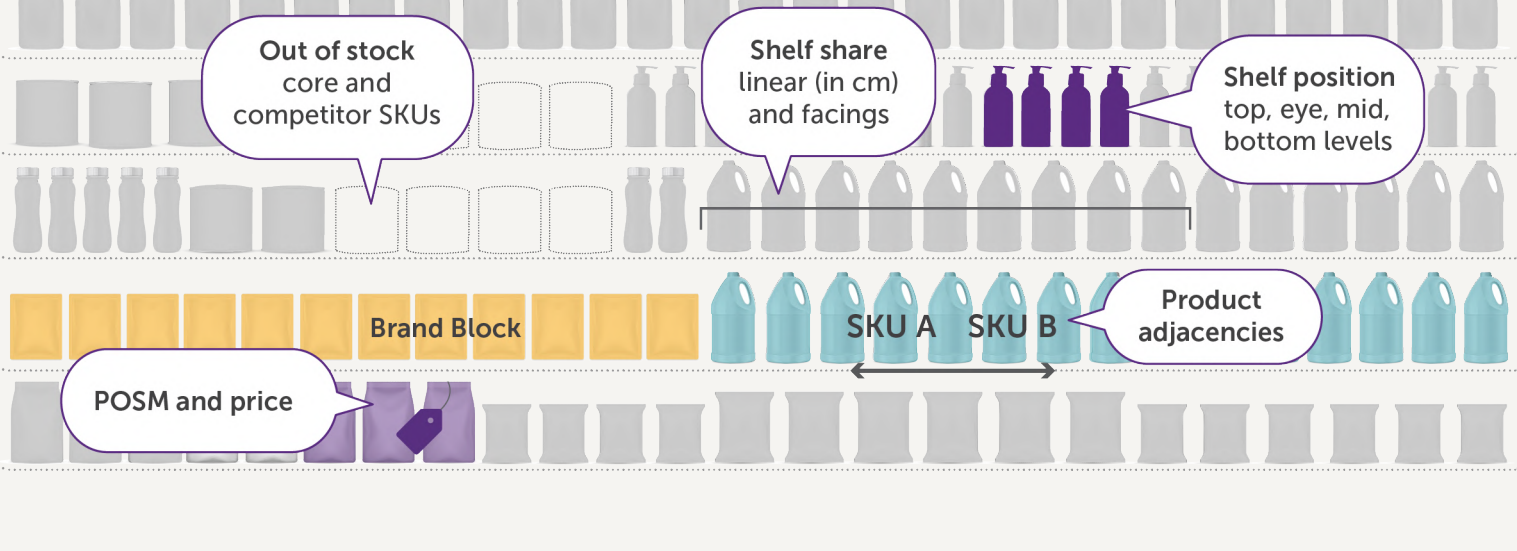


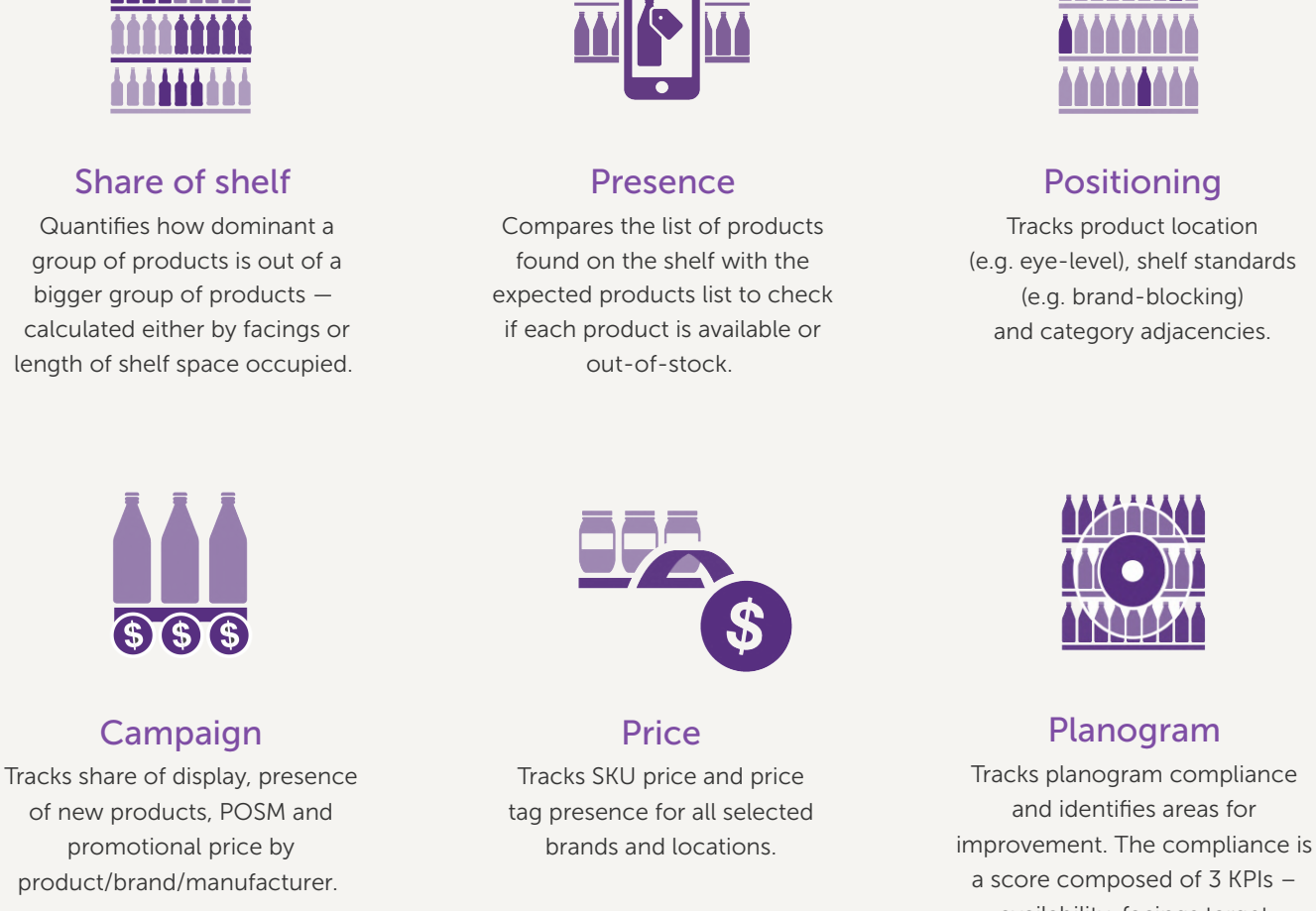
Your single source of shelf truth

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

