



# Brand Collaboration

Creating a highly profitable revenue stream and driving profitable collaboration between retailers and their suppliers

- FAST TIME TO VALUE • MONTHLY SAAS FEE
- KEEP 100% OF THE SUPPLIER REVENUE

Share insights on customer behavior and preferences with your suppliers through a secure, subscription-based portal that drives collaboration.



## The benefits of insights sharing:

- Highly profitable **revenue stream** from monetizing data
- Retail **sales growth** from better trade and marketing decisions
- Increased **share of marketing budget** as you become the marketing partner of choice for suppliers



Monetize your data assets and provide your suppliers controlled access to customer insights relevant to their categories and products.



Drive improved supplier collaboration and secure incremental marketing dollars by identifying and actioning threats and opportunities.



Align on a single version of the truth to drive customer loyalty and sales to extend promotion and have a better assortment management.



ciValue named a 2019 Gartner Cool Vendor in Retail for Excellent Execution of Customer Expectations

## Among our clients:



Be sure to schedule a DEMO or e-mail us [info@civalue.com](mailto:info@civalue.com)

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