

The POI Canadian Summit

Driving Profitable Growth North!



FIELD AGENT™

PRECISION MERCHANDISING
MAINTAINING VISIBILITY ON EXECUTION
IN A TECH SOLUTIONS WORLD







1994

120 Stores

\$1.3 billion revenue



2018

411 Stores

\$32.4 billion revenue



WON'T BE BEAT®

If you find a cheaper price, simply show us and we will match.

Royale
30 = 60 rolls
99¢

Royale Bathroom Tissue
Limit 4 per family, after limit \$19.99

save up to **\$2.52** lb
2.97 lb

SAVE 1¹¹/₁₆ lb
Extra Lean Ground Beef Club Pack®

SAVE 12¹¹/₁₆ lb
Extra Lean Ground Chicken tray pack

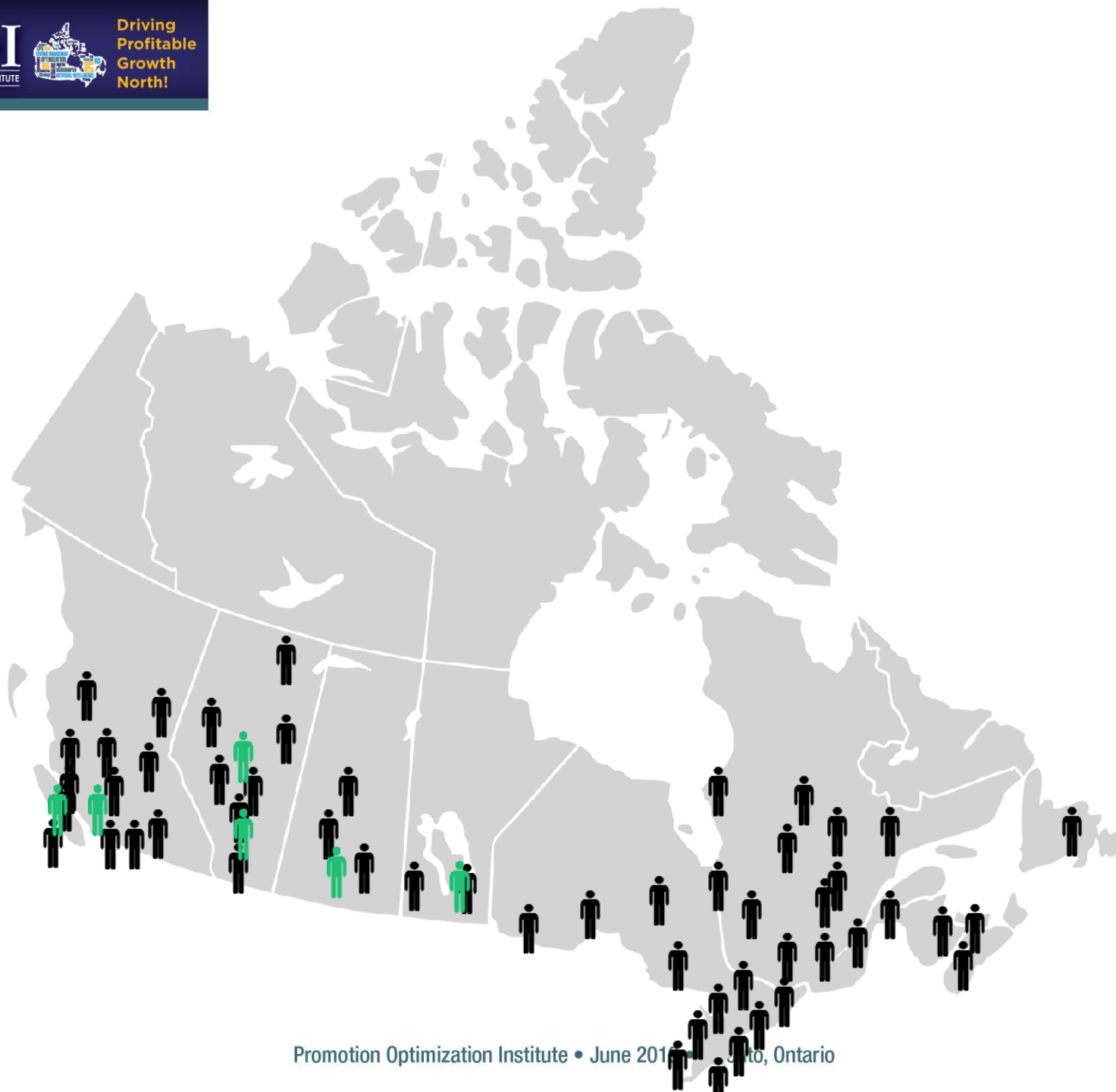
*65¢/kg

pepsi
Coca-Cola
save **\$2.14**
3.33

Coca-Cola Or Pepsi Soft Drinks
12 - 15 x 355 mL selected varieties

HAPPY CHINESE NEW YEAR!

