

# How a Spanish field marketing agency achieved 95% SKU detection

**Who:** A leading global workforce solutions provider specialising in merchandising and field marketing for major CPG brands. Notable customers include P&G, Nestlé and L'Oréal.

**Why:** The company faced challenges in SKU catalogue management, planogram compliance, and promotional display execution, especially in the on-trade channel. Managing operations across categories like beauty, confectionery, and cards required greater scalability and faster project timelines than their existing tools could provide.

**What:** The company leveraged Neurolabs ZIA to address Planogram Compliance, Shelf Execution, Execution Auditing, and Promotional Display Management, optimising workflows and ensuring accurate, efficient retail operations.

## Results

Achieved **95%+ SKU detection accuracy** across 2,000+ products.

**Reduced new SKU onboarding** to under two weeks.

**Seamlessly integrated ZIA** with existing in-house SFA tool.

