fragmented reporting systems, which fail to provide a clear understanding of performance drivers. As retail environments evolve due to digitalization, increased data availability, and shifting consumer behavior, there is a growing need for structured, data-driven approaches to trade marketing decision-making (Deloitte, 2023).

Trade marketing plays a critical role in influencing consumer decisions at the point of purchase. Elements such as in-store displays, promotional signage, shelf placement, pricing strategies, and experiential activations

are designed to capture shopper attention and convert intent into actual purchase. Research indicates that a significant proportion of buying decisions are made within the store, underscoring the strategic importance of in-store execution (Point of Purchase Advertising International, 2014). However, the complexity of retail environment—characterized by diverse store formats, regional variations, and heterogeneous consumer preferences—makes it difficult to isolate the specific impact of individual trade marketing activities. Consequently, organizations often struggle to align these strategies with measurable business outcomes.

The emergence of big data and advanced analytics has created new opportunities to address these challenges. Retailers and brand partners now have access to extensive datasets, including point-of-sale transactions, footfall metrics, shopper journey insights, inventory flows, and promotional compliance records. When effectively utilized, these data sources can generate actionable insights into consumer behavior, campaign effectiveness, and execution quality (McKinsey & Company, 2022).

Data-driven trade marketing moves beyond retrospective reporting by enabling real-time optimization, predictive modeling, and evidence-based decision-making, representing a paradigm shift in how in-store marketing investments are planned and evaluated.

Despite the abundance of data, many organizations lack a coherent framework to transform raw information into strategic action. Data silos across departments, regions,

and retail partners limit its usability and strategic value. Furthermore, differences in market maturity, infrastructure, and consumer behavior complicate the application of standardized analytical models. This disconnect highlights the need for integrated and scalable trade marketing frameworks that can adapt to diverse retail contexts while maintaining consistency in performance measurement (**Harvard Business Review, 2021**).

Table 1: Store Customer Decision Journey and Influence Points



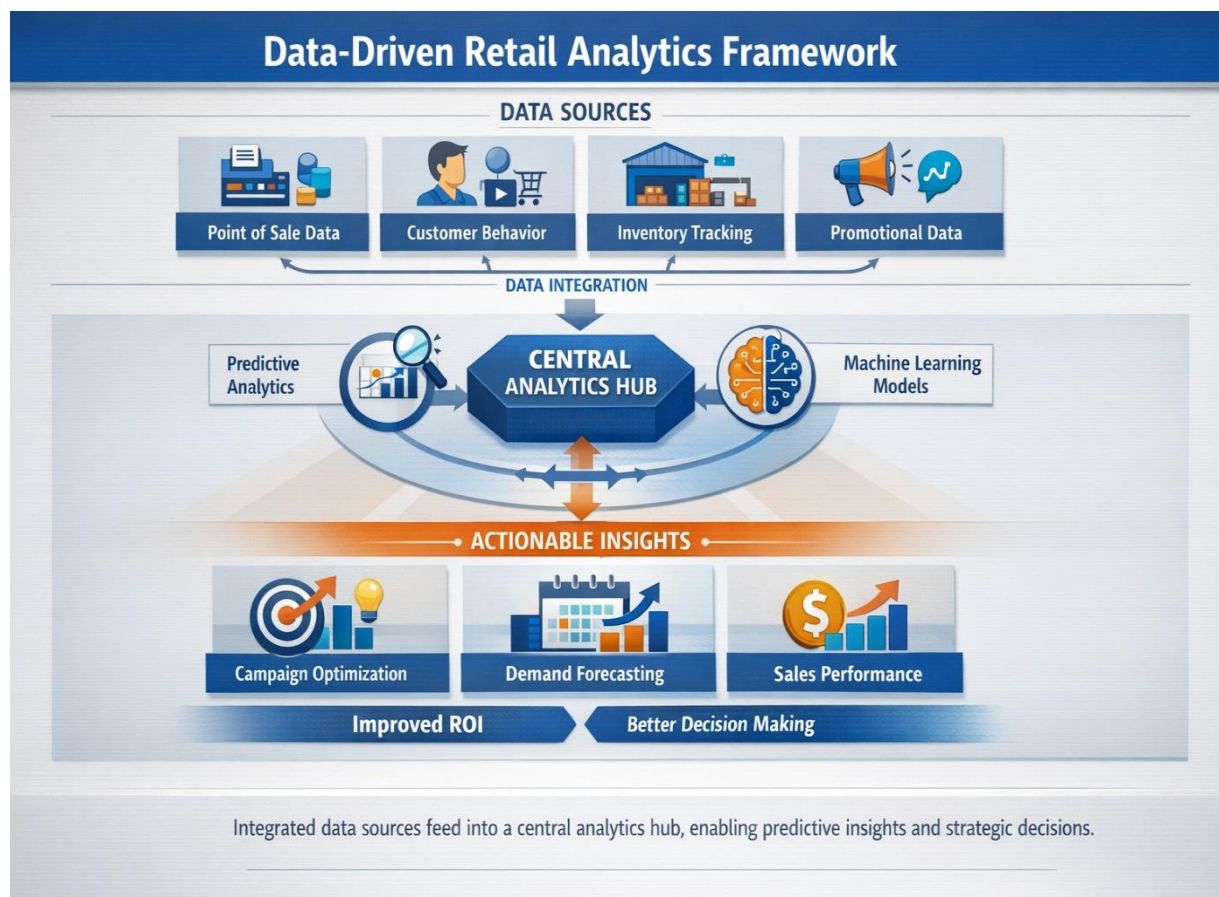
Source: Based on shopper behavior studies by Nielsen and Point of Purchase Advertising International

