



7 displays in the northeast region
have not detected any foot traffic..

Prominent Supplier Tracks In-store Sales Data with IoT Connected to Displays

Problem:

When rolling out branded displays for new and featured products in retail stores, a household-name global supplier was concerned with compliance at the retail level. In order to ensure that retailers were living up to their end of point of purchase promo programs, they had been devoting resources and time visiting sites.

Solution:

In collaboration with Tosca Asset IQ, the supplier was able to attach active devices to branded displays going out to promo programs at retail stores. These devices measured foot traffic and correlated that traffic to sales data, helping to ensure point of purchase displays were in proper areas of the stores.

Result:

This implementation increased compliance from 60 to 82%. Subsequently, increased compliance meant an overall improvement of product presentation in the stores and an increase in sales as a result. The supplier was also able to devote fewer resources to store visits, enabling more bandwidth for other projects.

