How a Spanish field marketing agency processed 1M images annually of over 1,000 SKUs

Who: A leading global Field Marketing Agency (FMA) supporting market-leading brands such as Samsung, Diageo, PepsiCo, and Tropicana. While operating globally, Neurolabs ZIA was initially deployed in the UK, with plans to expand across other markets within their network.

Why: The company needed to enhance in-store execution capabilities for its CPG clients, focusing on SKU availability, share of shelf visibility, and competitive insights. Existing solutions struggled to keep pace with frequent product changes and high-volume data requirements.

What: Neurolabs ZIA was implemented to address Planogram Compliance, Shelf Execution, Execution Auditing, and Competitive Reporting & Insights. ZIA Capture allowed for rapid onboarding of SKUs and efficient analysis of promotional materials and shelf-level insights, empowering the client to optimize retail strategies.

The results

- 24h new SKU onboarding turnover
- Over 1,000 active SKUs and 1M+ images processed annually
- Implemented High detection accuracy with real-time monitoring