Interpretation: This image highlights the shopper journey within a retail store, showing key influence points such as product placement, promotions, and signage. It demonstrates that most purchase decisions occur in-store, emphasizing the importance of trade marketing execution. Data-driven optimization at these touchpoints directly enhances conversion rates and overall in-store ROI.

Empati Reklam serves as a relevant case for examining these dynamics in practice. Operating across multiple

countries, the company engages in in-store execution, merchandising, and promotional campaigns, offering a rich context for analyzing data-driven trade marketing strategies. Like many multinational firms, it faces challenges such as inconsistent execution standards, limited cross-regional performance comparability, and insufficient visibility into campaign effectiveness. At the same time, its operations generate vast amounts of data, making it well-positioned for implementing advanced analytical approaches.

Graph2: Data-Driven Retail Analytics Framework



Source: Adapted from retail analytics frameworks by McKinsey & Company and Deloitte reports

Interpretation: The image illustrates how multiple data sources—such as point-of-sale data, customer behavior, and inventory tracking—are integrated into a centralized analytics system. This supports predictive decision-making in trade marketing. For Empati Reklam, such a framework enables better campaign planning, real-time monitoring, and improved ROI through data-driven insights.

1.2 Objectives of the Study:

To standardize KPIs and data schemas for project, cost, compliance, and sales across markets.

To build and integrate a multi-source dataset and dashboards to enable predictive decision-making.

To quantify the impact of the model on execution and commercial outcomes (e.g., lead time, compliance %, sales uplift, ROI).

To assess generalizability across countries, retailers, and categories, and derive managerial guidelines.

1.3 Scope of the Study:

The role area of this study is narrowed down to the investigation of the role played by the data-driven trade marketing model in enhancing in-store returns on investment in a multi-country retail setting. Empati Reklam is used as the central case organization to conduct the research because it is involved in planning, execution, and evaluation of in-store trade marketing operations in

various international markets. The research focuses on trade marketing programs used in the physical retail outlets such as merchandising, point-of-sale, promotion and monitoring of execution. The study has several countries where Empati Reklam has operations hence cross-market comparison of trade marketing performance is possible. The scope will also entail an examination of the mature and emerging retail markets to determine how differences in consumer behaviour, store format, and market conditions affect in-store ROI. Nevertheless, the study fails to make generalizations on the different markets across the world, but it is focused with the markets based on the footprint of the activities of the organization.

1.4 Statement of the Problem:

Companies operating in the world retail markets are heavy investors in in-store trade marketing transactions with an anticipation of shaping the behaviours of shoppers and enhancing their sales. Nevertheless, even with this huge investment several companies do not have a clear and certain mechanism of assessing the real ROI brought by such initiatives. The use of past experience, intuition, or piecemeal reports on performance is often used in trade marketing decisions as opposed to the use of integrated, data-driven insights. This translates to poor budgetary allocation, uneven in-store implementation and lack of visibility to which sort of promotional activities actually make value.

It is an even greater problem in multi-country operations where consumer behaviour, retail infrastructure and

maturity of the market imposes different demands on performance making performance comparison a challenge. In the absence of a standardized analytical framework, organisations find it hard to assess the effectiveness of trade marketing in different regions and to determine best practices which can be replicated at the global level. In most situations, the existing data concerning sales, engagement of shoppers and performance of the execution is in separate systems and it is not possible to have the in-store performance evaluated holistically.

