

Use Case – Level 1

Display Execution Level 1

Quality-check displays against pre-defined models (free-standing, end cap, gondola, floor, rack).

- Validate the quality of display merchandising
- Enhance execution both internally and with customers
- Ensure that SKUs and promotions are correctly displayed



POSM Management Level 1

Monitor all marketing and promotional materials with image recognition that can detect optimization opportunities.

- Reduce costs and maximise POSM budgets
- Roll out learnings across stores and locations
- Quickly identify sales and promotions opportunities



Planogram Compliance Level 1

Cross-reference planned shelf space with current instore displays by simply taking a photo.

- Guarantee contract compliance and accurate shelf-allocations
- Quickly identify and fix on-shelf issues
- Detect and escalate opportunities to improve assortment



Execution Auditing Level 1

Audit and optimise third-party retail execution with image recognition that gives you a real-time store view.

- Spot gaps in actual versus contracted KPIs
- Ensure assortment and distribution compliance
- Share results and apply learnings across your retail operations



Use Case – Level 1

Convenience Channel Visibility Level 1

Collect real-time data, on the SKU-level, to calculate shelf visibility and competitor performance.

- Monitor share of shelf across competitors
- Increase cross-channel visibility
- Maximise time with store owners by reducing data tasks



On-Premise Inventory Level 1

Compare your inventory against competitors and stay on top of shortages and buying needs.

- Improve product assortment and merchandising
- Spend less time collecting data and more talking to customers



On Premise Audit Level 1

Get complete visibility onto on-premise execution from availability to promotional items.

- Optimise brand visibility
- Unify on-premise and off-premise execution
- Accurately predict contracted KPIs
- Ensure assortment & distribution compliance



Shelf Execution Level 1 & 3

Capture your entire category at the SKU level and access competition assortments and out-of-stock info.

- Instantly diagnose shelf KPIs
- Quickly address sales opportunities
- Ensure retailer contract compliance

