How a UK field marketing agency *improved reporting accuracy by 4%*

Who: A leading Field Marketing Agency (FMA) supporting global CPG brands, including Ferrero and Heineken, with expertise in retail execution and merchandising. While operating across multiple regions, Neurolabs ZIA was deployed in Germany to optimise in-store operations and campaign effectiveness.

Why: The agency faced challenges with seasonal layout changes, distribution data collection, and managing SKU-level accuracy across 13,095 stores and 19,895 shelves. Existing methods lacked the speed and precision required for high-volume tasks and rapid onboarding of new products.

What: Neurolabs ZIA addressed planogram compliance, shelf execution, execution auditing, and seasonal demand management. The solution utilised ZIA Capture for quick product onboarding and 3D modelling to adapt to seasonal layout shifts, ensuring high accuracy and efficiency in the field.

Results

Improved reporting accuracy by 4%.

Reduced in-store execution time while increasing the speed of onboarding new products.

Delivered **precise distribution data** across 13K stores.