

# Use Case: Display & Promotional Execution

Display and Promotional Execution focuses on ensuring visibility, compliance, and performance of promotional activities and secondary placements in retail environments. By leveraging Image Recognition (IR), businesses can transition from manual, labour-intensive tracking to automated, real-time insights, significantly improving accuracy and efficiency.



A centralised data approach provides a real-time view of execution performance across thousands of retail locations, ensuring promotions are effectively implemented and product displays meet brand standards. This includes tracking promotional compliance, validating price execution, and optimising SKU visibility to enhance distribution and sales.



Neurolabs' IR technology allows businesses to identify execution gaps, optimise product placement, and drive data-backed decision-making. By monitoring promotional effectiveness, ensuring price compliance, and improving catalogue coverage, businesses gain a competitive advantage while also streamlining in-store operations.

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## How it works:

Collect images in the field to:

Analyse execution performance using image recognition

Assess campaign compliance, SKU alignment and pricing accuracy

Deliver real-time insights to campaign managers for corrective actions

## Key benefits:

**Improved Promotional Effectiveness**  
ensure displays and price execution align with strategy

**Better Compliance & execution**  
validate adherence to retail execution agreements

**Increased Efficiency & Cost Savings**  
reduce manual work and improve inventory accuracy

