## The Total Economic Impact™ Of Stackline

Through four customer interviews and data aggregation, Forrester concluded that Stackline has the following three-year, risk-adjusted financial impact.



**RETURN ON INVESTMENT** 

331%



**NET PRESENT VALUE** 

\$3.79M



PERCENTAGE OF YOY GROWTH THAT IS ATTRIBUTED TO STACKLINE

30%



Stackline helps us understand enterprise marketing in [a] most meaningful and strategic way. The data that we get from Stackline is probably some of the best in terms of showing us what's really going on with shoppers [and] how they buy.

Vice president of omnichannel sales, manufacturing, CPG



## **CUSTOMER CHALLENGES**



Limited visibility into market share, brand performance, pricing, and competitiveness



Inadequacy of traditional data sources in an ever-changing landscape

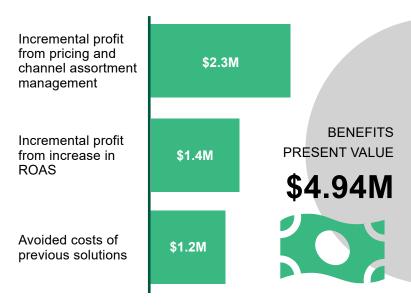


Heavy manual labor required with available data sources to generate insights



Limited capabilities to automate and optimize advertising performance within the major e-commerce channels

## **SUMMARY OF BENEFITS**



This document is an abridged version of a case study commissioned by Stackline titled: The Total Economic Impact Of Stackline, June 2022.

**Stackline**