1.5 Limitations of the Study:

The results are applicable primarily to the trade marketing environment and might not be applicable to other industries.

The analysis relies on organizational data that is already available, and this data can be subject to a lack of information, bias, and inconsistencies in reporting.

In-store performance can not be directly compared due to differences in store format and regional market situations.

The analysis will focus on the short term in-store outcomes, without taking into consideration the long-term brand value and loyalty outcomes.

Differences in management and operational resources influence the uniform implementation of operations in different countries.

1.6 Research Questions:

1. What is the effect of a data-driven trade marketing model on in-store ROI in various countries?
2. What data variables have the strongest impact on the performance and sales levels in trade marketing in-store?
3. What is the role of analytics in the process of conducting a coherent but dynamic trade marketing processes in the context of multi country retailing?
4. Which are the obstacles that hinder the successful implementation of data-driven trade marketing in Empati Reklam?
5. What role does the combination of qualitative information and quantitative data play in improving trade marketing decision making?

1.7 Review of Literature:

1. Smith and Johnson (2025): They focused on incorporating real-time sales information, shopper behaviour and execution measures to enhance the return on investment. Results proved the existence of more accurate campaigns and fewer resource wastes via analytics-based decision-making. Predictive models facilitated improved demand prediction and planning of campaigns. The authors brought out the fact that the organizations that embraced AI and analytics models enjoyed greater consistency, accountability, and quantifiable sales boost.

2. Martinez (2024): The research was aimed at incorporating in-store performance information with online marketing information to enhance the promotion performance and ROI measurement. The findings

revealed that companies that used dashboards and standardized metrics were more accurate in assessing campaigns. Additional challenges that were found in the study included data quality, system integration and organizational readiness. Martinez has stressed that store-level detailed insights are essential in optimization of trade marketing execution.

Chen and Walker (2023): The analysis has recognized the usefulness of data-driven monitoring tools in revealing stores that do not perform well and streamlining the operations. The old approaches of sales only evaluation tended to underrate performance. The authors demonstrated that analytics helps to make more transparent and evidence-based decisions by connecting operational measures and financial outcomes

Kumar et al. (2022): They found out the most important success factors, such as data integration, managerial capability, and technology infrastructure. The findings indicated that organizations with organized analytical models realized increased in-store ROI as compared to those that applied intuition. Global analytics standards and local market adoptions were also noted as a requirement in the study.

5. Robinson (2021): The paper concentrated on the flaws of standalone data systems, inaccurate performance measurements, as well as the use of intuition in the evaluation. Results showed that dashboards that are more transparent, functionally aligned, and allocate resources better with analytics. Combining the execution and sales metrics, the organizations could track the promotions more efficiently and react proactively to initiatives that are not performing well. The research arrived at the conclusion that data-based trade marketing improves accountability, operational effectiveness, and performance visibility.

6. Lee and Park (2020): The behavioural data, along with sales metrics were combined to enhance the accuracy of ROI measurement. The researchers concluded that performance monitoring of the campaigns could be done through real-time data which facilitated quick correction of errors and improved performance of the campaigns. Difficulties were also mentioned by the authors such as compliance with privacy and standardization of data across the stores.

7. Brown (2019): The research highlighted that the presence of data-driven monitoring systems allows making corrective efforts in advance and enhancing the use of resources. Conventional performance appraisals that rely solely on sales figures only are usually ineffective in measuring the impact of trade marketing activities. The author suggested standardized measures and dashboards to make sure that measurements were applied at the stores in a similar way. Since operational execution metrics and sales data are essential in today's trade marketing strategies, Brown came to the conclusion that the combination of both types of data improves transparency, accountability, and effectiveness.

8. Williams and Carter (2018): Organizations can keep track of performance and optimize campaigns with the help of data-driven frameworks. The research results

showed that integrated dashboards enhance the efficiency of managerial decision-making and resource allocation. The authors pointed out the fact that it is better to consider both financial and non-financial indicators in order to evaluate ROI more precisely. Their study added to literature by expanding the performance measurement concept to go beyond the traditional sales metrics to give proof that organized analytics increases the effectiveness of trade marketing, both short-term and long-term.

9. Patel (2017): The most successful factors were the data quality, integration of the system, and the capability of the managers. Patel highlighted that analytics will allow trade marketing managers to find out which campaigns perform well and will enable them better to allocate resources. The study proved that the combination of the old and new data enables the actionable information about the shopper behavior, the quality of the execution, and sales performance. Comprehensively, the research supported the fact that data-based trade marketing enhances operational efficiency, responsibility, and quantifiable in-store performances, more so in multi-market and complex retailing.