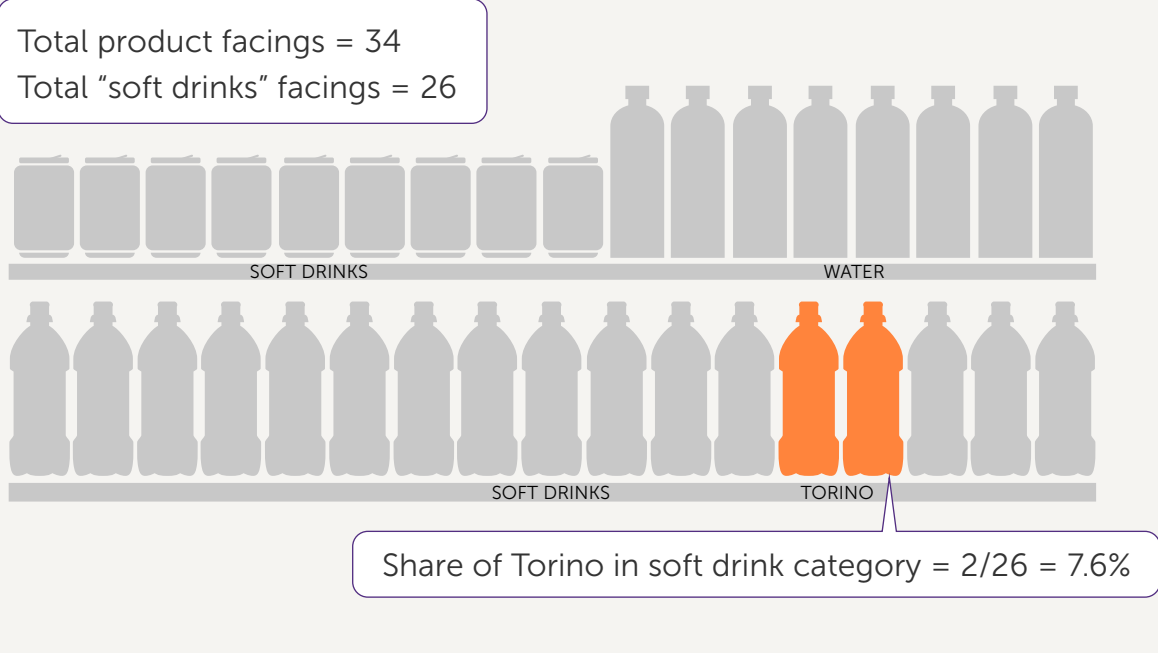


Trax’s out of the box reports encompass six KPI families



Here’s how our algorithms calculate key performance indicators

