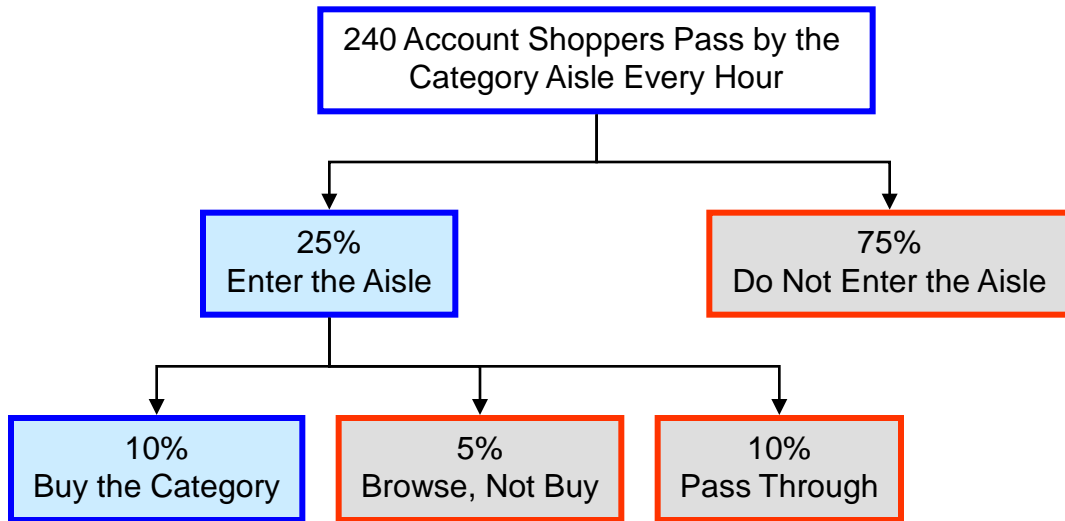




ShelfSnap™
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Is your in-store media reaching your targeted stores? And if it is, do you know what types of in-store media are best at driving category traffic and conversion?

Let's presume that through observing in-store shopping patterns, you find that roughly 240 shoppers pass by your aisle each hour. Of the 240 shoppers, 25% enter the aisle and 10% buy your category, 5% browsed the category but did not buy, and the remaining 10% simply passed through. These insights reveal two critical opportunities: building category traffic in the aisle and also, improving category conversion.



With these two opportunities presented, the key questions are: how does one build traffic in the aisle? And, once the shopper is in the aisle, how does one get them to buy the category? How can marketers lure shoppers into the aisle with the ultimate goal of converting them into a category buyer (and buyer of my brand)? What in-store marketing strategies are best at achieving these two important objectives?



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.

“First-in-class” retailers are looking to manufacturers for deeper and better insights on how to drive optimal shopper marketing action in the store.

Manufacturers and retailers today lack knowledge and have very little history in understanding what drives traffic and conversion. In addition, most retailers have limited understanding of their in-store media activity relative to competitors and no experience in developing replenishment strategies for in-store media.

The primary problem is that there are many different types of in-store media programs that are not currently being measured for compliance and as a result, cannot be fed into traditional marketing mix models. Examples include Cart Talkers, Shelf Banners, Shelf Coupon Dispensers, Shelf Talkers, Signage, and Display activity by type and location. Marketing mix modeling can define the effectiveness of each of the marketing elements in terms of its contribution to sales-volume, effectiveness (volume generated by each unit of effort), efficiency (sales volume generated divided by cost) and ROI. These learning’s can then adopted to adjust marketing tactics and strategies, optimize the marketing plan and also to forecast sales while simulating various scenarios. However, without compliance data of these granular in-store media types, marketing mix models lack the independent variables that are needed to explain the variations in volume, trend and lifts. Today’s syndicated suppliers fall a bit short in this category and typically capture features, displays and TPR’s and use this set to feed respective models.

With retailers looking for better insights on how to drive optimal shopper marketing, ShelfSnap™ helps you improve the ROI value of your in-store media investment.

