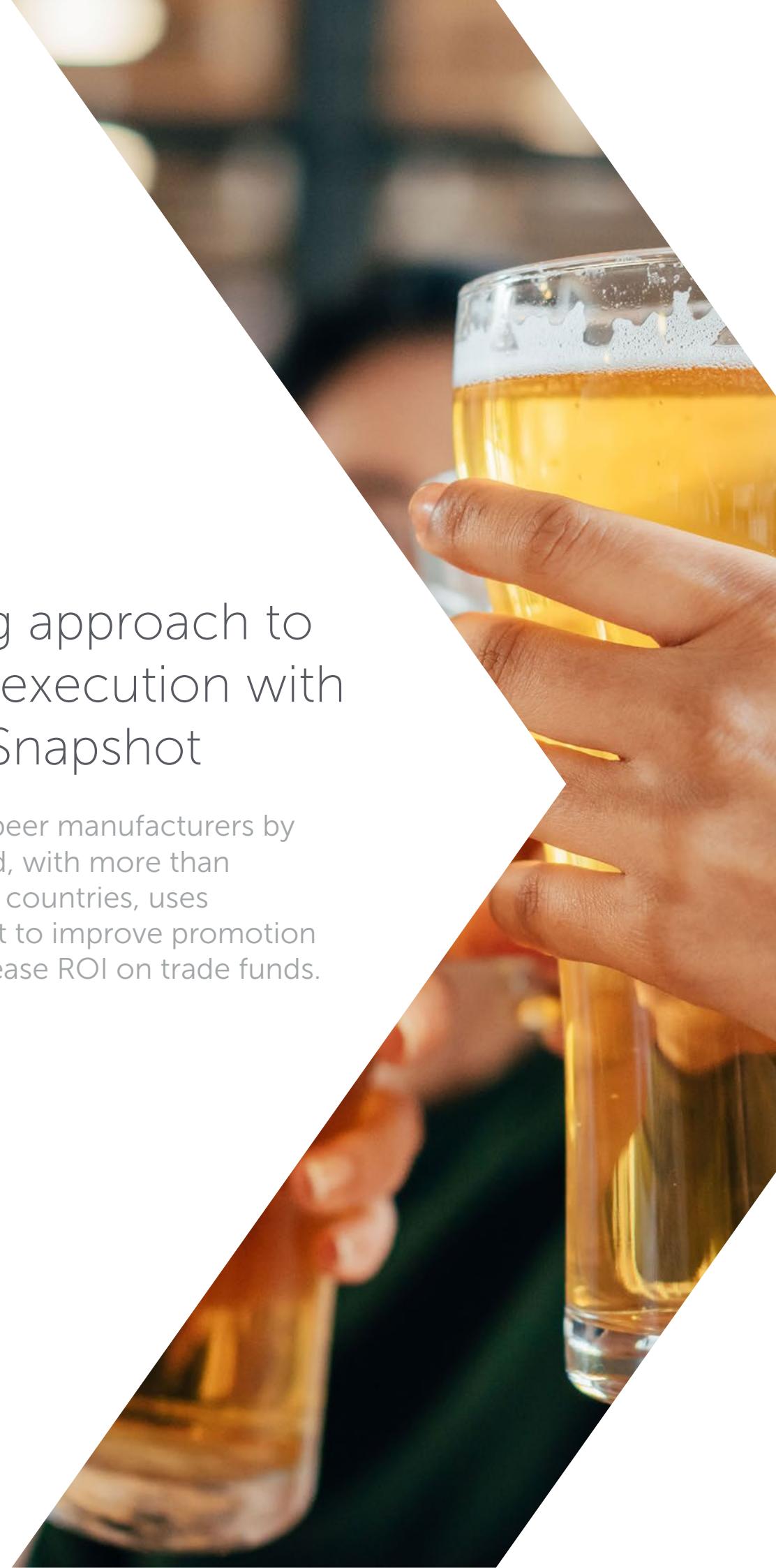




CASE STUDY

## A refreshing approach to promotion execution with Trax Retail Snapshot

One of the largest beer manufacturers by volume in the world, with more than 165 breweries in 70 countries, uses Trax Retail Snapshot to improve promotion execution and increase ROI on trade funds.



## Executive Summary

A leading beer brand used Trax Retail Snapshot to identify and resolve its promotional execution issues across all key retail outlets. Using Trax data the company implemented a new incentive program in cooperation with its distributor partner. Results: a 67% improvement in display compliance and \$45 million incremental revenue opportunity.

### THE CHALLENGE

#### Diminishing returns on promotional investment

In the 1990s, the global beer industry saw the first glimpses of a new breed of consumers – one that was no longer satisfied with the relatively small number of brands and varieties previously available. More than two decades later, the number of new beer products on retailers' shelves is at an all-time high. However, volume growth has been elusive for most beer manufacturers. In order to achieve standout in a cluttered industry and drive topline growth, brewers are heavily reliant on promotional spend, much of which extends to the in-store environment.

