SNOOPER NDP TRACKER

Perfect in-store execution is more than ever a must for successful launches!



Objective

Helping brands monitor speed to market and in-store investments to maximise their ROI during key product launches.



Scope

100% customisable. Define your own scope of analysis: store banners, number of store visits, frequency and level of granularity.



Snooper Successful NPD checklist

- ✓ SKU Distribution
- ✓ # Facings per SKU
- ✓ Position on shelf
- ✓ Adjacent brands & categories
- ✓ Price & Promo execution
- √ POS presence
- ✓ On-shelf availability
- ✓ On-shelf visibility (shoppercentric)

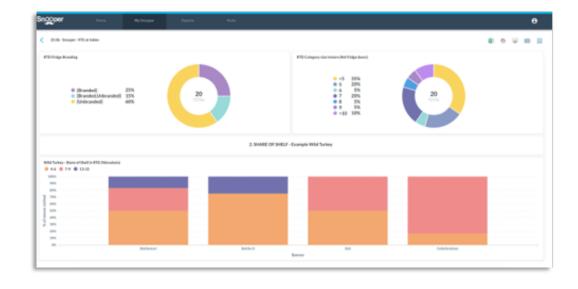




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Output





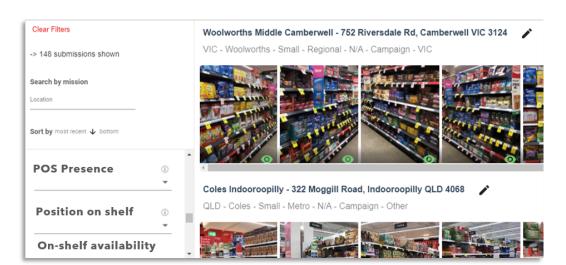
DASHBOARD

displaying analyses based on your needs. Data available in real time, data checks & updates performed on a monthly basis.



DIGITAL PHOTO LIBRARY

All photos are available on your online dashboard and downloadable in a zip folder. Pictures can be filtered by KPI, by state, by banner, by store.





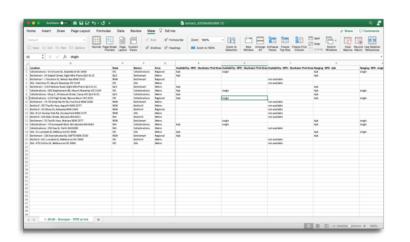
ACCESS TO RAW DATA

Raw excel database (at store level)
downloadable on your online dashboard at any point in time during or after your campaign.



ANALYTICS

One of our business analyst is dedicated to this data series and builds all graphs required to help you extract as many insights as possible.



Snooper



