



## With many of your goals dependent on in-store merchandising, do you know if your display execution is meeting your objectives?

Few retailers today would underestimate the overall value and sales potential of in-store displays. While once viewed as marketing tools to build store volume and meet sales demand, both retailers and manufacturers are also looking at displays as a way to build overall store traffic, category in-aisle traffic, and category conversion. In addition, manufacturers often look at displays as a way to meet their short term volume plan and goals, get consumer trial on their new and relaunched items, and get their fair share of in-store display space. If executed correctly, every display should be able to accomplish one or more of these goals.

However, a display should not be implemented in the store until the manufacturer and retailer are aligned on what is to be accomplished by the display. The location of the display, the type of the display, the products on the display, the signage and POP on the display, and the price will all have an important bearing on how effectively the display accomplishes its purpose.

ShelfSnap™  
1585 N. Milwaukee Ave.  
Suite 15  
Libertyville, IL 60048  
847-996-1077  
[www.ShelfSnap.com](http://www.ShelfSnap.com)



## Traditional sample-based observations and ACV metrics leave much on the table in understanding display compliance and its in-store effectiveness.

Measuring the execution of your displays using sample-based ACV metrics often raises more questions than answers. Let's assume that a 4-week scanning data report or custom audit indicates that your display is up in 70% of the account's ACV. What does the 70% ACV display really mean? What insights and corrective action can be taken with this data? More importantly, how does one use this in their dialogue with the trade? Did you get the type of the display that you paid for? Was the signage and POP on the display?



### ShelfSnap™ Mission:

To provide the CPG industry with a global systematic process and set of tools to **measure store-level compliance** of in-store merchandising and **enable better analytics** of each marketing dollar invested.

## A checklist for understanding what is really happening with your display execution.

In order to effectively understand display execution in real time and determine the specific corrective actions that you need to take, more in-depth measurement is necessary. Census-based enabled insights provided in real-time are “must have” metrics. Also important is understanding the type of the display, the products on the display, the signage and POP on the display.

With a census-based approach and having the proper measurement points in place, you should be able to take required corrective action in real-time. Here is a checklist of the key questions you should answer about your display execution:

### Store compliance insights

- How many stores had the display?
- What were the voids (store name and address)?
- Are compliance voids a continuance problem?

### Display quality insights

- What type of display did I receive? (endcap? case stacker?)
- What does the display look like? Digital image?

### Display inventory insights

- Was the display fully stocked?
- How many facings did I have on the display? Linear feet?

### Co-product display insights

- What else was on display with my product?
- What is my share of facings on display?

ShelfSnap™ display compliance data can fuel your in-store marketing mix models and tells you what is best at driving category conversion and traffic.

## ShelfSnap™ - display measurement is also part of our mission.

Our mission at ShelfSnap™ is to provide the CPG industry with a global systematic process and set of tools to measure store-level compliance of in-store merchandising and enable better analytics of each marketing dollar invested. Measuring the results of display execution is also part of our portfolio of insights that we provide to CPG companies such as yours. We provide census-enabled insights for many of the top retailers including Wal-Mart, Super Wal-Mart, Meijer, Target, Kroger (all divisions), Safeway (all divisions), SUPERVALU (all major divisions), Delhaize (Hannaford and Food Lion), Ahold (S&S, Giant Landover, Giant Carlisle), HEB, Publix, A&P, Winn-Dixie, Shoprite and HyVee.

Store #	Received Photos	Display #1	Display #2	Display #3	Display #4	Display #5	Display #6	Display #7	Display #8	Display #9	Display #10	Totals	%
139	x	x	x	x	x	x	x	x	x	x	x	9	90%
140	x	x	x	x	x	x	x	x	x	x	x	9	90%
141	x	x	x	x	x	x	x	x	x	x	x	6	60%
144	x	x	x	x	x	x	x	x	x	x	x	8	80%
262	x	x	x	x	x	x	x	x	x	x	x	8	80%
265												0	0%
267	x	x	x	x				x		x		5	50%
289	x	x	x	x	x	x	x	x			x	8	80%
292	x	x	x	x	x	x	x		x		x	8	80%
296												0	0%
301	x	x	x				x	x		x	x	5	50%
305	x	x	x	x	x	x	x	x	x	x	x	10	100%
326	x	x	x	x	x	x	x	x	x	x	x	10	100%
426	x	x	x	x	x	x	x	x	x	x	x	7	70%
442	x	x	x	x			x				x	6	60%
455	x	x	x	x			x	x		x		5	50%
456	x	x	x	x	x	x	x	x	x	x		8	80%
457	x	x	x	x	x	x	x	x		x	x	9	90%
458	x	x	x	x	x	x	x		x	x	x	8	80%
501												0	0%
508	x	x	x	x	x	x	x	x	x	x	x	10	100%
515												0	0%
525	x	x	x	x	x	x	x	x	x	x	x	9	90%
595	x	x	x	x			x		x	x	x	7	70%
Totals	21	18	20	17	14								
%	84%	72%	80%	68%									

Store #139 was 90% compliant across all 10 corporate product displays.

Display #2 was present in 80% of the stores.



We can tell you how your displays look - store by store - within 48 hours of the store visit. We also save you the cost of store trips by providing the digital images of your displays.

ShelfSnap™ is a high-tech merchandising audit service using image recognition and a spatial analytic engine to yield richer insights on in-store execution. First, digital images of your in-store merchandising are taken and uploaded into the ShelfSnap™ data processing center. Then, the ShelfSnap™ image recognition system analyzes color, package size, and label design and compares it to your product reference file to identify the correct product. In the third step, the ShelfSnap™ analytic engine generates quantitative analytical results of the images captured. Analysis is outputted to web applications or data files. Output includes images and applications that show exception to the plan, out of stocks, and display compliance.

For more information on how ShelfSnap™ can help you measure your display execution, call us at 847-996-1077 or email Mike Spindler at [Mike.Spindler@ShelfSnap.com](mailto:Mike.Spindler@ShelfSnap.com).