

AI and auditing platform that offers field research, analytics, and actions to world-class CPG brands and brick-and-mortar retailers via data from humans, shelf cameras, robots and more.



Observa & Microsoft Azure

Microsoft Azure's robust collection of capabilities, scalability and reliability help Observa provide CPG brands and physical retailers a complete, accurate, and real-time view of the shelf. Brands and retailers are no longer forced to make critical business decisions based on incomplete, stale data.

AI Shelf Digitization



Approachable AI

Accurate

Data is validated using AI and humans

Flexible

Transfer data to Dynamics, Salesforce, Power BI, Tableau, and more.

Actionable

Access your data and reveal actionable insights



AI Services

- Out-of-stock, void correction, planogram compliance, and share of shelf trends
- Inventory Management and dynamic routing
- Sales data integration for shelf optimization

Crowdsourced Shelf Audits



Fast Audits

Observa's same-day or same-week turnaround lets you check on a campaign and react while it's still ongoing.

We make data collection quick and easy. We also ensure the data quality, which gives you more leverage with your distribution partners and customers.



Audit Features

- Crowd of 150,000+ Observers across every store format and market, big and small
- Merchandising and Shelf / Promo Audit
- Photos, feedback, competitive data, and reports

What Our Customers Are Saying

"I wish I had Observa when I started this company, because I would have grown it twice as fast."

- Mort Gothelf, Founder & CEO, Morton & Bassett Spices

Contact

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Get an Edge on your Competition with AI

AI-driven insights help drive corrective actions and optimize the shelf.

[Schedule a demo today](#)