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.**

Use Case: Price & Product Recognition

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