## Capture the Reality of the Shelf

Do Merchandisers have the most current planogram? When was it implemented? What does it look like weeks after reset?

How can I understand the reality of what is happening in-store, at-shelf?

Introducing **SnapShelf 3D**, the revolutionary Image Recognition platform transforming the Retail Execution landscape. Unlike traditional picture to planogram tools that start with the POG, our solution begins with the product. This unique approach allows us to train our image recognition model directly on the products, ensuring it truly works in real-time, when you need it, regardless of store. There's no need for pre-programming or waiting days for results.



SNAP SN SNAP SN

## SnapShelf 3D

Patented image recognition technology

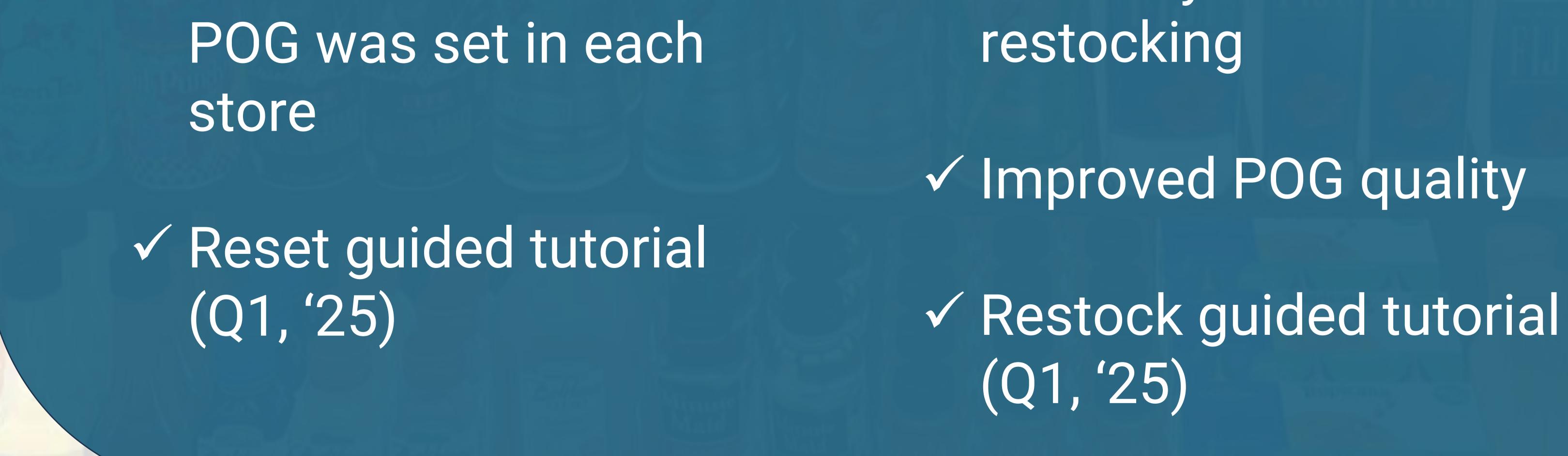
## Implement

 Alert your Merchandising staff when a new POG has been issued Maintain

 Round-the-clock access to the right POGs in pict-o-gram format

Know when & how the

Use daily for

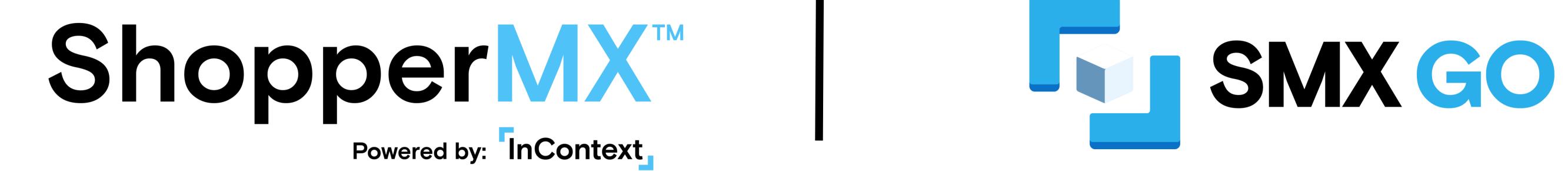




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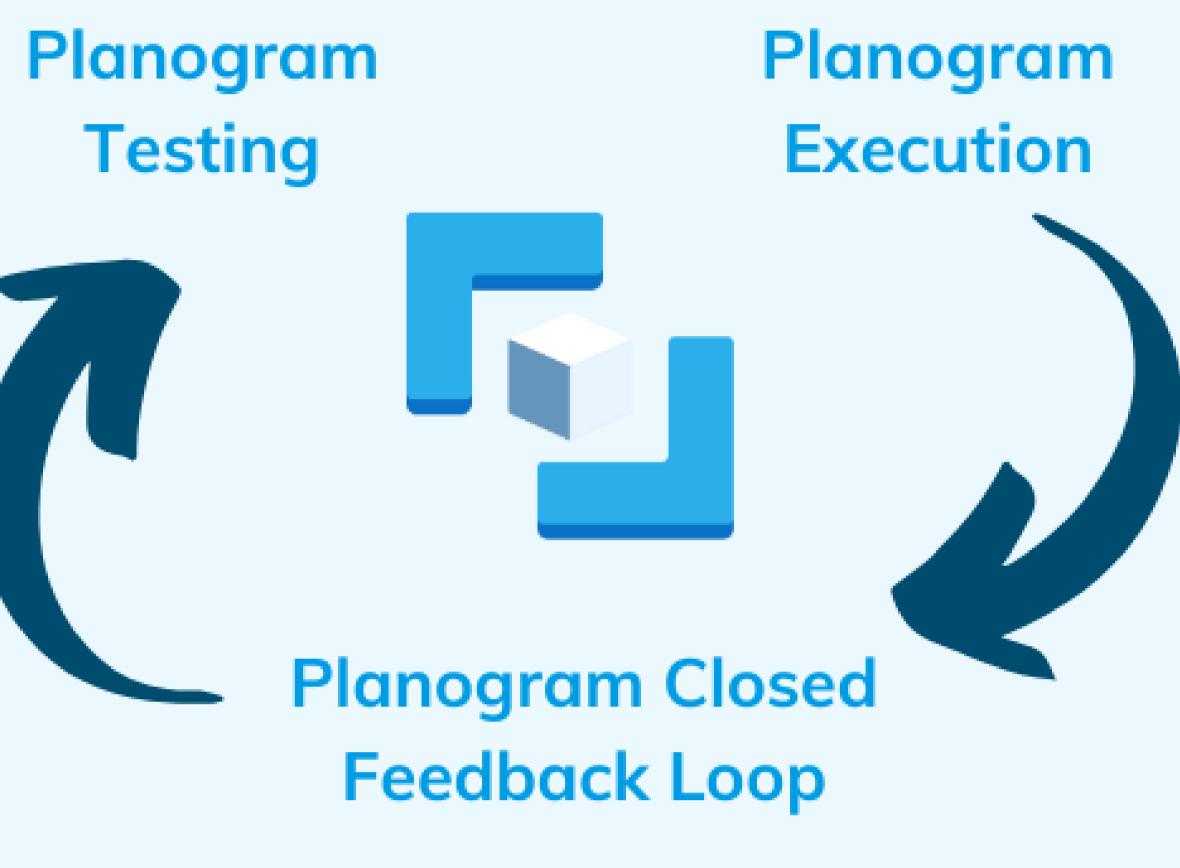








# **Close the Feedback** Loop with AR





- JBP
- Store Layout
- Reinventions
- Resets
- Placement
- Walkthrough

### Field Sales

IDEATE

- Sales presentation tools
- Visual data analysis

### **ROI Impact:**

- Product & category sales
- Shopper behavior
- Retailer/channel
- Specific plans
  - Retailer/channel strategy
  - Promotions

ACTIVATE

 In-store signage & display

Brand

Shopper/Trade Marketing

INNOVATE

- In-store execution communication
- Retail compliance

EVALUATE

### Field Merchandising

- Brand Strategy
- Product
- Packaging
- Marketing
- Advertising