

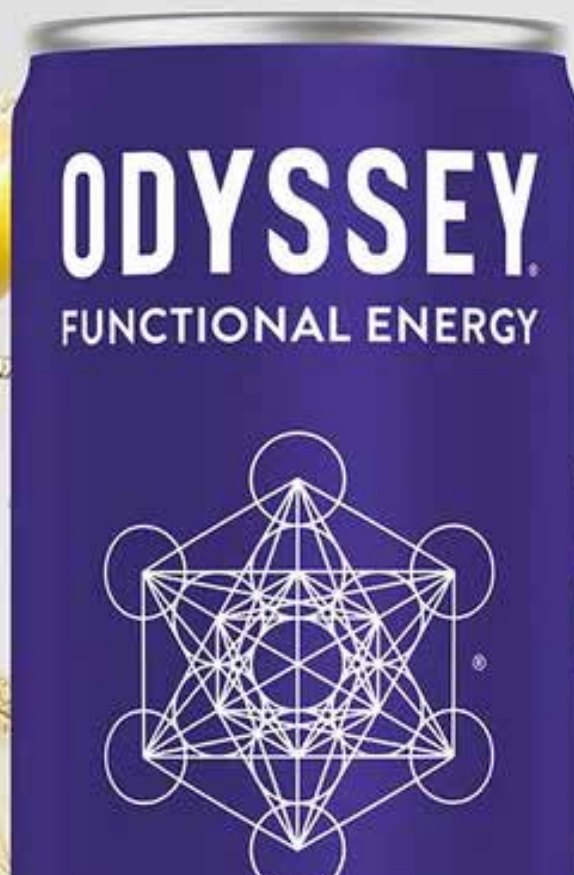
Ambitious Odyssey Elixir Levels Up Trade Management with Promomash

The fast-growing energy drink brand partnered with Promomash to implement a comprehensive trade and deduction management system in just three months.

EXECUTIVE HIGHLIGHTS

- From basic deduction reporting to full trade management in 3 months.
- Harmonized distribution reporting & visibility for KEHE, UNFI.
- Immediate savings from disputed & recovered deductions.
- Next-level insights uncover multiple net margin opportunities.

Odyssey Elixir, founded in 2021 by Scott Frohman, is a fast-growing functional beverage brand pioneering sparkling energy and wellness drinks powered by adaptogenic mushrooms like Lion's Mane and Cordyceps. With clean, plant-based formulations designed to deliver focus, clarity, and sustained energy, Odyssey has quickly expanded from its early specialty retail presence into thousands of mainstream grocery, convenience, and online channels nationwide.



Max Surprenant

Director of National Sales
ODYSSEY

LION'S MANE
CORDYCEPS
85MG CAFFEINE

A System to Support Ambitious Growth Plans

While Odyssey's growth has been impressive thus far – reaching over 5,000 doors in just a few years – their ambitions don't stop there. According to Max Surprenant, Director of National Sales, the company has plans to expand retail distribution and become a leading national brand in the energy drink space. However, they found that their system was too basic to support future growth – due to limited reporting abilities, leadership lacked the level of visibility they needed to move the business forward.



"With where we're trying to head and our trajectory, we knew that the longer we went without properly managing spend and promotions, and back-end deductions, the harder it was going to be to get all that data together without a proper foundation," said Surprenant.

"We knew we had to be better...we had to have that deeper level of insight and analysis."



At this point, Odyssey Elixir had expanded enough to begin encountering an increasing amount of data and deductions to manage from retailers and distributors like KeHE and UNFI. Without much transparency and granularity into where the deductions were coming from and why, managing sales profitability and net margins – let alone ensuring promotion execution – increasingly became a challenge.



“We could see the deductions, but then we would need to understand what was above the line and what was below the line. When we look at our net sales, that was something really important,”



SPARKLING
**MANDARIN
ORANGE**

LION'S MANE
CORDYCEPS

Leadership finally decided it was time to invest in a proper trade and deduction management system that would support Odyssey's ambitious growth goals. After searching and evaluating several different options, they selected Promomash.