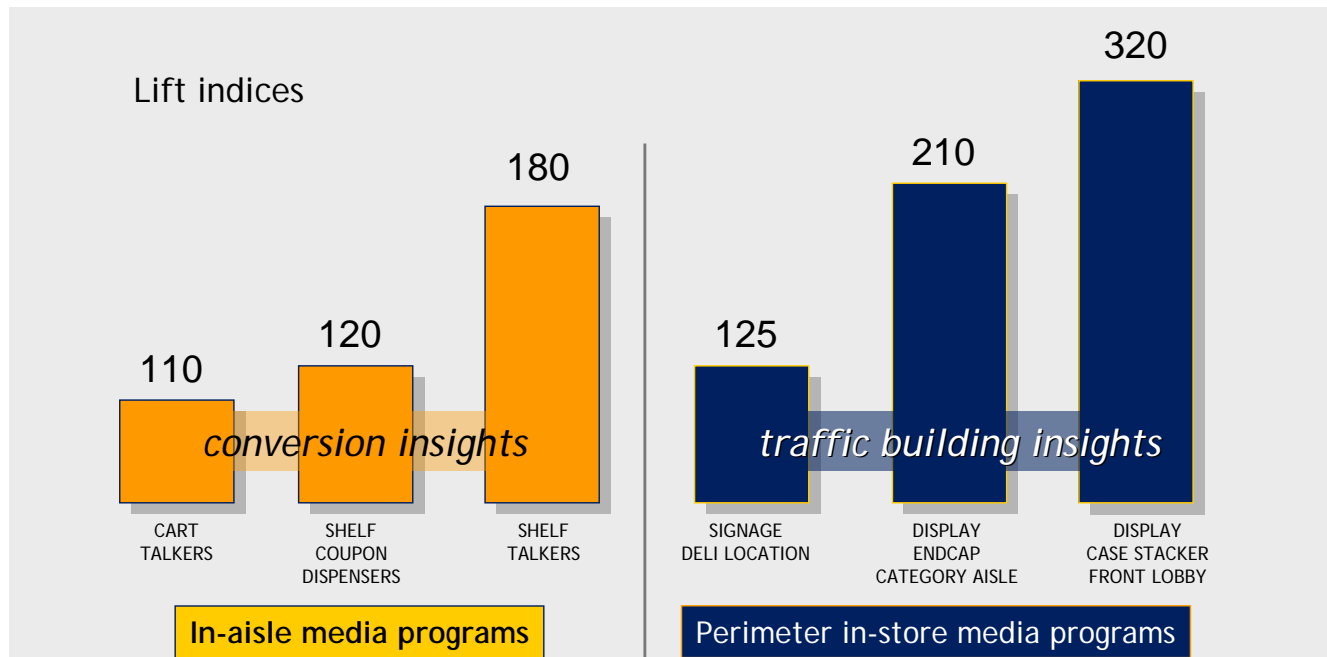
ShelfSnap™ provides census-based enabled retailer intelligence about the execution of in-store media designed to build store traffic and category conversion. Questions such as: In what aisle was my in-store media located?, on what shelf was my in-store media located?, what was my in-store media adjacent to? can now be answered. ShelfSnap™ also tells you the type of in-store media you received in perimeter locations and where it was positioned in the store. Even more powerful, the in-store media insights from ShelfSnap™ can be used to fuel your in-store marketing mix models and tell you what is best at driving category conversion and traffic.



Executing the right types of in-store media programs are important to driving traffic into your category aisle and building category conversion.

ShelfSnap™ captures, translates and analyzes digital images of your in-store merchandising into actionable, in-store intelligence.

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 in-store media 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, high value retailers.



The in-store media insights from ShelfSnap™ can be used as inputs to your in-store marketing mix models and tell you what is best at driving category conversion and traffic.

We can tell you how your in-store media looks - 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 in-store media.

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 in-store media execution, call us at 847-996-1077 or email Mike Spindler at Mike.Spindler@ShelfSnap.com.