



# Make informed commercial decisions and gain category growth



To win at the shelf, you have to go beyond tracking where your products sell in and how much they sell out. Understanding what's really happening in the store is imperative to gaining a 360-degree view of how your portfolio is performing in the marketplace. But your teams are already grappling with too much data, while trying to stay on top of myriad in-store

issues like merchandizing, shelf space, sale price and in-store promotions, just to name a few. Trax Retail Intelligence is the only image recognition based market measurement solution that provides holistic, comprehensive and accurate category intelligence across the competitive landscape so you can make informed commercial decisions and drive

top line growth. Unlike traditional market measurement services, Trax automates the collection and analysis of in-store data with breakthrough Computer Vision technology. Our executive dashboards deliver timely, relevant insights on market penetration gaps, product placement, assortment optimization, price and promotion effectiveness and more.

## Eyes into the store: Image recognition based market measurement for the most comprehensive view of category behaviour in the industry

### Market and competitor insights

Track and understand your in-store execution performance, and benchmark this with your competitors and the market

### Category and brand management

Achieve a balanced assortment portfolio and drive brand growth with shelf behaviour indices that shed light on category penetration gaps, pack-size level growth trends and more

### Commercial planning & analytics

Increase revenue by quickly identifying and activating optimal promotion price across your category during in-market launches and sales cycles

### Shopper marketing

Drive incremental volume by aligning your in-store execution mechanics with shopper demand, especially during seasonal campaigns



## How we are different:



### Leaders in computer vision solutions for retail

Our breakthrough image recognition algorithms and deep learning platform are purpose-built for retail



### Data granularity and reliability

Ascertain insights at any level from market down to the SKU, and view the actual shelf images to verify in-store issues



### Retail data currency

Our *Trax Quality Index* provides manufacturers and retailers with a common language to identify and analyse execution gaps

Trax global clients



## How it works:



### Shelf images captured

Our global retail audit panel captures shelf images across markets and retail channels



### Data analyzed

Images are analysed in the Trax cloud with our advanced Computer Vision algorithms



### Reports available

Online market measurement reports are available to CPG clients on a subscription model

Leverage intelligent analytics to evaluate and capture every opportunity from market to shelf



#### Market

Regions, cities, channels, banners, stores

#### Store

Product location, secondary displays, shelf location stability

#### Category & Shelf

Distribution, shelf share, OOS, Trax Shelf Score

#### Brand & SKU

NPD, POSM, Pricing, Promotions

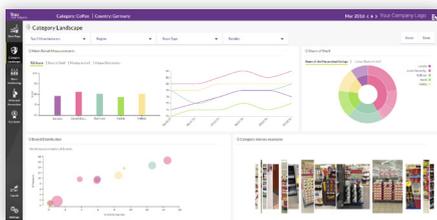
## Get a scientific measure of category behaviour with our Trax Quality Index

We use sophisticated analytical techniques to deliver the Trax Quality Index, a metric that quantifies your execution performance across channels and markets. With this scorecard, you get a direct line of sight between strategic category goals and KPIs, giving you a faster and more reliable way to answer critical business questions.



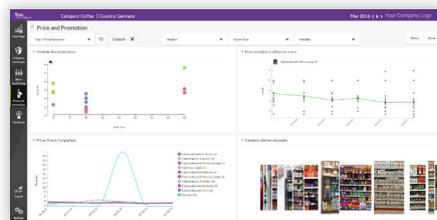
## Enterprise grade cloud-based BI for truly agile analysis

With interactive visualizations and configurable dashboards, our business intelligence platform not only enables you to go where the data lives, but do more with it than you could before. With access to actual shelf images, rest assured that your insights come from accurate, reliable data.



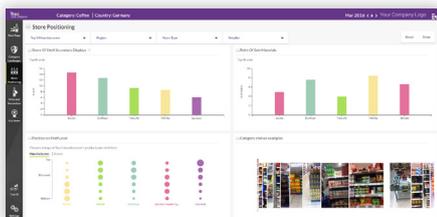
### Category Landscape

Identify category leaders and laggards with views on shelf share, unique SKU volume across regions and store types



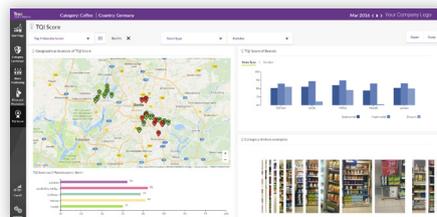
### Price Pack Dashboard

Ascertain optimal category price pack by observing price volatility and seizing SKU rationalization opportunities



### Positioning and Promotions

Assess your brand's ability to persuade shoppers in the store by reviewing position on shelves and display execution across markets



### Trax Quality Index

See how your brand performs across dozens of in-store execution parameters, and adjust your retail strategy accordingly



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