



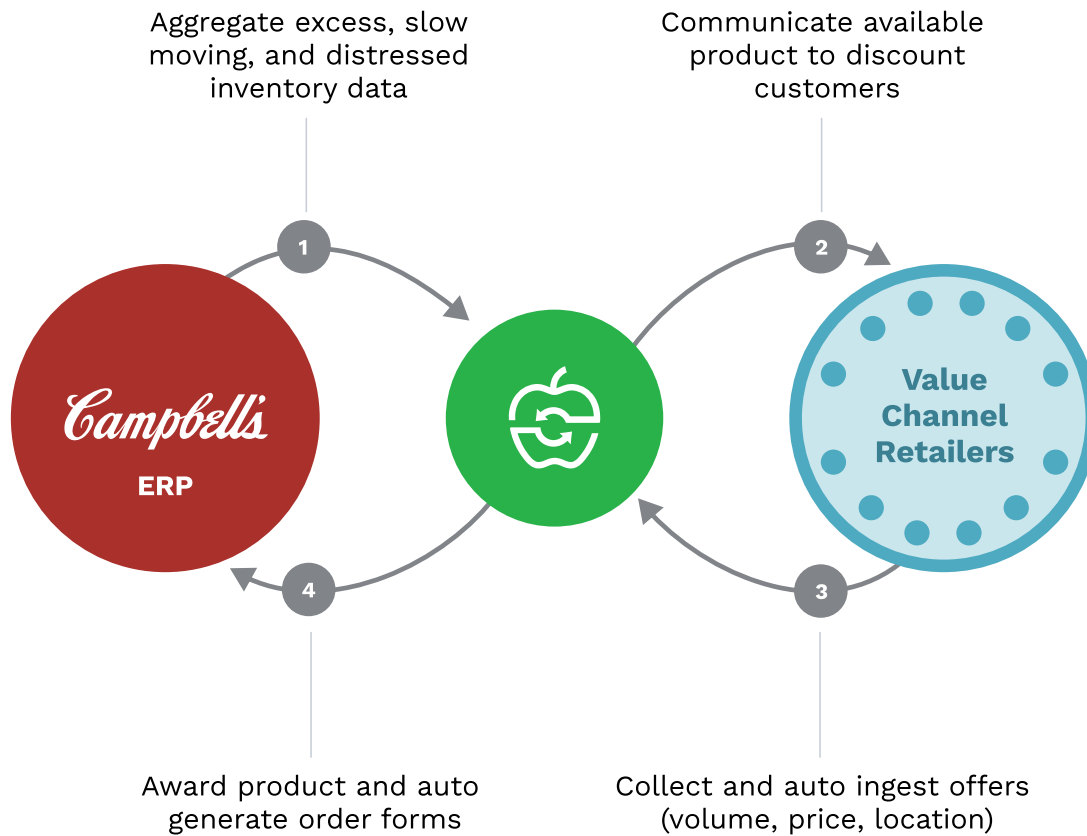
## CASE STUDY

# Campbell Soup Company partners with Spoiler Alert

**Real food. Real results.** The Campbell Soup Company and its portfolio of brands represent some of the most recognizable names in the food industry and staples in households across the country. While Campbell has 150 years of sales under its belt and more experience with demand

planning than most, part of its resiliency can be attributed to effective distribution and the cultivation of a wide range of leverageable diversion channels when faced with unforeseeable fluctuations in demand that result in surplus inventory.

## Spoiler Alert's Sales Suite Process



## Process improvements to Campbell's closeout sales program

In July 2019, Campbell selected Spoiler Alert as its platform of choice to upgrade and optimize its closeout sales program within its U.S. Meals & Beverages division which represents iconic brands like Campbell's, Pace, Pacific Foods, Plum Organics, Prego, Spaghettio's, Swanson, and V8. Campbell's closeout sales effort requires continuous coordination among the company's demand

planning, supply chain, finance, and sales teams, as well as with its network of value channel customers across the country. Using Spoiler Alert's Sales Suite, Campbell introduced easy to manage workflows and analytics that enabled faster execution of its closeout sales program and optimized inventory sell through performance in late 2019.

