# InContext, ShopperMX

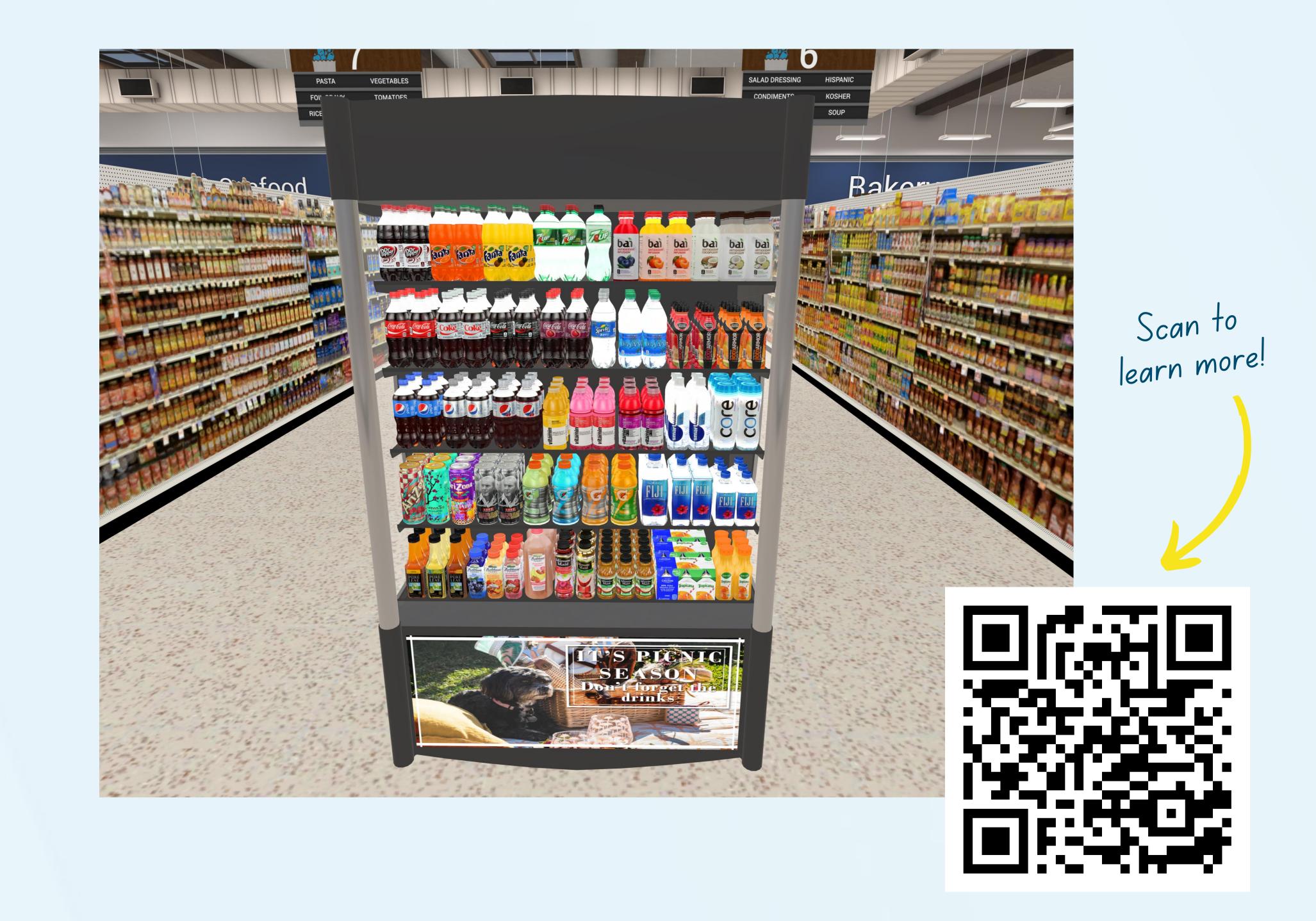
Category Planning and Retail Execution Platform

### Harness the power of 3D to transform the shopper experience

#### The future is virtual.

Planning and testing in-store changes is time-consuming and expensive—not to mention disruptive to shoppers.

Visualize FIRST in a digital twin of the retail store to maximize ROI, grow revenue and move at the speed of the marketplace with leading-edge virtual store technology and insights.





# Visual Merchandising





## Shopper Insights

- Strategize in a risk-free space
- Customize retail recommendations
- Connect shopper attitudes to behaviors
- Visualize, iterate and test in-store concepts
- Collaborate in real time,
   from anywhere
- Speed up review cycles and go-to-market
- Easily communicate instore concepts

Retail Execution

- Drive field sales
   experiences
- Engage with unparalleled field communications

### 3D Content

- Drive online sales growth
- Increase shopper loyalty
- Seamlessly marry online and in-store experiences