Example 1: Share of shelf by facings



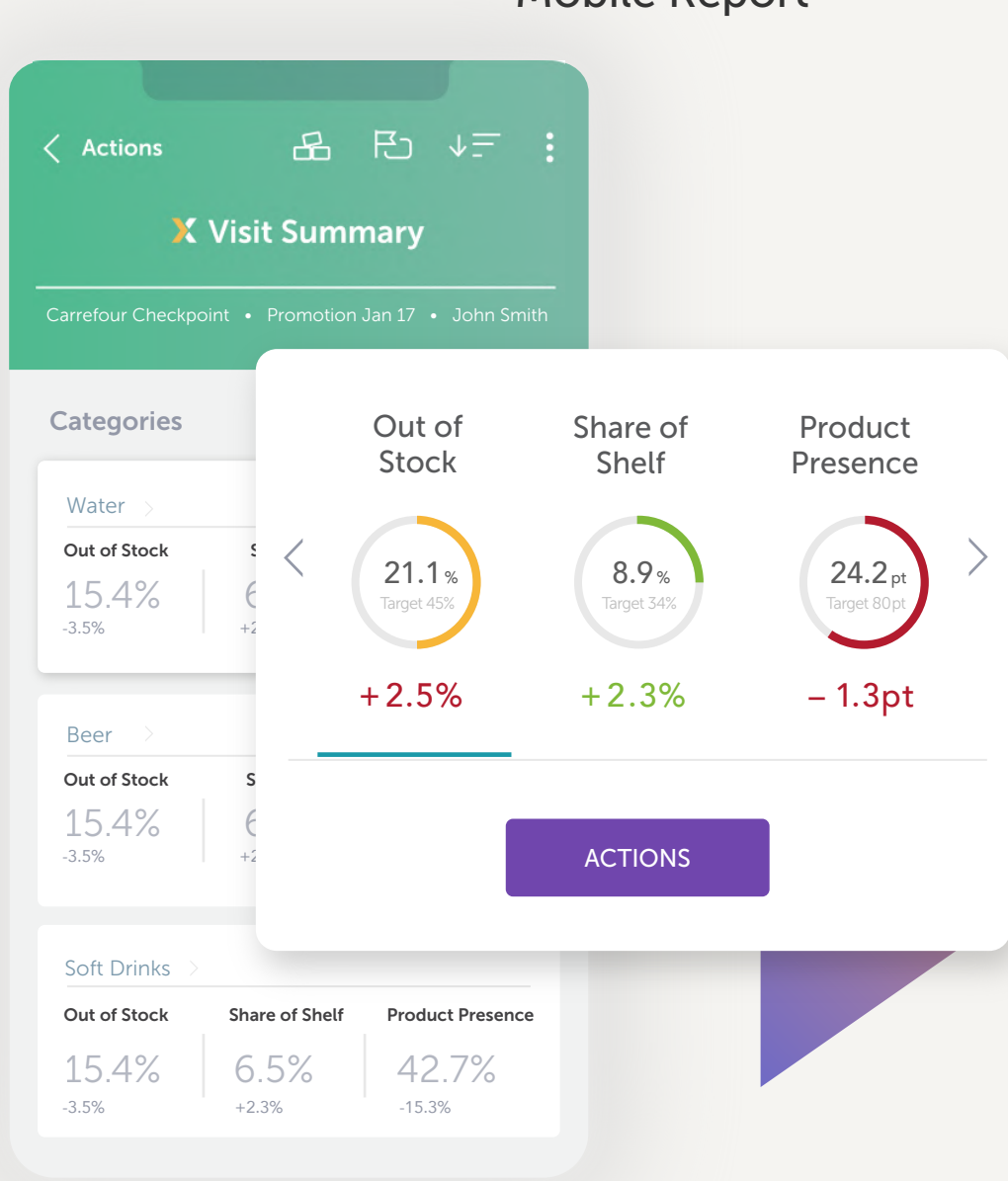
Example 2: Perfect Store scorecard

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.

