

Use Case: Price & Product Recognition

This use case is designed to provide valuable insights and analytics on product pricing, helping users to check their product placement and ensure pricing compliance.

How it works: The Price Recognition feature uses advanced image processing and machine learning algorithms to identify and extract price tags and analyse the text found inside, from images of retail shelves.



The algorithms are trained on a wide variety of images and pricing formats, making it highly accurate and robust. Once an image is uploaded, the system will automatically detect and extract pricing information such as unit prices, total prices, and discounts.



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 & execution
validate adherence to retail execution agreements

Increased Efficiency & Cost Savings
reduce manual work and improve inventory accuracy

