

# Use Case – Level 2 & 3

## Promotion Execution Level 2

Use image recognition to execute up-to-standard promotional campaigns, every time.

- Get visibility into promotional impact
- Audit and correct promotions POSMs
- Spot and improve promotions for sales opportunities



## Pricing Execution Level 2

Quickly address pricing gaps with image recognition that can extract and validate pricing for every SKU.

- Ensure pricing and labelling compliance at the SKU-level
- Detect promotional prices vs standard prices
- Action on pricing inaccuracies quickly



## Promotional Compliance Level 2

Instantly detect expected vs actual promotional prices per SKU so you can quickly address pricing errors.

- Improve in-store promotions in real-time
- Ensure allocations and contract compliance
- Apply learnings and best practices across locations



## Backroom Inventory Level 3

Detect holistic, accurate product inventory by linking visibility from the backroom to the front of store

- Ensure you are never out of stock
- Save costs by avoiding surplus orders
- Increase merchandising and storage efficiency