Flyer prices effective from Thursday, January 23 to Wednesday, January 29, 2014



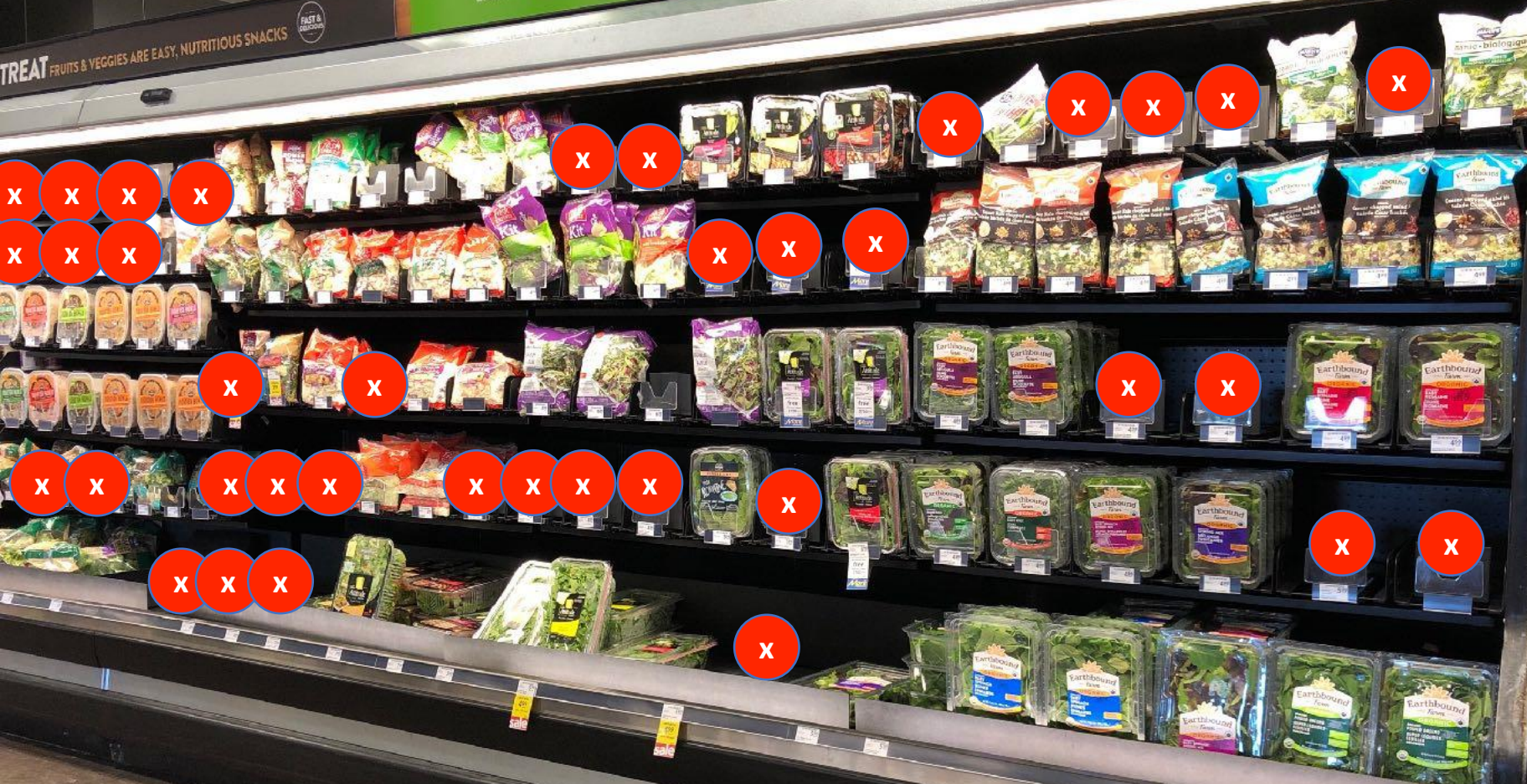


TREAT FRUITS & VEGGIES ARE EASY, NUTRITIOUS SNACKS

FAST & CONVENIENT

discover the freshest **Organics**

discover the freshest



X X X X
X X X

X X

X

X

X

X

X

X

X

X

X

X X

X X X

X X X X

X

X

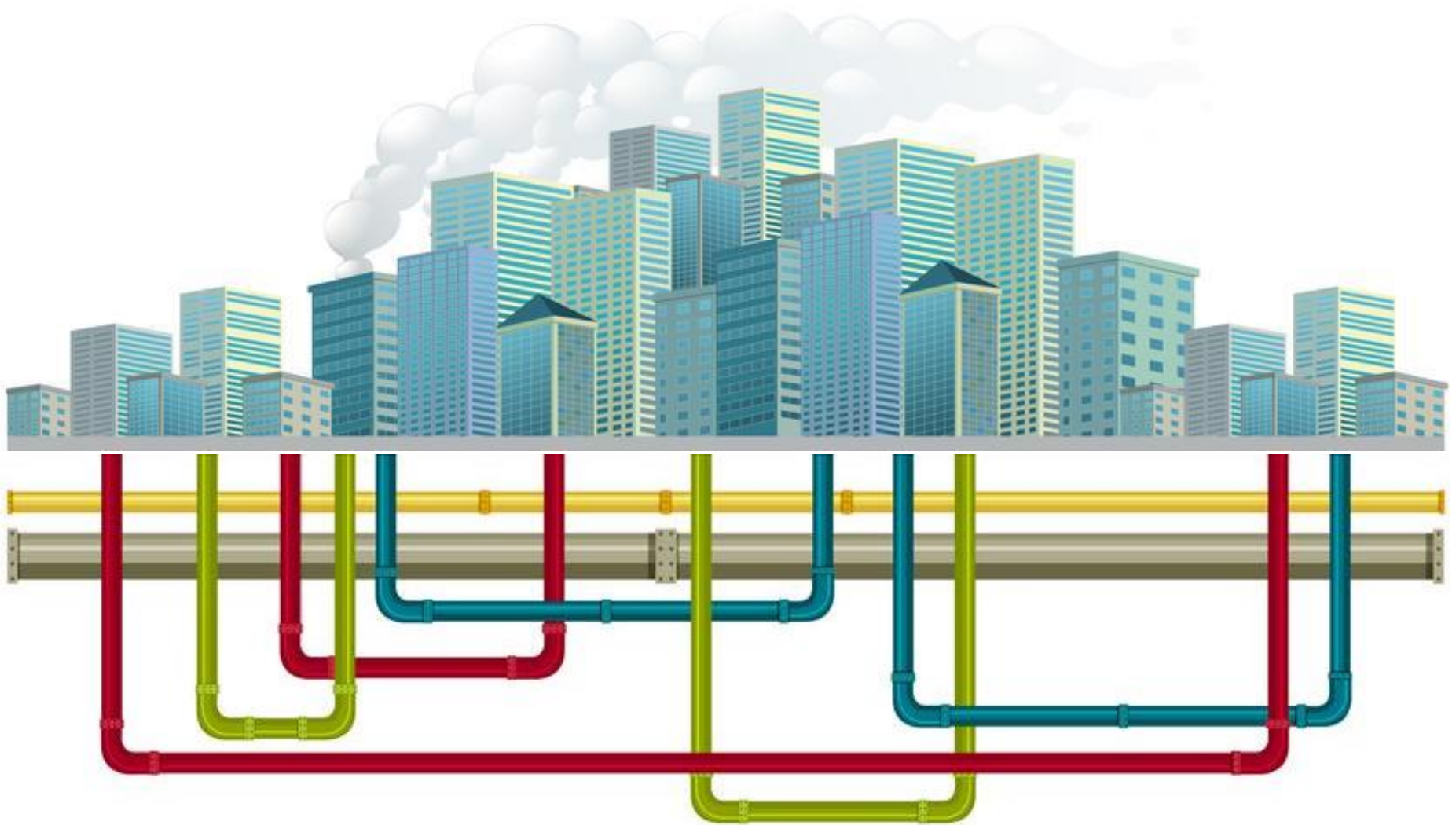
X

X X X

X











Uber

SKIP





Display Effectiveness



Speed to Market



Program Execution



Demo Execution



Brand Advocacy



On-Shelf Availability



Display Header



Stopping Power



Strength of Offer



Uniqueness



Conversion Power



Full Display



What Shoppers Think...



**Shopper Impact Score
Love, Beauty & Planet Hair Care**

P12M Female Category Buyers n=149

4.5
Overall Shopper Impact Score

Display Header



Stopping Power

4.8
Average Score
10 Point Scale

Strength of Offer

4.7
Average Score
10 Point Scale

Uniqueness

4.4
Average Score
10 Point Scale

Conversion Power

3.9
Average Score
10 Point Scale

Full Display



What Shoppers Think...