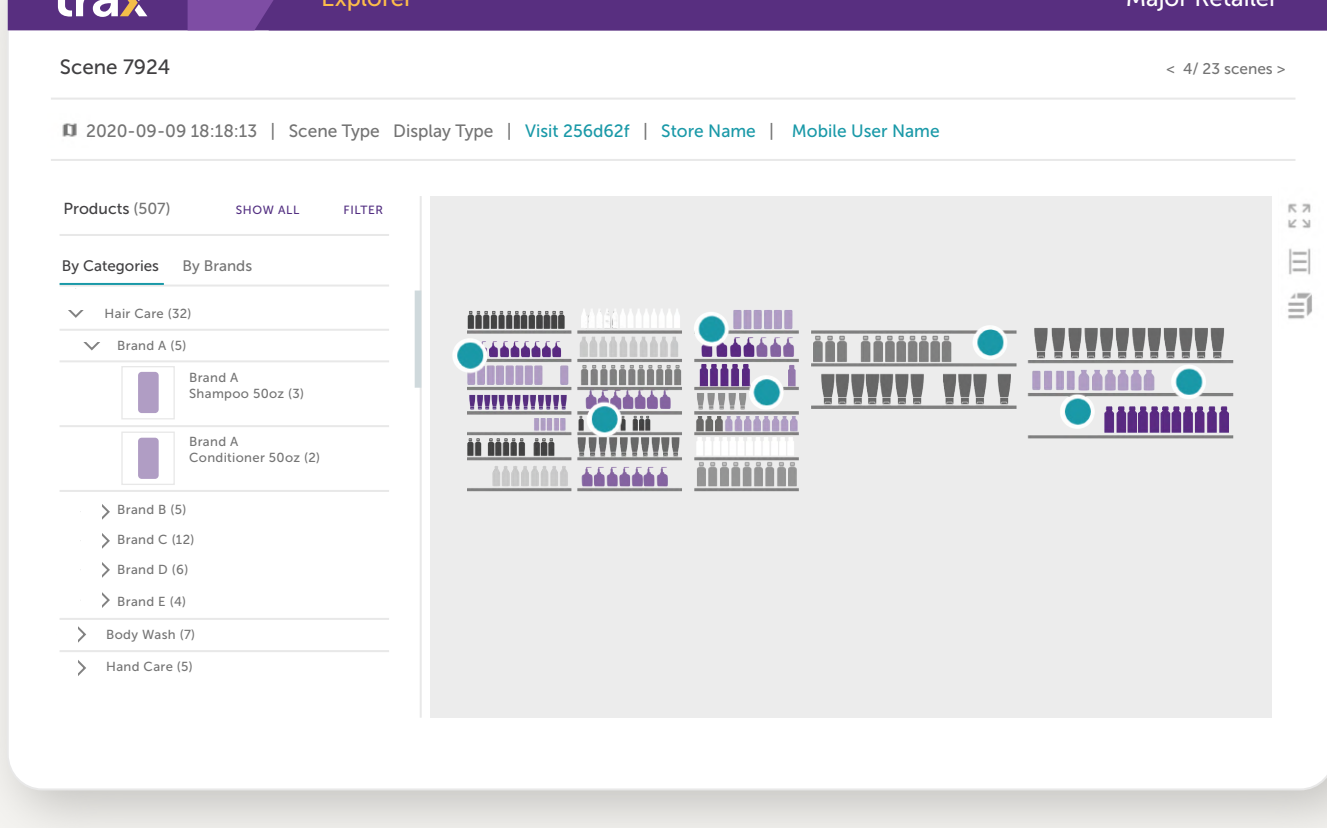
SHELF SCOREBOARD - PETFOOD CATEGORY			BASELINE	
			% Compliance	TOTAL AUDIT SCORE
DISTRIBUTION	ASSORTMENT	Brand A fair share of assortment Competitor B maintain or grow assortment	85.7 0.0	4.3 0.0
	SPACE	Brand A fair share of space Brand A maintain or grow space	99.2 0.0	9.9 0.0
TOTAL DISTRIBUTION				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?

