

ShelfSnap™ Newsletter



Volume 1

Would you like to see the actual digital images and summary statistics of your in-store merchandising store by store? And, more affordably than traditional manual field sample audits? Welcome to the first edition of our newsletter. At ShelfSnap™, we translate and analyze digital images into actionable, in-store intelligence. Using store by store pictures and our proprietary image recognition system, we can tell you - store by store - the compliance of your new product or packaging. ShelfSnap™ also tells you if your displays and in-store media such as shelf ads, signage, coupon dispensers, etc., made it to the store. We also provide store by store information on planograms, out of stocks, facings, linear footage allocation, etc.

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What do your displays look like? Store by store?



What does your shelf space look like? Are you out-of-stock? How many facings do you have?

Clever use of technology and resources specifically targeting: new product or packaging, displays, in-store media, POG construction and compliance. With ShelfSnap™, there is no expensive, time consuming data collection process nor manual computing of in-store intelligence required. We are committed to using state of the art technology that allows for more accurate, faster and cost-effective census insights than a traditional manual field sample audit. ShelfSnap™ is a high-tech merchandising audit service using image recognition and a spatial analytic engine to yield richer insights on in-store execution and specific business events.

Call us today and allow us the opportunity to show you the unique types of in-store insights that we can provide! Your deliverable includes report summaries of all in-store conditions plus the actual images - rolled up by chain and by individual stores (complete with each store name and address). You will be able to see firsthand the presence of your in-store merchandising. We report stores in compliance and stores not executing - delivered in time so you can quickly fix chronic in-store conditions.

In addition to the store by store images, you can view report summaries rolled-up by chain. ShelfSnap™ also creates a file compliant with space management software that allows for easy import of actual store conditions for comparison to plan.

