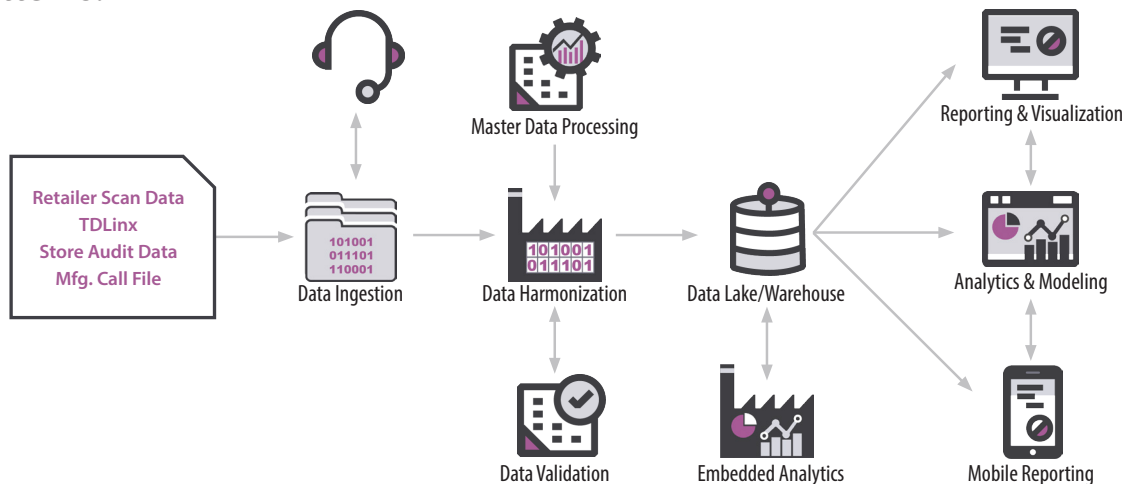




msa Retailer Scan System Solution

Transactional, market-basket level data provides insights into consumer behaviors and buying patterns.



Retail scan data uncovers actionable insights by outlet to improve sales effectiveness and trade program compliance.

Market & Consumer Insights – Drive marketing/sales strategy by leveraging insights, analytics & optimization

- Analyze competitive manufacturers and products
- Optimize product mix in vulnerable accounts
- Calculate ROI and update pricing and promotions
- Identify market baskets to enhance segmentation and loyalty models
- Track new product roll-outs, improve speed-to-market

Sales Execution – Implement strategy at the right store, at the right time, with the right action plan

- Measure and optimize retailer performance
- Fill distribution voids and reduce stock-outs
- Identify opportunity stores
- Drive speed-to-market activities
- Assess sales force performance

Trade Program Management – Manage programs from inception to post-event ROI analysis and optimization

- Build and offer profitable Distributor/Retailer Programs
- Track and increase Trade Program compliance
- Determine Trade Program payments

