

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

Who: A global Field Marketing Agency (FMA) supporting market-leading brands such as Samsung, Diageo, PepsiCo, and Tropicana.

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 and insights. ZIA Capture allowed for rapid onboarding of SKUs and efficient analysis of promotional materials and shelf-level insights, empowering the client to optimise retail strategies.

Results

24-hours new SKU onboarding turnover.

Over **1,000 active SKUs** and **1M+ images** processed annually.

Implemented **high detection accuracy with real-time monitoring** for managed brands and competitors.