Moving from Intuition to Insight

Odyssey selected Promomash as its trade promotion and deduction management partner based on the robustness of the platform, with its detailed reporting capabilities, and the experience level of the team behind it. Unlike other options, Promomash offered not just the technology and features they were looking for, but a Client Success team well equipped to support and guide them along their trade management journey. As a young brand playing in a complex and competitive environment, Odyssey's team considered the added expertise an asset.

As Odyssey proceeded to onboard with Promomash, the initial focus was on getting deductions under control and setting up the most critical sales data connections via Crisp. The Promomash team embarked on a retroactive review of deductions, categorizing all charges by reason and source and disputing those found to be improper. These efforts led to quick wins: detailed visibility into where deductions were coming from and recovery of invalid charges.

Visibility

Categorization

Recovery



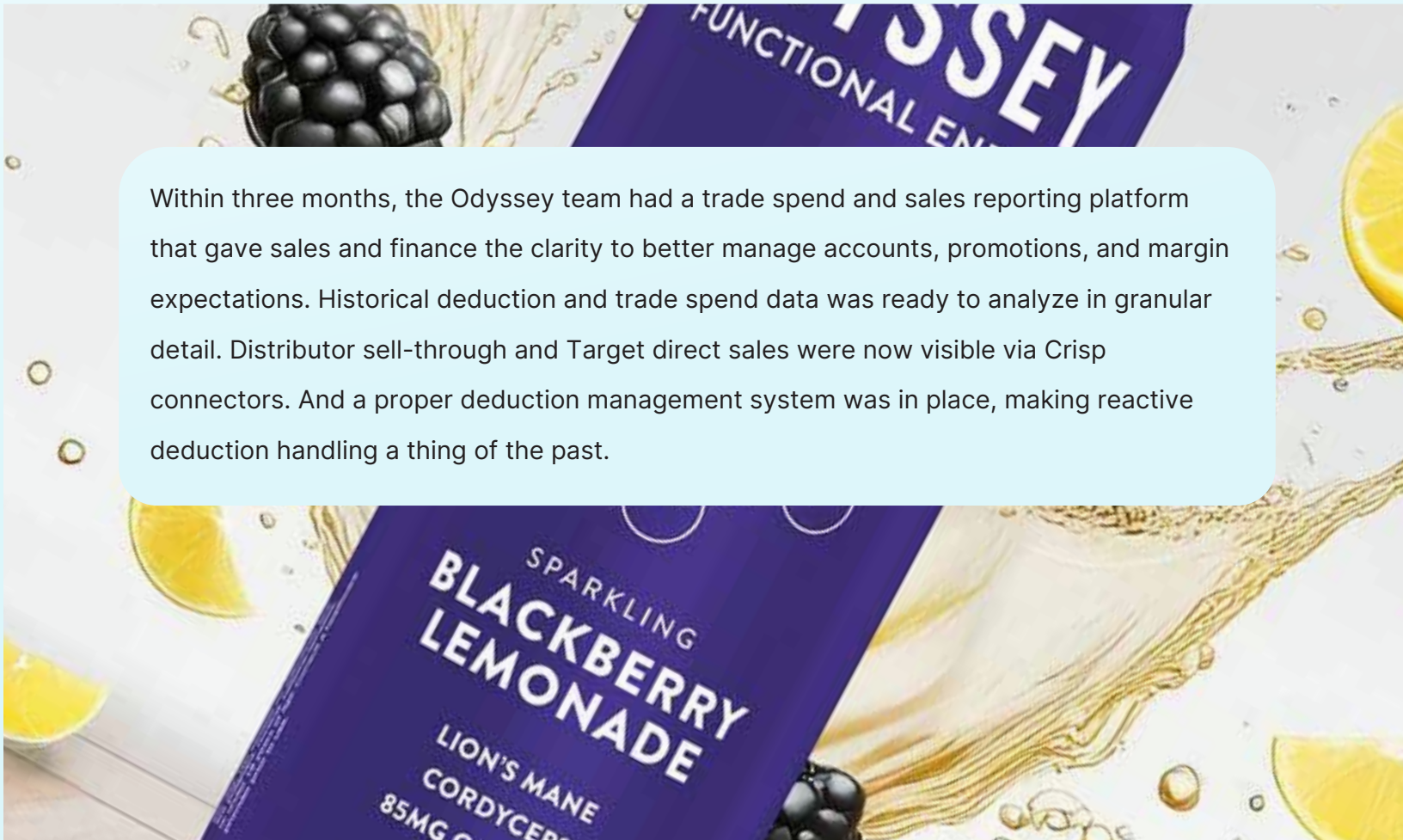
From top to bottom, the greatest asset has definitely been the deductions, disputing deductions, getting our money back," said Surprenant. "Going back in time and seeing where [our customers] were improperly shorting us...we were able to save a lot of money there.



