



## AB InBev faced challenges with in-store execution



### Existing store-audits were **inefficient**



Time-Consuming  
Management



High Costs



Inaccurate Data



Non-Actionable Results

# Engaged Trax to execute Image Recognition-powered store audits at scale

## Example Global Audit Scope



~100 Stores per Region



Global ~1000 Stores



Primary Beer Space Measured



10 Regions, 25 Cities



- Availability
- Share of Shelf
- Out of Stock



Hyper & Convenience Stores

# Existing data on shelf share was neither granular nor suitably aggregated to take corrective action

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Retail Execution Journey



## Challenge:

- Measuring and optimizing share of shelf accurately and in real-time was almost impossible
- No robust mechanism to understand competitor shelf data
- Monitoring 'shelf neighborhood' was mostly ad-hoc, and done only with strategic customers



# Trax Monitored POSM for Improved Promotional Execution

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■ Show all 11 products  
■ Group/Ungroup by Categories

Brands

- Other (1)
  - POCM Other (1)
- Natural Light (1)
- Natural Ice (1)
- Busch (1)
- Busch Light (1)
- Bud Light (3)
- Budweiser (3)
  - Budweiser Fireplace with Stockings display (1)
  - Budweiser 18/12L (1)
  - Budweiser 18/12C (1)

3 tag(s) of Budweiser

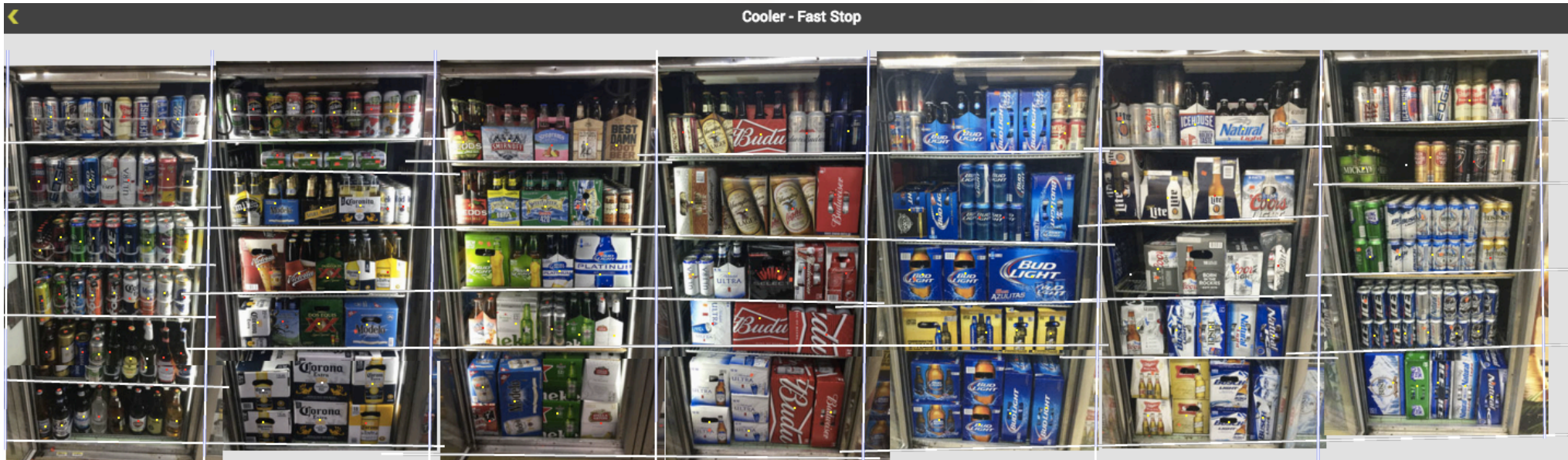
## Results:

- Helps ABInBev close the loop on which store received which POSM and ensure it was set.
- Identified the SKUs attached to the POSM
- Quantifies the total number of in-store impressions to the consumer