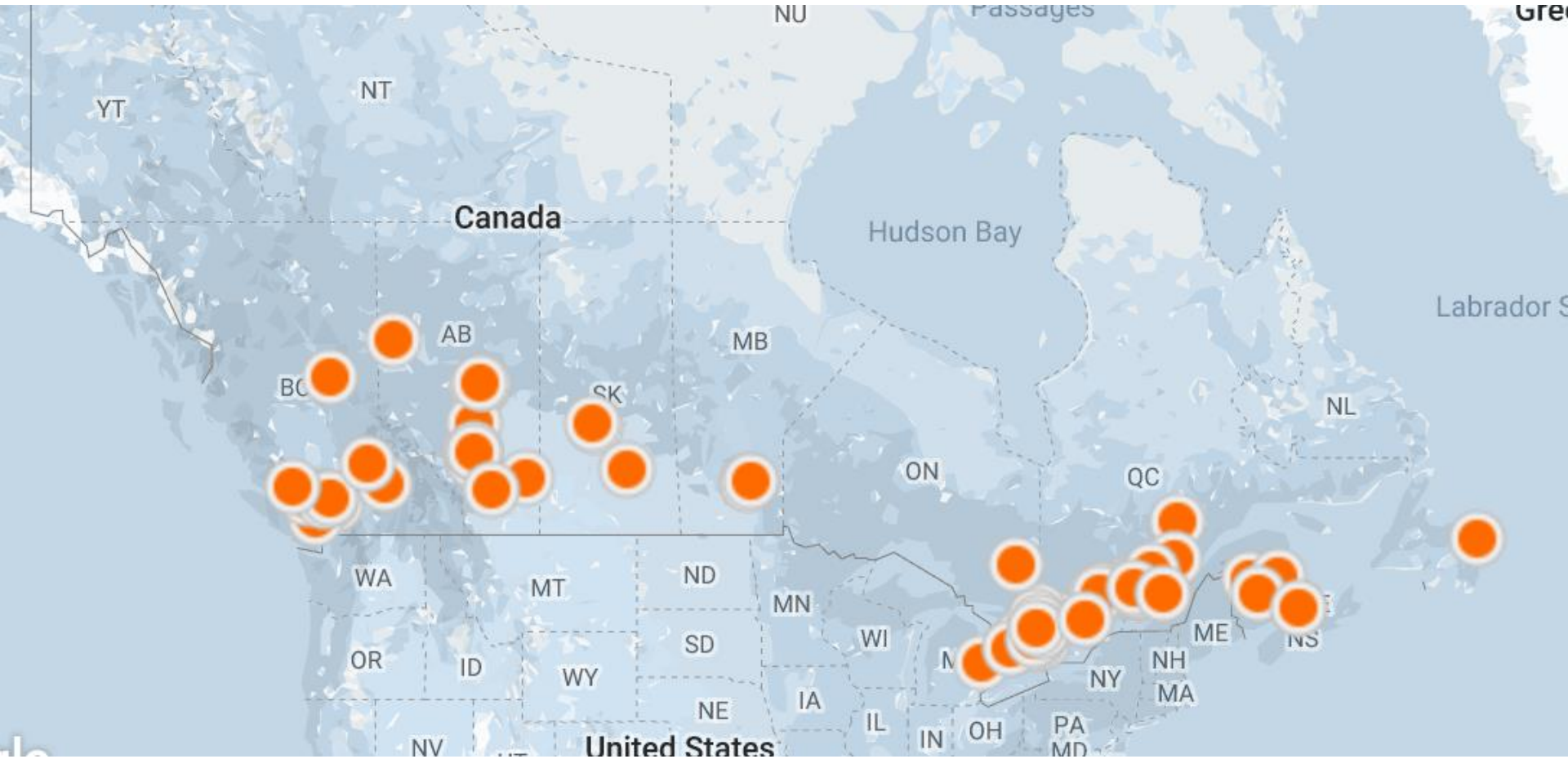


3M



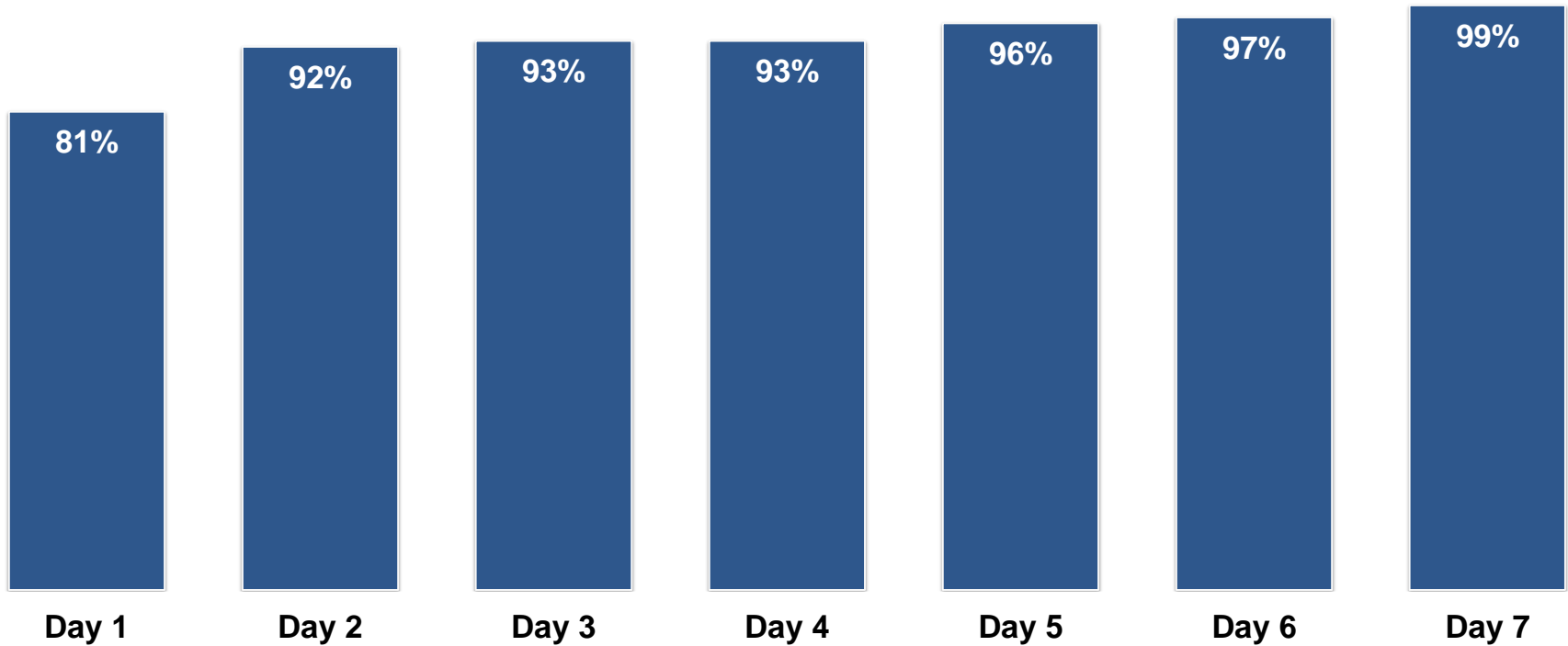


Speed of Execution & Coverage



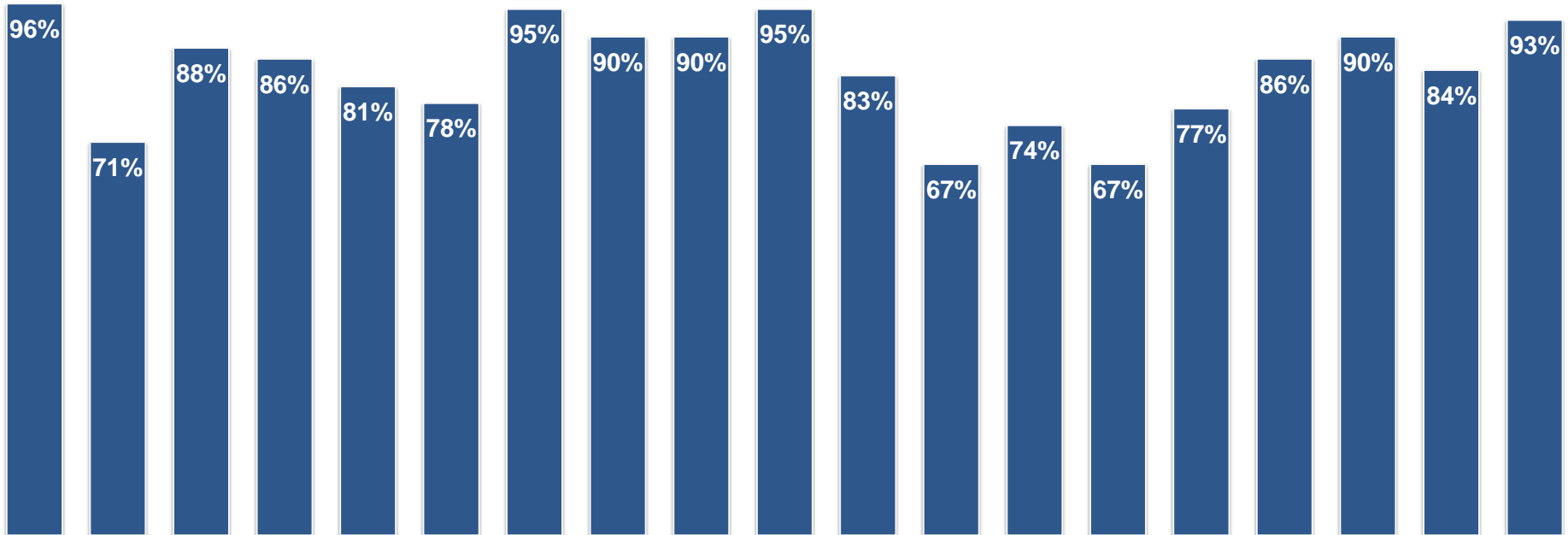


Speed of Execution & Coverage





Program Compliance



Tackling the OSA Issue in Vitamins

How to Tangibly Quantify OSA
Issues



FIELD AGENT[®]



Shoppers Will Walk Away if Their Product is OOS...

Minimizing OOS is Most Important in these Categories:



1. Diapers & Training Pants
2. Dry Dog Food
3. Coffee
4. Wet Cat Food
5. Baking Products
6. Soft Drinks
7. Dry Cat Food
8. Cereal
9. Infant Formula & Baby Food
10. Milk

Risk of being OOS:



54%

Walk Away

Gone to Another Store 11%

Bought Nothing 19%

Q: Think about the size/amount and type/flavour of (brand bought on last trip) you bought. If this had not been available, which of these would you have most likely done? And which would you have least likely done?

Putting Insights into Action...

“Working with Shopper Intelligence and Field Agent has given Jamieson the ability to quantify the impact to our partners when being OOS in Vitamins and Supplements and focus our efforts in the areas that reap the biggest rewards”

Paul Galbraith, VP Sales at Jamieson Laboratories LTD.



OOS is relatively Important in Vitamins & Supplements but Vital for Jamieson...



Importance
(out of 5) **3.21** Bm = 3.20



Vitamin & Supplement Shoppers are Much More Likely to Walk Away...



