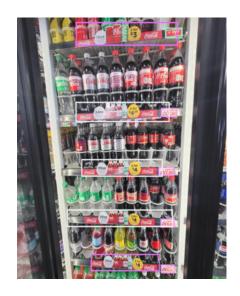
Use Case: Display & Promotional Execution

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 optimising SKU visibility to enhance distribution and sales.



Neurolabs' IR technology allows businesses to identify execution gaps, optimise product placement, and drive databacked decision- making. By monitoring promotional effectiveness, ensuring price compliance, and improving catalogue coverage, businesses gain a competitive advantage while also streamlining in-store operations.

Use Case: Display & Promotional Execution

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 & execution

validate adherence to retail execution agreements

Increased Efficiency & Cost Savings

reduce manual work and improve inventory accuracy

