

Empowering CPG brands with Syndicated Data Hub Utilizing Low-code Platform

Urmila Kishore
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What is Syndicated Data?

A syndicated data provides access to sales and market data from multiple retailers, allowing CPG companies to analyse market trends, consumer behavior, and competitor activity. This data is essential for making informed decisions about product development, marketing, and sales strategies.

[#posdata](#) [#consumeranalytics](#)

Do consumer packaged goods (CPG) companies encounter any challenges obstacles in dealing with syndicated data?

Yes, CPG companies encounter various challenges when bringing in all syndicated data into one platform. Integrating data from multiple sources can be a complex and time-consuming process, and ensuring data integrity and quality is crucial to generating reliable insights.

[#syndicateddatahub](#)

In what ways does the utilization of syndicated data contribute to distinguishing oneself in a highly competitive business environment?

Syndicated data hub is essential for CPG companies looking to stay competitive in a rapidly changing market.

Here are just a few examples of how top teams utilize sales data to stand out in the competitive landscape:

- Improves collaboration with retailers and brands.
- Empower Your Sales Team with Store Level POS Data
- Enhance supply chain efficiency.
- Optimize Promotions to Maximize Incremental Sales by Retail Channel
- Enable new product development.

[#lowcodenocode](#)

How does ExfDigital empower Organisations that need a Syndicated Data Hub?

ExfDigital's Syndicated Data Hub platform allows consumer packaged goods (CPG) companies and retailers to consolidate and unify data from various aggregators, providing a Single Source of Truth. This centralized hub eliminates the need to manage multiple data sources and provides a reliable and consistent data foundation for analysis and decision-making.

- By integrating data from different aggregators, such as market research firms, point-of-sale systems, and consumer panels, a syndicated data hub enables CPG companies and retailers to gain a comprehensive view of their business performance, market trends, and consumer insights.
- It facilitates better collaboration, data governance, and reporting across the organization, leading to more informed strategic decisions and improved operational efficiency.



What Happens in 4-weeks' time frame?

- ExfDigital offers a modular platform that enables users to construct a Syndicated Data Hub (SDH) effortlessly and expeditiously by assembling pre-built components or modules.
- The platform focuses on data mapping and harmonization, data ingestion and validation, data transformation and consolidation, data governance and security and finally advanced analytics and reporting to derive actionable insights from the unified database.
- In summary, the low-code Syndicated Data Hub platform provided by ExfDigital functions like Lego blocks, offering an intuitive and efficient approach to developing a platform. By leveraging pre-built components or modules, organizations are empowered to make well-informed decisions



Book a demo today to see how Exafluence makes it easy to harmonize your Retail and CPG data to actionable insights!