



FB!F

How Brands Get the First Moment of Market Truth?

25 April 2019

trax

The old and new
retail are converging
faster than ever...

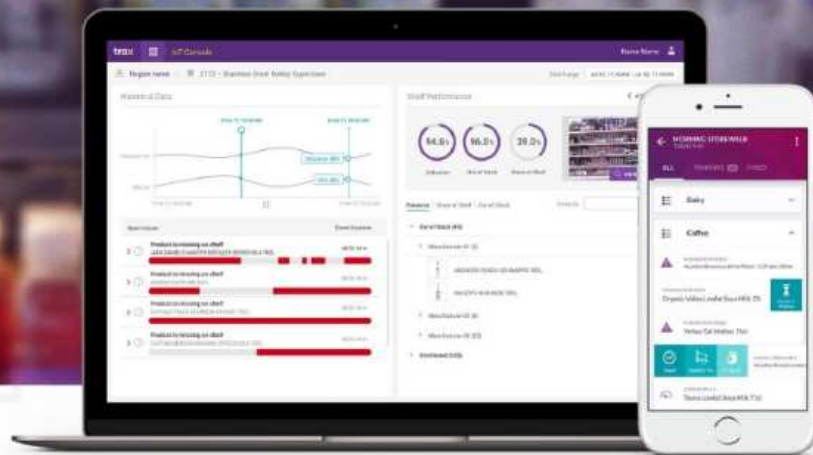


Bricks and mortar



Online

At Trax, we capture images of retail shelves and turn them into actionable insights, providing brands and retailers with real-time visibility of their shelf health



Capturing **the shelf 'moment of truth'** is the key enabler
for shopper-centric retail transformation



40%
of shoppers
abandon
purchases
due to OOS*

Putting the shoppers
at the forefront starts
with achieving
execution excellence

*Source: Retail Out-of-Stocks: A Worldwide Examination of Extent, Causes and Consumer Responses, 2002; (9% make no purchase, 31% buy at another store)

So how do you leverage real-time shelf visibility to win the first moment of truth?



Start with building a single source of shelf truth



Get access to **accurate, reliable and granular shelf data**

Down to an unprecedented SKU-level on each product with speed and scale



Transform every SKU in every aisle into **actionable insights**

From OOS at category, brand, sub-brand or SKU level to SOS and more



Establish **one single point of shelf truth**

Across the organisation from Sales, Marketing and Management (HQ)

See how **a single shelf truth** unlocks insights that are actionable across sales and marketing

Tea Category, Facing distributions in 'problem stores'*



*Based on a case study with a Trax's customer

Next, transform the shelf health
and **win at the shelf and in stores**

Levers influencing shopper decisions:

**Availability
and Compliance**

Reduce OOS and
improve perfect store

**Optimized
Distribution**

Optimize share of shelf
and improve distribution

**Promotion
and Competition**

Drive better promotional execution.
Stay one step ahead of the competition

What does winning look like,
if you could ensure availability?



+2.1% in revenue
uplift

-4.3% in out of
stock rate

Problem

- Frequent changes to store assortments
- No accurate, up-to-date list of SKUs to track OOS

Solution

- Gain real time OOS insights at category, brand, sub-brand or SKU level
- Take corrective actions to improve distribution

A shelf image can tell
you a thousand words...
on **how to stay ahead**



De-sell competitor

Monitor NPD

Extend range

Upsell products

Furthermore, you can seize category opportunities with competitive in-store insights across markets

Category mapping across markets & channels*

% of stores* with competitor products, but no customer's products

Juice category

MT

General



3% 8%

Isotonic category

MT

General



8% 28%

Water category

MT

General



16% 18%

*Based on a case study with a Trax customer; outlet base: 22,000 for MT, 47,000 for General

A truly transformed retail **fuels**
growth through shelf data

Such as, expanding into a **new product category** with **competitive insights**

3 Steps* a Trax customer took:

1



Who is the current market leader?

a Trax customer wished to expand their drinks category, specifically in health drinks

2



What is their distribution across the market?

Tracked their distribution, from SKU variants, # of outlets to # of facings (SOS)

3



Expansion into a new portfolio

The customer drove deeper analysis to ultimately purchase the leading brand

*Based on a case study with a Trax's customer

And unlocking real growth opportunities..

A framework a beverage manufacturer used*:

Category:
Water



What are the +\$ opportunities?

if you increase a modest sum of 6 unit cases in distribution?

Fulfilment

Opp	#Store	\$/unit	10%	30%	50%
35%	50K	\$12	\$127K	\$381K	\$635K

Calculate how an increase of distribution would render sales opportunities

\$1.3M
in Total

At 100% fulfilment

*Based on a case study with a Trax's customer

Establish the first moment of
market truth to win in stores and
win in China's new retail



Establish the first moment of
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\$634B*
opportunity

Achieve execution
excellence to capture lost
sales that are attributed to
out of stock products and
misplaced inventory

*Lost in sales due to OOS globally - Source: IHL Group, \$1.75 Trillion Reasons to be Afraid, 2015