

Success Cases in the Consumer Packaged Goods Sector



SUCCESS CASE: SOFT DRINK Drive growth with Actionable Insights

+4

transfer order references
on average

How did they do it?

The distributor of a major soft drink brand faced several obstacles that were **hindering the growth of its numerical distribution**.

Thanks to UVE, their market development team could easily identify **products with the highest number of transfer orders**, allowing them to concentrate their efforts on strategically valuable points of sale for their high profitability.

By integrating this data, they avoided spending time on less profitable points of sale and, on average, achieved an **increase of +4 transfer order references** per product in strategic establishments.