

Margin Minder® for Grocery & C-Store Chains

“Salient gets the retail business. They understand why I’m asking questions and what matters to me.”

Richie Morgan, President & CEO,
Holiday Market

Margin Minder, made by Salient Management Company, helps CPG retailers make more profitable decisions by showing where the money was spent, and what was achieved in return.

Margin Minder is loaded with pre-built, flexible analyses that enable managers to continuously separate profitable from unprofitable activity and direct time and resources to those customers, products, and events that deliver the best returns.

Drive Effective Pricing & Promotions

See how profits and growth are affected by promotional discounting, volume buying, product mix, and seasonality. Margin Minder provides a clear view of price elasticity, price point effectiveness, and category lift so decision makers can alter display footage for maximum sell-down while reducing inventories.

Proactively Manage New Product Rollouts & Product Assortments

Track the effects of new products on overall category performance. Easily see which products can or can't support their carrying, distribution, and marketing costs. Margin Minder lets you see more quickly how all of your products are performing, so you can adjust product mix to increase volume, avoid cannibalism, and improve profitability.

Optimize Merchandising & Space Allocation

Are your top sellers getting the facings they deserve? Are facings aligned with revenue? Are all of your stores following the most effective planograms? Margin Minder correlates space allocation with sales to help target products that could maximize revenue and profit per square foot.

Take the Next Step

Discover how leading CPG companies around the world use Margin Minder to make more profitable decisions every day. Contact Salient and let us help you maximize your margins with Margin Minder.

About Salient Management Company

Headquartered in upstate New York, Salient provides decision support and consulting services for a broad range of data-intensive organizations in CPG, Retail, Wholesale Manufacturing, and Healthcare industries. Founded in 1986, Salient today serves more than 115,000 users in 61 countries. Visit Salient.com to learn how we can help you improve your bottom line performance.

Some of our Clients:

