



YOUR ONE-STOP SHOP FOR CATEGORY RESETS

InContext provides Albertsons category teams with 3D merchandising solutions

AT A GLANCE

CHALLENGES

- Category resets are time-consuming and based on hunches
- Often no sales lift
- More expensive

BENEFITS

- Data-driven insights provide better understanding
- Category merchandising is more agile
- Digitized 3D retail planning
- Mitigate risk: Know impact on sales before execution

InContext, the leader in 3D simulation software for retail, and Albertsons, one of the nation's largest food and drug retailers, have come together to provide brands a more efficient and effective solution for category resets.

Albertsons category teams and brand partners can now leverage InContext's virtual 3D store simulations for visualizing and testing new reset concepts, leading to faster, cost-effective, more in-depth insights for category planning.

Hyper-Realistic Store Environment: InContext's digital twin technology enables lifelike stores and products for cloud-based visualization and iteration of new shelf concepts.

Real-World Predictive Results: Virtual shopping missions enable next-level shopper insights that correlate at more than 90% accuracy compared to real world testing, for markedly faster and more actionable shopper intel.

Cost-Effective Solutions: Iterate and test your category reset concepts in a risk-free space, saving time and money compared to in-store set up.

Scalable and Agile: InContext's enterprise suite of virtual merchandising solutions means retail and brand teams can expand and personalize their go-to-market processes when it comes to planning, testing and executing new ideas in the store.

Ready to future-proof your category management processes? [Contact us](#) to learn how your teams can take advantage of this valuable program!