When it comes to trade promotion, much like other manufacturers, this client made different bets on multiple SKUs at different stores. This made it very difficult to track the ROI on any single promotion. Often, the brewer could not identify whether lower than expected sales were a result of a poorly-performing promotion or one that was improperly executed. Or, even worse, a promotion that was never executed at all. Why was this?

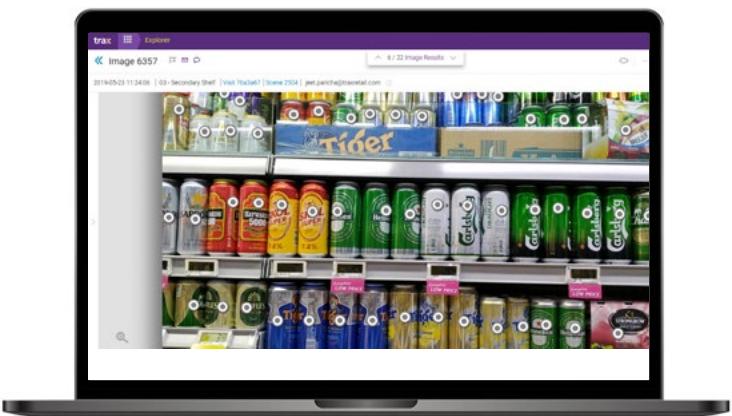
The client had limited visibility into the merchandising conditions of its key outlets. The data was too high-level, whereas the analysis needed to be much more detailed – at the SKU level, by store, and with timely data. They needed an effective way to objectively measure and benchmark merchandising and display execution performance during important sales periods across all key retail outlets.

### THE SOLUTION

Trax Retail Snapshot is a crowdsourcing-based merchandising and promotion execution measurement solution. With Trax Retail Snapshot, CPG manufacturers can:

- Activate Trax's mobile workforce to quantify store conditions within 24 to 48 hours of starting a promotion or new product launch and fix issues during the promotion cycle
- Make decisions with a clear understanding of conditions on the ground, powered by actual store and SKU-level photos
- Reduce the cost of store audits with greater coverage and unlimited reach potential at any point in time

By implementing Trax Retail Snapshot, the brewer was able to replace their telescopes with microscopes, in that they gained unprecedented visibility into its merchandising execution performance across 15,000 stores each month in a cost-effective way.



Trax Retail Snapshot – Promotion Execution Measurement

### How Trax Retail Snapshot works

The solution uses retail crowdsourcing that maximizes coverage, promotes transparency, and delivers rapid results to quantify your in-store merchandising conditions.



By leveraging Trax's 'always on' crowd workforce, the company measures its brands and key competitors, thus gaining a clear picture of the display and promotion landscape in every store. Refer to Figure 1.

**Figure 1: Illustration of promotion execution compliance across stores by brand**



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“Since beginning the Trax partnership, own-brand execution has continued to increase every quarter and is also reflected in a growth of sales on display in our Nielsen channels. Surveyors collect own-brand and competitive data to build a picture of the display landscape in target retail outlets. They track things such as size, location and assortment of each display, and we have merged our in-store execution data with sales data to measure the impact of display and quality variables.”

- Dan, Sr. Director of Business Intelligence, Channels and National Accounts

## THE RESULTS

With Trax, the client has changed the way they approach in-store execution. More and more teams are able to have strategic and mutually beneficial conversations with retailers through appropriate use of a common set of data. According to Dan, the company's BI leader, even non-sales departments are leveraging Trax data to better understand the performance of their programs in-store. For example, commercial marketing is now able to understand what products are on displays and which aren't.

But nothing speaks to the value of this type of "performance-driven merchandising" more than actual results. With a newly- attained visibility down to the store level thanks to the Trax Crowd, the client not only reduced the cost of execution, but also improved overall display compliance by 67% (Refer to Figure 2). This equated to an incremental revenue opportunity of nearly \$45 million.

**Figure 2: Improvement in Display Compliance Over Time**



## WHAT'S NEXT?

If you're ready to adopt crowdsourced execution to get granular visibility into store conditions, optimize trade funds allocation and improve retailer relationships, Trax Retail Snapshot is your answer.

### Getting started is easy:



#### Choose SKUs/Displays

Select the number of SKUs and/or displays you want to track



#### Choose Retailer(s)

Select retailers to monitor and indicate number of stores per retailer



#### Choose Frequency

Choices typically include quarterly, power periods, and large promotional events

Talk to sales today: <https://traxretail.com/products/trax-retail-snapshot/#contact-form>

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