Walk Away **54%**

Gone to another store/Bought nothing **30%**

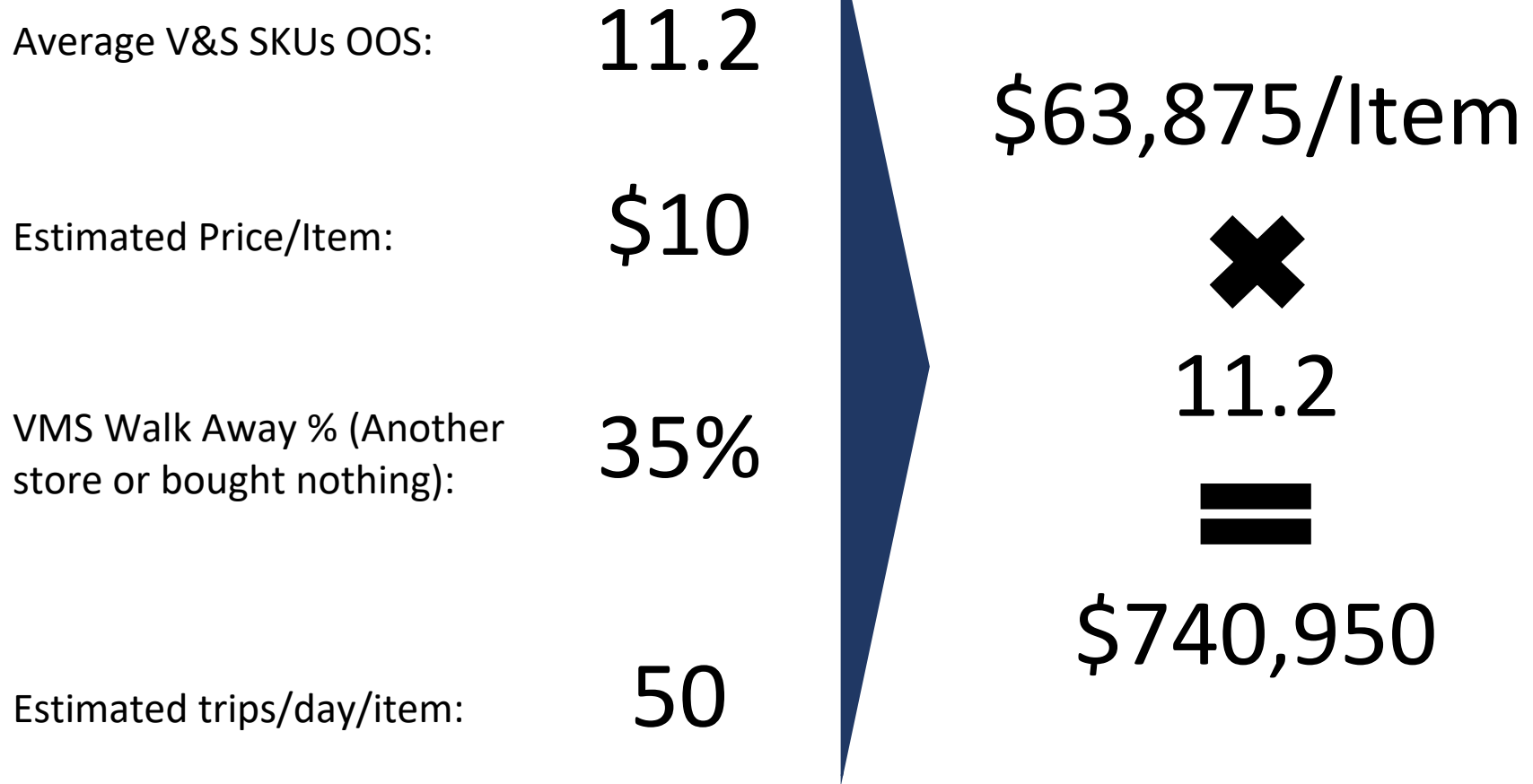


Walk Away **63%**

Gone to another store/Bought nothing **35%**

Q: Think about the size/amount and type/flavour of (brand bought on last trip) you bought. If this had not been available, which of these would you have most likely done? And which would you have least likely done?

OOS Impact of \$740k/Store in Vitamins & Supplements Annually...



Q: Think about the size/amount and type/flavour of (brand bought on last trip) you bought. If this had not been available, which of these would you have most likely done? And which would you have least likely done?

