



## CASE STUDY

# How 1440 Foods is strengthening their trade promotion program with TELUS TPM

1440 Foods is a leading North American manufacturer of sports nutrition and active lifestyle products. They maintain a strong presence across multiple retail channels including club stores, mass retail, grocery and e-commerce.

### The challenge

1440 Foods struggled with manual, spreadsheet-based trade promotion planning. This outdated approach created four significant challenges:

1

Limited promotional spend tracking capabilities

2

Difficulty evaluating business metrics effectively

3

Lack of real-time visibility into trade spend

4

Manual processes prone to errors and delays

1440 Foods needed a trusted trade promotion management solution to streamline operations across their extensive retail network and improve retailer relationship management.

## The opportunity

TELUS Trade Promotion Management (TPM) transformed 1440 Foods' approach to planning, executing and analyzing trade promotions. The integrated trade promotion software connected directly with their ERP system, providing:



### Automated and informed planning

Eliminated manual Excel-based processes for profitable planning and precise promotional tracking



### Streamlined settlements

Significant decrease in outstanding deduction balance



### Integrated efficiency

Seamless ERP integration reduced load on large, shared services teams

## The results

Implementing our solution revolutionized 1440 Foods' approach to promotional planning, streamlining processes and providing real-time visibility into promotional performance. The impact of TELUS TPM also enhanced multiple areas of the business, such as reduced deduction balances, improved budget tracking and awareness, stronger retailer relationships and more competitive sales team performance.

”

Knowing where the company stands with trade spend gives our team great confidence. Our team easily accesses reports, and the system updates spend and expense events multiple times a day.

**August Pimentel**

Revenue Growth Manager, 1440 Foods

## Why TELUS is a clear choice for your TPM needs

TELUS Trade Promotion Management has been trusted by hundreds of retail CPG and foodservice companies worldwide. Our AI-driven solutions are scalable, flexible and purpose-built to meet the unique needs of your business - and backed by a team with over 20 years of experience in helping businesses deliver more profitable trade spend from planning to execution.

Discover how you can optimize  
your trade spend.  
Visit [telus.com/TPM](https://telus.com/TPM)

 **TELUS** Consumer Goods