



BLACKSMITH
APPLICATIONS

Portfolio
of Solutions

Tools and intelligence to maximize brand promotion investments.

Your ideal partner knows the industry. That's us – the first call for CPG technology, software and support.

Blacksmith Applications is on a mission to help consumer goods companies achieve more profitable promotions and revenue growth through innovation in trade management, optimization, analytics, insights and data harmonization.



Trade management, optimization and advanced analytics for consumer goods organizations.

Back in 2000, we started with one goal: find a better way to manage and analyze promotions.

Since then, we've built a comprehensive trade promotion software and services solution that includes trade promotion management (TPM), trade promotion optimization (TPO), and trade promotion services.

Our platform organizes your data, so you can improve promotional planning and performance.

TABS Analytics and Decision Insight are divisions of Blacksmith Applications, offering analytics as a service, shopper research and insight solutions to further optimize brand performance.

TABS Analytics

Technology-enabled analytics capabilities that integrate, harmonize, and analyze sales and marketing data.

With TABS, we solve one of the biggest challenges for consumer goods companies: turning data overload into insights by breaking down information silos that develop within CPG manufacturers.

It all starts with data harmonization. Our proven approach ensures disparate data sources are harmonized, optimized and deployed in tools that deliver insights at the speed of thought.

DECISION INSIGHT

Shopper-driven research solutions to predict market performance with confidence, including eCommerce.

Our custom research division, Decision Insight, specializes in virtual shopping research, omnichannel shopper insights and price elasticity studies.

Utilizing proprietary virtual platforms for brick and mortar and eCommerce, we deliver effective strategies that win at retail.

Visit us online:
blacksmithapplications.com
tabsanalytics.com
decisioninsight.com

Through the acquisition of
TABS Analytics, Blacksmith
Applications is now a Nielsen
connected partner.

