

Most CPG Brands Are Making Decisions With Incomplete Information

Your data tells you *what happened*. It does **NOT** tell you *why*.

"I help brands skate to where the puck is going before the play starts"

The Missing Piece

The answer isn't more data

👉 It's the shopper.

Not generic "consumer insights," or surface-level feedback.

- Real shopper behavior
- Real need states
- Real decision drivers

👉 The shopper tells you why what happened happened

👉 That's how you uncover opportunities others miss

👉 That's how you turn trade marketing into a competitive advantage

Proof (real world example)

📊 This approach has been used to redesign entire categories — including:

👉 Driving 9% category growth in a key retailer while competitors were flat or declining

By aligning assortment, merchandising, and strategy to real shopper need



How I Think Differently

Most brands start with:

- their data
- their reports
- their performance

I start with:

- the **shopper**
- the **category**
- the **competition**

👉 Why did what happened ... happen?

👉 **That's how you uncover opportunities other miss**



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What I Help Teams Do

- ☑️ Protect the core and prioritize distribution opportunity
- ☑️ Improve promotion and trade-investment decisions
- ☑️ Prevent recurring deductions and cash leaks
- ☑️ Build retailer-ready category and assortment stories
- ☑️ Create practical decision tools, scorecards, trackers, and workflows
- ☑️ Train the team and transfer a repeatable operating rhythm

🚀 Next Step

If you want to understand what's **Actually driving your results ...**
👉 and where you're leaving opportunity on the table