Field Agent, Vitamin OSA Results, May 2019

Where to Focus...

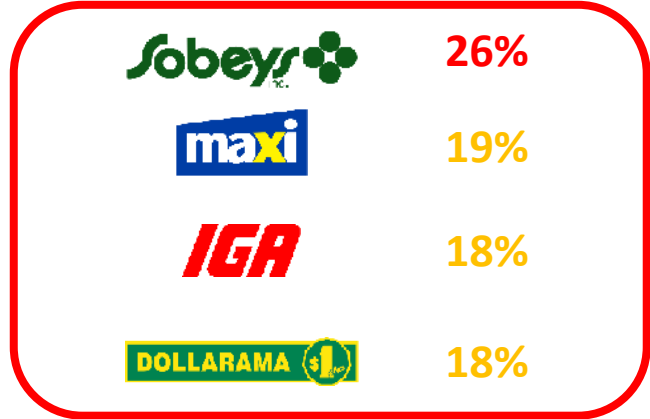
I Did not have to switch my choice because what I wanted was out of stock:

Most Satisfied in OOS

	56%
	53%
	50%
	49%
	47%
	46%
	46%
	46%
	39%
	39%

Least Satisfied in OOS

	33%
	32%
	29%
	27%
	26%
	26%
	19%
	18%
	18%



The Future

NEXT EXIT 





Hybrid Work Forces



DATA

INFORMATION

BACKUP

AI



RESOURCE

WORKLOAD

Micro Data Feed for AI Decision Making



Precision Merchandising



The POI Canadian Summit

Driving Profitable
Growth North!



FIELD AGENT™

www.canadianmysteryshopper.ca

403.966.7467

client@ca.fieldagent.net