

# 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 optimizing 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 and execution  
validate adherence to retail execution agreements

Increased efficiency and cost savings  
reduce manual work and improve inventory accuracy

