

Retail Shelf Intelligence Data Service

Highly accurate, syndicated data showing what is actually happening on the store shelf

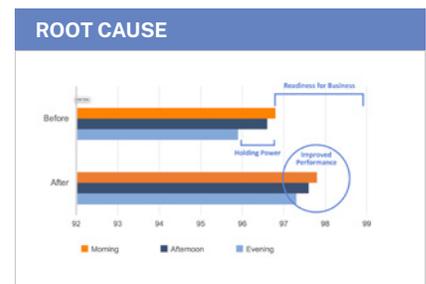
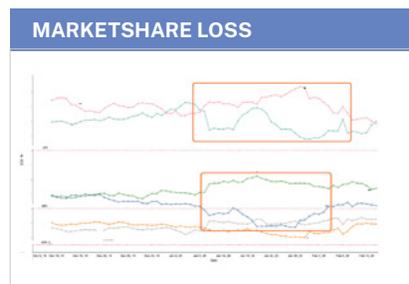
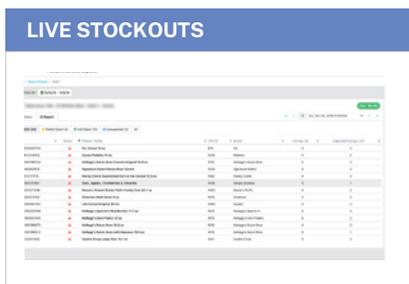
Effectively managing store shelves is hard. Neither consumer brands nor retailers have an automated way to continuously monitor them to reduce stockouts, optimize assortments and ensure their planogram is being executed correctly. Traditional manual checks are expensive, spotty and incomplete.

With Pensa's syndicated data service, you can reduce stockouts and improve share of shelf with real-time retail shelf data and insights. Get actionable reports that show the entire category – including your competitors – by brand, SKU, day and store to help you tell a more detailed and accurate story of what is happening on store shelves. Uncover issues with planogram variability, stockouts for top movers, SKU and channel performance and more.

Why customers use Pensa's data service

- Increase On Shelf Availability
- Improve Share of Shelf
- Improve customer experience
- Increase sales
- Timely and accurate data
- Syndicated, not custom

Up to 30% higher accuracy in stockout detection



Continuous Granular Level Reporting

- Data by brand, SKU, day, and store
- Identify stockouts, spot trends
- Proactively manage variability
Optimize assortment and shelf changes

Increase sales and enhance customer experience

Actionable At-a-Glance Reports

- Pre-digested business impact reports
- Real data about the real shelf
Conduct deep dives to uncover root cause driving stockouts
- Optimize shelf management

**Save time slicing and dicing data
Drive revenue lift and opportunity**

Built-in Competitive Reporting

- See how you are performing against competitors
- Identify Share of Shelf shifts
- Uncover opportunities to grow market share

Find ways to WIN!

With Pensa Systems' data as a service, we were able to uncover hidden issues and pinpoint opportunities to improve our OSA and SOS." -Veysi Armağan Kesen, Transformation Director, Unilever Turkey