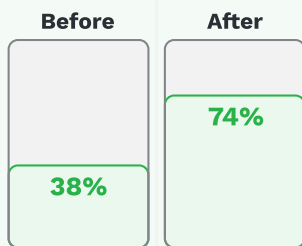


## Measurable liquidation improvements in less than six months

From its deployment of Spoiler Alert's Sales Suite in September 2019 through February 2020, Campbell took its closeout sales program to new heights and achieved higher inventory sell through rates, significant increases in productivity, and overall reductions in finished goods waste.

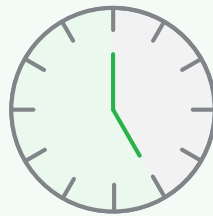
Campbell took its closeout sales program to new heights

### RESULTS



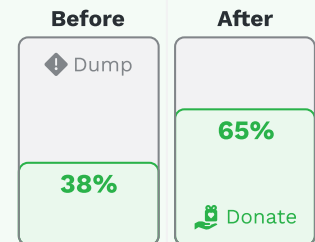
#### SELL THROUGH

**36% increase** in value channel volume sell through rate



#### PRODUCTIVITY

**64% decrease** in time to conduct sales process and post cycle analytics



#### WASTE DIVERSION

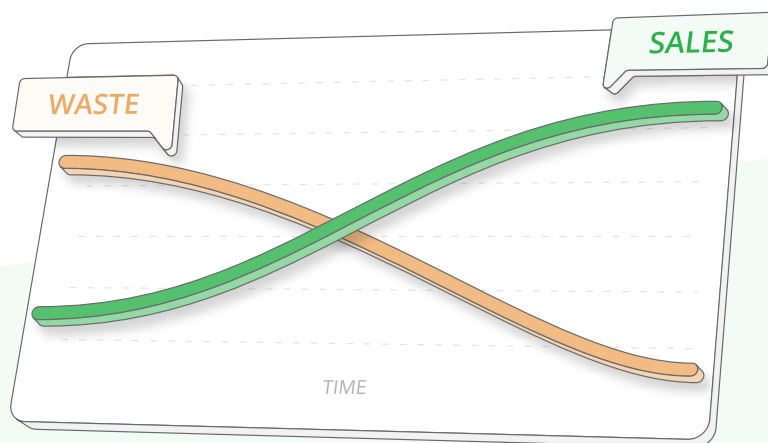
**27% shift** in donation vs. disposal of finished goods inventory



## How Spoiler Alert decreases time to conduct sales process and post cycle analytics

	Process Stage	Spoiler Alert Capabilities	Improvements
1	<b>Offer Sheet Generation</b>	<ul style="list-style-type: none"><li>• Inventory ingestion workflows</li><li>• Custom filters and distribution lists</li><li>• Data driven suggested pricing configuration</li></ul>	<b>40% Time Reduction</b>
2	<b>Offer Ingestion &amp; Awarding</b>	<ul style="list-style-type: none"><li>• Automated offer sheet ingestion</li><li>• Smart and efficient awarding with rules based logics and levers</li></ul>	<b>40% Time Reduction</b>
3	<b>Award Form Generation</b>	<ul style="list-style-type: none"><li>• Weight summaries and logistics view</li><li>• Automatic order form generation</li><li>• Configurable format optimized for order entry</li></ul>	<b>Fully Automated</b>
4	<b>Intra &amp; Post Closeout Cycle Analytics</b>	<ul style="list-style-type: none"><li>• Automated cycle KPI generation</li><li>• Customer results and scorecard</li><li>• Continuous improvement opportunity analysis</li></ul>	<b>Fully Automated</b>





## Get to know us

Spoiler Alert is a Boston-based technology company on a mission to take the pain and waste out of distressed inventory management. We have deep roots in manufacturing, distribution and retail and bring decades of experience across supply chain, analytics, and sustainability.

### Contact sales

[sales@spoileralert.com](mailto:sales@spoileralert.com)

