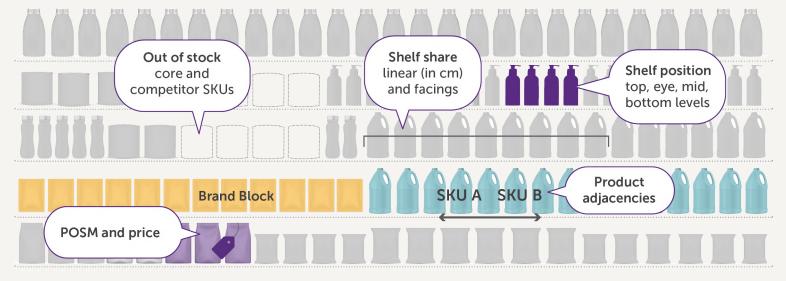


## Your single source of shelf truth

Computer Vision solutions capture shelf reality and generate near-real time objective, actionable insights on a wide array of in-store conditions

## One image, many possibilities



Trax's out of the box reports encompass six KPI families



## Quantifies how dominant a

group of products is out of a bigger group of products calculated either by facings or length of shelf space occupied.



## found on the shelf with the

Compares the list of products

expected products list to check if each product is available or out-of-stock.



### Tracks product location (e.g. eye-level), shelf standards

(e.g. brand-blocking) and category adjacencies.



### of new products, POSM and promotional price by

product/brand/manufacturer.

ASSORTMENT



# Planogram

Tracks planogram compliance and identifies areas for improvement. The compliance is a score composed of 3 KPIs availability, facings target and position.

85.7

0.0

4.3

0.0

Major Retailer

< 4/ 23 scenes >

=

# Example 1: Share of shelf by facings

Here's how our algorithms calculate

key performance indicators

## Total product facings = 34 Total "soft drinks" facings = 26



A perfect store scorecard is a composite of multiple metrics measured in each channel and region against a baseline. It helps manufacturers maintain global execution standards and highlights gaps and opportunities for all key stakeholders, at a single glance.

BASELINE TOTAL **AUDIT** SHELF SCOREBOARD - PETFOOD CATEGORY **SCORE** % Compliance

Brand A fair share of assortment

Competitor B maintain or grow assortment

DISTR	SPACE	Brand A fair share of space  Brand A maintain or grow space	99.2 0.0	9.9 0.0
	TOTAL DISTRIBUTION		0 0 0 0 0 0	14.2
DESIGN	CATEGORIZATION	Defined category Defined feeding philosophies >70%	98.6 73.1	4.9 3.7
	FLOW	Priority feeding philosophies vertically blocked Competitor B optimal multipacks & on range shelves	68.5 82.2	3.4 4.1
	TOTAL DESIGN			16.1
	TOTAL SCORECARD			30.3
How to consume the insights?				
Mobile Report				

### Out of Share of **Product** Stock Shelf Presence

8.9%

24.2 pt

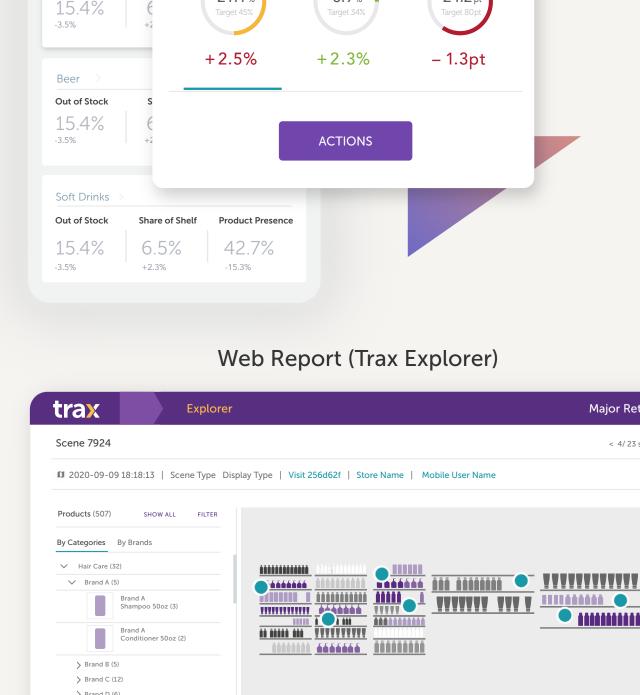
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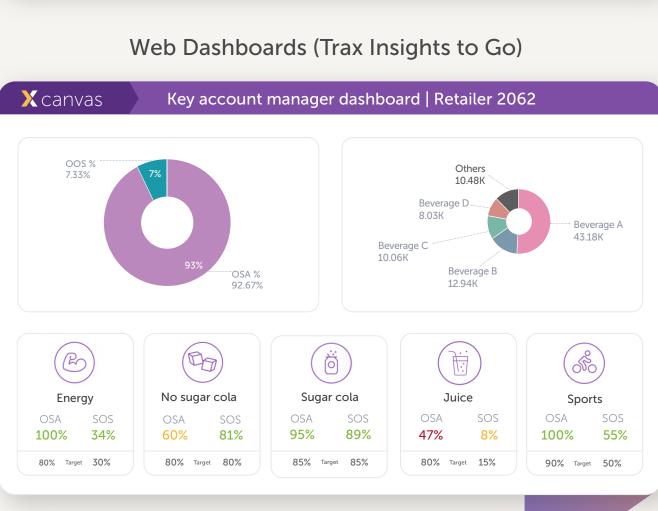
21.1%

X Visit Summary

**Categories** 

Water Out of Stock





## Trax's technology allows us to have visibility to thousands of retail store sets and allows us to truly measure how well we are executing and how we can continue

Pet Nutrition North America, Mars

Trustworthy data, game-changing insight

to improve upon it. It's such rich data that we could not get from any other source. And by having meaningful samples of the accounts, we are able to understand execution levels at each store as well as top accounts." Susan Garret. Team Lead Dog MM Category Insights,