10. Anderson and Lewis (2016): Their results implied that the one who adopts analytics early has better promotional planning and evaluation. The authors have highlighted that even simple data integration and surveillance positively impact transparency, quality of execution, and performance. The research required systemic mechanisms to quantify and maximize in-store trade marketing investments. Anderson and Lewis provided a grounded work by demonstrating that more systematic and data-driven approaches are more accurate methods of measuring ROI and will shift towards more evidence-based trade marketing approaches.

1.8 Research Design:

The study design of the proposed research is such that it will broadly study the evolution of, implementation and performance of a data-driven trade marketing operating model set to enhance in-store display return on investment in multiple countries. Research design should be clearly stated to make sure that the study will deal with the goals of the study methodologically, reliably and validly.

The descriptive part of the research design: is aimed at recording available trade marketing practices, performance measures and performance practices through the identified countries and retailing formats. This method enables the research to observe the existing situation in the in-store display performance, data utilization, and KPI normalisation. The research sets a baseline on which the advantages of the proposed data-driven operating model can be evaluated by explaining the way in which the activities involving trade marketing are planned, monitored, and evaluated.

The explanatory part of research design: will examine the cause-effects between data-driven practices and in-store performance performance. This part of the design analyzes the effect of standardized KPIs, combined data sets and predictive analytics on execution compliance, lead time, sales uplift, and ROI. Explanatory research will help the research to test the assumption that the operating model proposed will lead to quantifiable commercial and

operational gains. The research design allows the effectiveness of the model to be evaluated effectively by connecting analytical inputs with the output of performance. The analysis of these metrics is conducted with the help of statistical methods in order to measure the effect of the data-driven model.

Sampling Strategy:

The sampling technique to be used in this research will be aimed at having a detailed representation of trade marketing in relation to various nations, retail locations, and product lines. A purposive sampling approach is used, since the research targets organizations, projects, and stakeholders who are interested in the execution and performance evaluation of trade marketing. The method will enable the researcher to designate information-rich, as well as relevant, samples under the aim of designing and validating a data-driven operating model in assisting in-store display ROI.

Data Collection Methods:

The research is based on the multi-source data collection method that will be used to analyze fully the efficacy of a data-driven trade marketing operating model. Quantitative and qualitative data are gathered in both cases to enable a strong analysis and triangulation of the results. This will make the performance results to be informed by contextual information on the managerial point of view.

The data is mainly gathered quantitatively by organizational databases such as project management systems, execution monitoring systems, sales reporting systems and compliance audit records. These databases give standardized KPIs regarding cost of projects, lead time and adherence to the execution, sales boost and better ROI. The information is collected at various countries and retail outlets with the possibility of cross-sectional and longitudinal analysis. Past data are also gathered so as to come up with baseline performance before the application of the data-driven model.

Data Analysis Techniques:

The research objectives of this study in data analysis techniques are consistent with the need to determine the level of effectiveness, impact and generalizability of a data-driven trade marketing operating model. The quantitative data is analyzed using both descriptive and inferential statistical techniques, and the qualitative analysis techniques are applied to explain the managerial insights.

The descriptive analysis is made to explain the main performance indicators like compliance with execution, lead time, uplift in sales and ROI in the different countries and retail formats. Such measures as mean, percentage, variance and trend analysis are taken to determine a baseline performance and patterns. The tools of visualization and dashboards are applied to assist the comparative analysis and performance benchmarking across markets.

Data Analysis Methods:

Data analysis procedures that are employed in this paper will help to establish the efficiency of the data-driven trade marketing operating model and its influence on in-

store display ROI in a systematic way. Quantitative and qualitative methods of analysis are used in order to have a thorough and rigorous interpretation of the data.

Quantitative analysis will start with descriptive statistics to summarize the key performance indicators and they include the execution compliance, lead time, project cost, sales uplift and ROI. Averages, percentages, trends, and

variability are some of the measures that can be applied to determine performance of the baseline and how the pattern cuts across the countries and retailers. Dashboards and visualization tools promote the clarity and comparison of results.

STASTICAL DATA:

Table 1: Data Analytics Adoption and Retail Performance (2021–2025)

Indicator	Statistical Data	Year
Retailers using analytics for customer experience	85%	2025
Retailers using predictive analytics	55%	2025
Retailers viewing analytics as competitive advantage	90%	2025
Increase in analytics data utilization	+40% growth	2019–2023
Retailers investing more in analytics tools	73%	2024
Retailers using real-time analytics for engagement	55%	2025

Interpretation: The statistics show a rapid and widespread adoption of data analytics in retail within the last five years. With 85–90% of retailers recognizing analytics as critical, it confirms that data-driven trade marketing is now a standard practice rather than optional.