# Share of Shelf (SOS): A KPI for Execution Excellence

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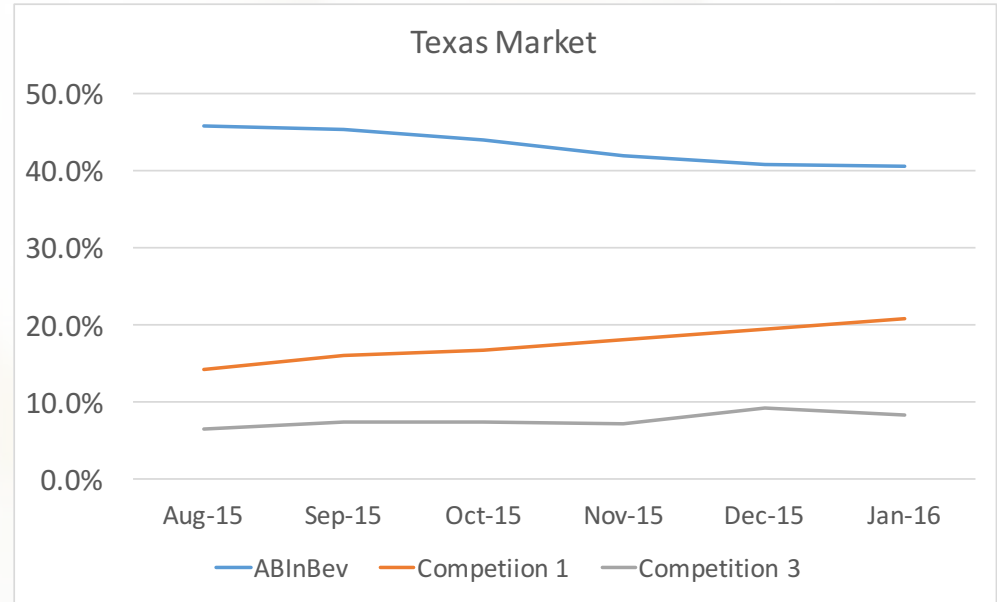
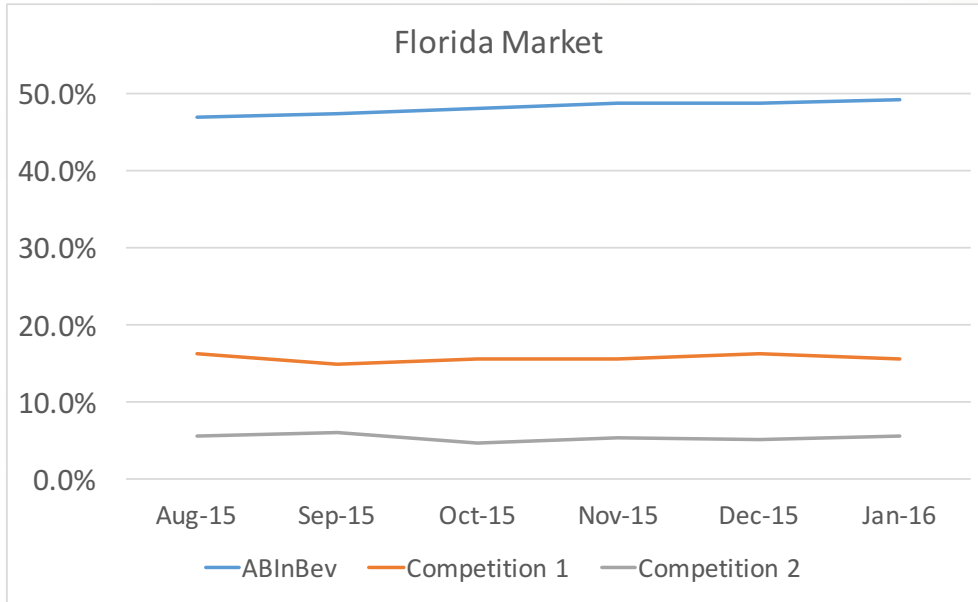


## Results:

- Consistently tracking SOS at scale identifies opportunity markets for ABInBev
- Performance Tracking of SOS drove meaningful dialogue between Field Team and HQ

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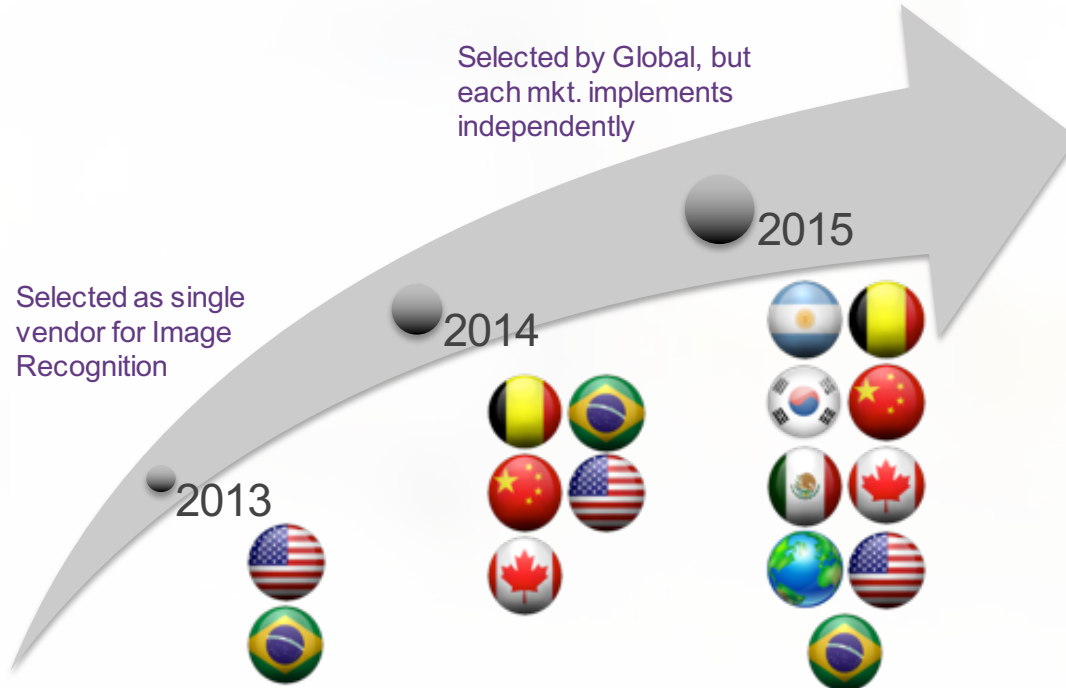
## Results:

- Uncover and track sales drivers with shelf based insights

# Trax and AB InBev: A thriving partnership

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## Journey so far

Trax recognized as a driver for improved store execution by field reps by providing:

- Uniform in-store process
- Reduced audit times
- More accurate & consistent readings
- Faster creation of planograms

## Up next

Prescriptive analysis led by machine learning:

- Measure quality of space to drive volume – perfect store concept, with or without EPOS
- Recommendation Engine for action driven store execution

Reality out there cannot be captured just by numbers...

Questions?