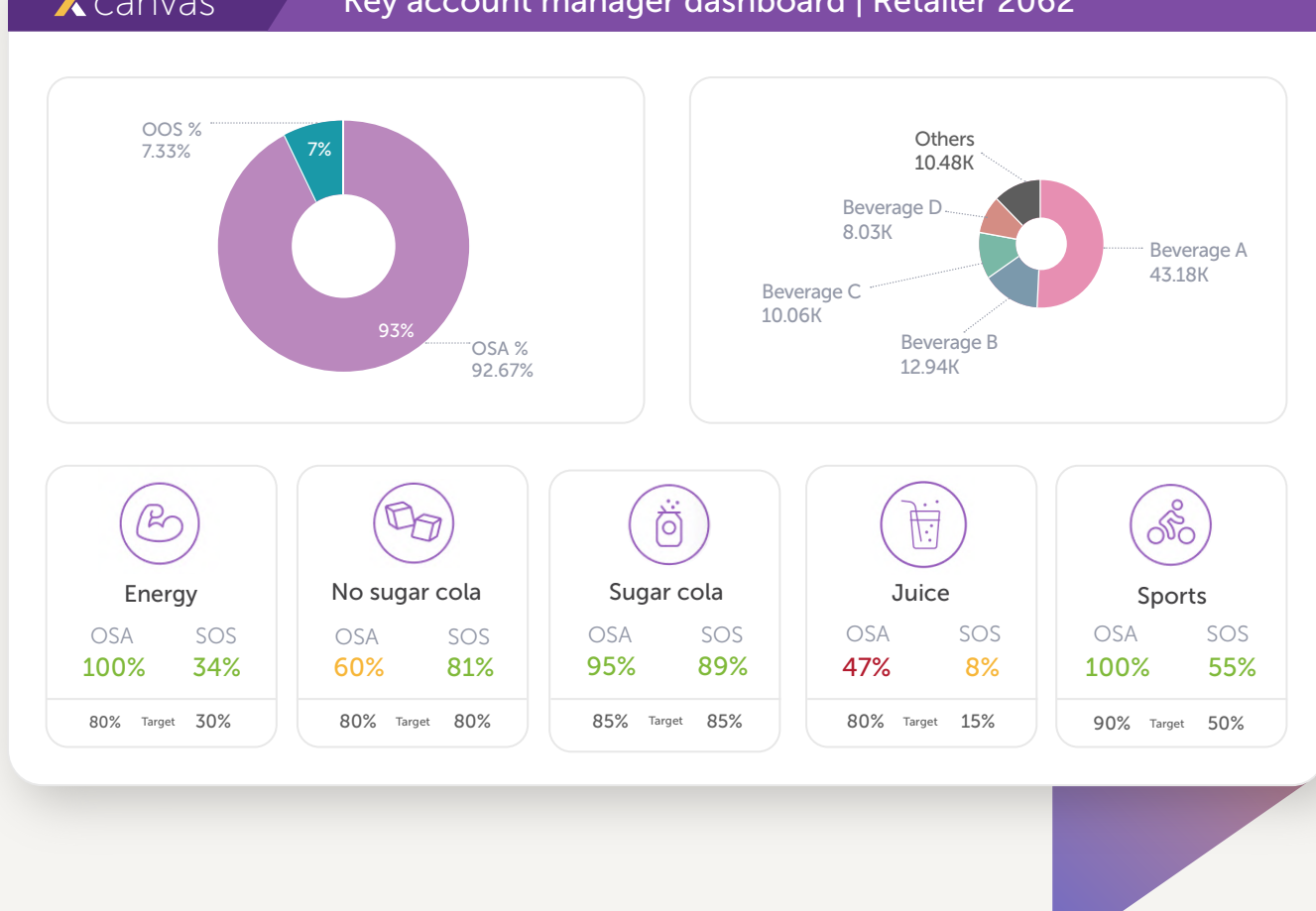
Mobile Report



Web Report (Trax Explorer)



Web Dashboards (Trax Insights to Go)



Trustworthy data, game-changing insight

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 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,
Pet Nutrition North America, Mars