From a data perspective, the Odyssey team was able to get harmonized distribution reporting across KEHE and UNFI with Crisp and Promomash. This allowed them to see sell-through performance by indirect customer, i.e. the smaller, independent retailers where Odyssey's products were distributed. Typically, it's a challenge for brands to understand detailed sales and demand in the retailers and/or regions distributors sell their products. With these critical data connections, Surprenant and his team were able to gain that level of visibility.

"I always say that we're not a beverage company, we're a data company," said Surprenant.

"Our ability to leverage data, understand our retail landscape, understand who's buying our products where, when, why...gives us the insights to scale in the right ways."



Within three months, the Odyssey team had a trade spend and sales reporting platform that gave sales and finance the clarity to better manage accounts, promotions, and margin expectations. Historical deduction and trade spend data was ready to analyze in granular detail. Distributor sell-through and Target direct sales were now visible via Crisp connectors. And a proper deduction management system was in place, making reactive deduction handling a thing of the past.

Getting to the Next Level with Trade Promotion Insights

Post onboarding, the Odyssey and Promomash teams continue to collaborate closely to build on the trade management foundation that had been set. The historical spend and sales data now in Promomash helps the team plan smarter by analyzing account-level trade spend and comparing it to sales lift and net margin.

Additionally, the Odyssey team is learning more about their business and gaining insights that drive decisions. Examples:

Demand hotspots in the Midwestern US were identified as opportunities to expand distribution in that region.

One of Odyssey's largest accounts had a relatively low trade spend percentage. The team took it as an opportunity to boost sales and net margin by increasing spend.

The team identified accounts where back-end charges did not match up to expected promotional sales performance, indicating a lack of execution.

Detailed trade promotion analytics revealed promotions that performed well on the surface with increased lift, but drained margin.

A review of spend across accounts revealed underutilized trade spend budgets. By reallocating trade funds and negotiating better terms, they increased overall ROI.

In summary, the Odyssey team was able to focus on spending where it mattered and avoid unproductive partnerships.

