

AI Display Tracking | Wata Tech

Back AI Display Tracking Artificial Intelligence At WATA TECH, we recognize the importance of realtime data and accurate insights to make informed business decisions, especially when it comes to understanding market dynamics and consumer behavior. The AI Display Tracking solution was developed to meet the growing demand for precise tracking of product displays, promotions, and competitor activities. With cuttingedge technologies such as Machine Vision and Image Stitching , our solution empowers businesses to capture, analyze, and act on display data in real time. By offering detailed insights into product placements, pricing, and promotional strategies, AI Display Tracking enables businesses to optimize shelf management, enhance competitive analysis, and boost overall market performance. This powerful tool was designed to help businesses understand their product visibility and track the effectiveness of their marketing efforts while ensuring accuracy and realtime feedback.

Challenges As retail environments become increasingly competitive, businesses need to keep a close eye on product display performance, promotions, and competitor strategies to stay ahead. For companies operating in dynamic markets, maintaining visibility and ensuring that products are displayed in the most effective way possible is crucial for maximizing sales. WATA TECH identified the following challenges in retail and ecommerce that needed addressing:

- Tracking Product Displays:** Difficulty in obtaining accurate, realtime data on product placements, pricing, and promotions on store shelves.
- Competitive Analysis:** Businesses needed a more efficient way to monitor competitor display strategies, pricing, and promotions in order to adjust their own strategies accordingly.
- Manual Monitoring Limitations:** Traditional manual tracking methods were timeconsuming, prone to human error, and often lacked scalability to handle large volumes of products across multiple locations.

Solutions WATA TECH s AI Display Tracking solution was developed to address these challenges by leveraging advanced Machine Vision and Image Stitching technologies. The system automatically scans product displays, tracks product placements, identifies pricing, and provides realtime insights into promotional activities. This allows businesses to stay on top of their instore presence without the need for manual monitoring.

Key features of the AI Display Tracking solution include:

- Machine Vision:** Our system uses machine vision to detect and count displayed products on shelves with high accuracy, ensuring that you have a clear understanding of your product visibility at any given moment.
- Image Stitching:** The image stitching technology combines multiple images to create a comprehensive visual overview of product displays, making it easy to identify product placements and analyze shelf layouts.
- RealTime Analytics:** The system processes data in real time, allowing businesses to act swiftly on insights, adjust promotions, or optimize shelf arrangements as needed.
- Competitive Analysis:** By tracking competitor displays, pricing, and promotional activities, the solution provides valuable data that can be used to refine your marketing and sales strategies.

Features

- Advanced Visual Recognition:** Realtime tracking of products on shelves, ensuring accurate counts and visibility metrics.
- Shelf Layout Insights:** Detailed information on shelf arrangement and product positioning, helping businesses optimize product placement for maximum visibility.
- Promotions & Pricing Detection:** Identify pricing strategies and promotional materials on display, allowing businesses to adjust their strategies in response to market trends.
- Competitor Tracking:** Realtime competitor display analysis helps businesses monitor pricing and promotional

tactics, keeping them competitive in the market. Results With the implementation of the AI Display Tracking system, businesses have seen significant improvements in product display management and market analysis. The ability to track products on shelves in real time has led to more accurate and timely decisionmaking, enabling companies to adjust product placements, promotions, and pricing strategies based on realtime insights. The system s comprehensive visual analysis has helped businesses understand their display effectiveness and adjust strategies accordingly, improving overall sales performance. Additionally, by monitoring competitor activities, businesses can finetune their own display and promotional strategies to stay ahead in the market. Take the Next Step in Display Optimization If you're looking to gain deeper insights into your product displays, promotions, and competitor strategies, WATA TECH s AI Display Tracking is the perfect solution. It offers realtime, accurate data to help optimize product placements, improve promotional effectiveness, and stay ahead of the competition. Contact WATA TECH today to learn how AI Display Tracking can elevate your retail strategy and optimize your product visibility across all channels.