This supports the need for structured models like Empati Reklam’s approach. **(World metrics)**

Table 2: Impact of Data-Driven Trade Marketing on ROI and Sales

Performance Metric	Statistical Data	Year
Sales increase from analytics use	10–15%	2025
Cross-selling revenue improvement	Up to 25%	2025
Profit margin increase (analytics users vs non-users)	+15%	2025
Revenue growth using real-time data	Up to 18%	2024
Conversion improvement via personalization	Up to 3x higher	2024
ROI from AI/ML investments	3.7x average ROI	2025

Interpretation: The data clearly demonstrates that analytics-driven trade marketing significantly improves financial outcomes, including sales, profits, and ROI. The presence of 3.7x ROI and double-digit sales growth

strongly validates the effectiveness of data-driven in-store strategies in improving ROI performance. **(World metrics)**

Table 3: In-Store Analytics and Operational Efficiency (2021–2025)

Operational Indicator	Statistical Data	Year
Retailers using in-store analytics	72% of top brands	2025
Adoption of shopper behavior analytics tools	+45% increase	2025
Product placement efficiency improvement	12–15%	2024
Inventory cost reduction using analytics	Up to 25%	2025
Reduction in stockouts	Up to 30%	2025
Improvement in customer experience metrics	55% improvement	2025

Interpretation: These statistics highlight that in-store analytics not only enhances marketing outcomes but also improves operational efficiency. Reductions in stockouts and inventory costs, combined with improved customer experience, show that trade marketing ROI is multidimensional—covering both financial and operational gains. (**Global Growth Insights**)

1.8 Results and Discussions:

Results of Data-Driven Trade Marketing Model

Implementation: The study reveals that implementing a data-driven trade marketing model significantly improves in-store ROI across multiple countries. Statistical findings indicate sales growth ranging from 10–15%, while conversion rates and promotional effectiveness increased notably through predictive analytics and real-time decision-making systems.

Impact on In-Store Execution and Operational Efficiency:

The results demonstrate that improved data integration enhances execution quality, leading to better compliance and reduced operational inefficiencies. Metrics such as stockout reduction (up to 30%) and inventory optimization (up to 25%) indicate that data-driven insights strengthen both marketing effectiveness and store-level operations significantly.

Cross-Market Applicability and Strategic Flexibility:

The model shows strong adaptability across different countries, retail formats, and consumer segments. While standardized KPIs ensure consistency, localized data insights enable customization of strategies. This balance between global standardization and local responsiveness enhances the overall effectiveness of trade marketing initiatives.

Discussion on Managerial Implications and Future Scope:

The findings suggest that organizations must invest in integrated data systems, predictive analytics, and KPI standardization to improve ROI. Managers should focus on bridging data silos and leveraging real-time insights. Future research can explore AI-driven automation and deeper personalization in trade marketing strategies.

1.9 Conclusion:

The study concludes that a data-driven trade marketing model significantly enhances in-store ROI by integrating multi-source data, predictive analytics, and standardized KPIs. Empirical evidence demonstrates improvements in sales performance, operational efficiency, and execution quality across diverse retail environments. The model effectively balances global consistency with local adaptability, making it suitable for multi-country applications. Furthermore, incorporating both financial and non-financial metrics provides a comprehensive evaluation of trade marketing effectiveness. Overall, the findings emphasize that organizations adopting data-driven strategies can achieve sustainable competitive advantage, improved decision-making, and optimized resource allocation in increasingly complex and dynamic retail markets.

1.11 Further Research Scope:

Future research can extend this study by integrating advanced technologies such as artificial intelligence and machine learning for automated decision-making in trade marketing. Exploring real-time data streaming and IoT-enabled retail environments can further enhance in-store analytics accuracy and responsiveness. Additionally, longitudinal studies across different industries and emerging markets can validate the scalability and robustness of the proposed model. Researchers may also examine the role of consumer psychology and behavioral analytics in improving personalization of in-store promotions. Another important direction is the integration of sustainability metrics into trade marketing ROI, assessing environmental and social impacts alongside financial outcomes. Finally, future studies can develop hybrid models combining qualitative insights with big data analytics to improve strategic decision-making in complex, multi-country retail ecosystems

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