More Than Software: Partnership, Learning & Results

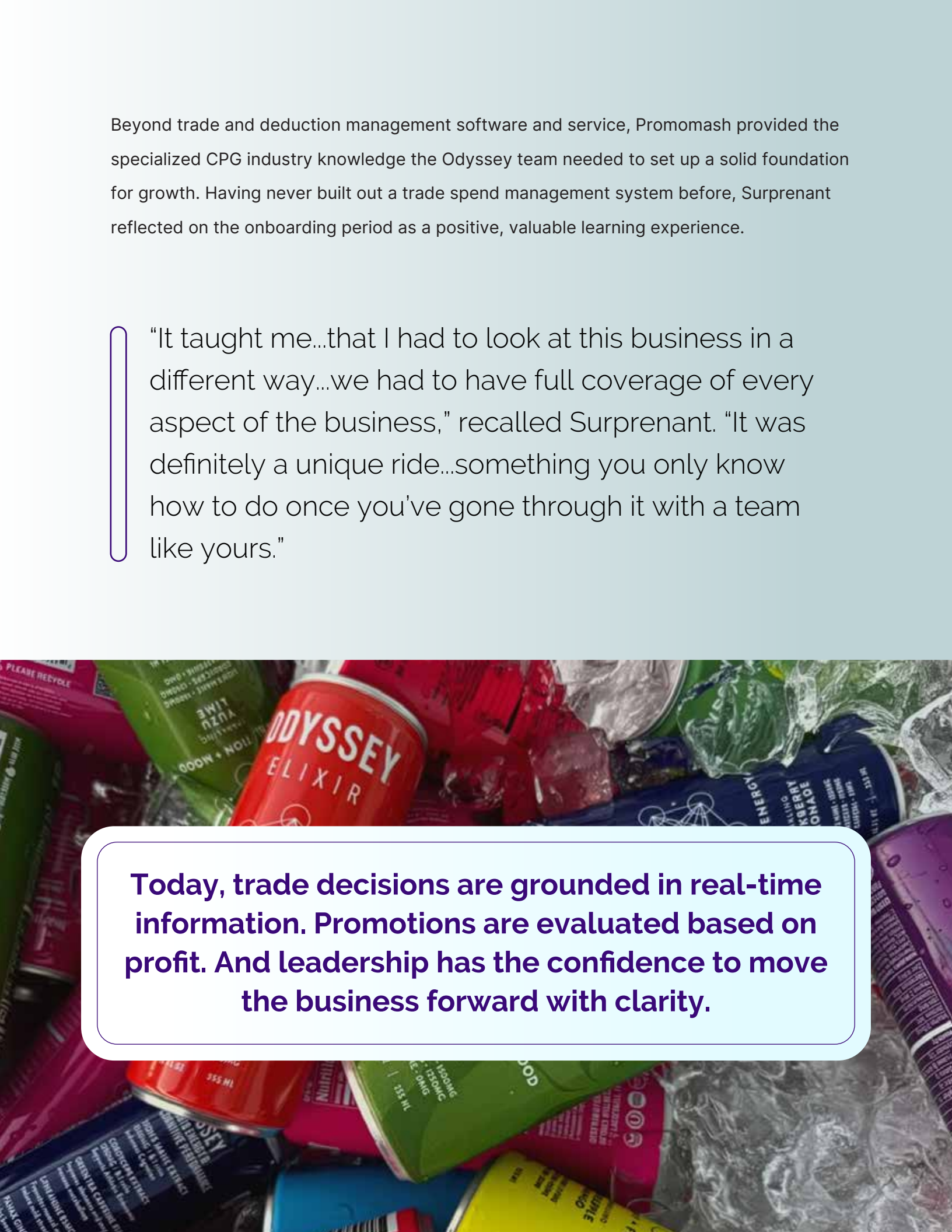
Odyssey Elixir has grown from a fast-moving brand with ambition to a disciplined, data-driven operation. Partnering with Promomash was the catalyst that made that transformation possible. And the journey is only just beginning.

Financially, Promomash has proven itself a solid investment for Odyssey. In the year since they began with the Promomash deduction management service, approximately 7% of deductions were found to be invalid and disputed on Odyssey's behalf. This amount is equal to roughly two years of Promomash service for Odyssey. To date, nearly 40% of that amount has been recovered.



Beyond trade and deduction management software and service, Promomash provided the specialized CPG industry knowledge the Odyssey team needed to set up a solid foundation for growth. Having never built out a trade spend management system before, Surprenant reflected on the onboarding period as a positive, valuable learning experience.

"It taught me...that I had to look at this business in a different way...we had to have full coverage of every aspect of the business," recalled Surprenant. "It was definitely a unique ride...something you only know how to do once you've gone through it with a team like yours."



Today, trade decisions are grounded in real-time information. Promotions are evaluated based on profit. And leadership has the confidence to move the business forward with clarity.



Interested in exploring how Promomash can help set your brand up for a successful CPG odyssey?

Contact us to learn more.



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