

Success Cases in the Consumer Packaged Goods Sector

Data Sharing



SUCCESS CASE: HORECA CHANNEL
Increase sales with Sell-Out data

+12.8%

sales boost from the commercial
campaign initiative

How did they do it?

A producer of alcoholic beverages was suffering from a **lack of visibility into its distributors' sales**, which prevented it from identifying the outlets with the greatest sales potential.

Thanks to UVE's Data Sharing solution, **they were able to integrate their distributors' Sell-Out data** and **identify** the outlets where their products **were most in demand**.

As a result, they experienced a significant **5.8% growth in sales globally** and a **12.8% increase in sales related** to the campaign's strategic product.