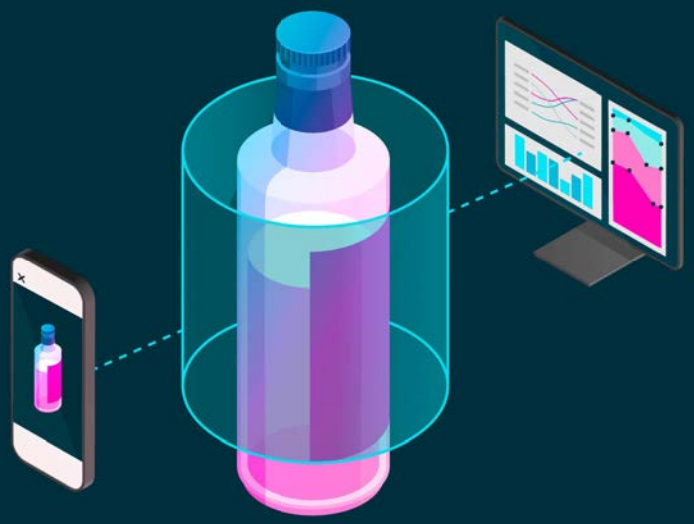
GoSpotCheck BY FORM

AI-Powered Insights

Discover how advanced image recognition data unlocks new, actionable strategies for market execution.



Amplify your analytics with real-time market insights, generated instantly from photos.

Field teams use GoSpotCheck's industry-leading mobile app to capture photos of product displays with image recognition, enabling leaders to spot opportunities and plan strategically.

+ Shelf Intelligence for Retail Execution

Capture and aggregate SKU-level data like product assortment, positioning, share, and pricing.

+ Analytics for On-Premise Surveys

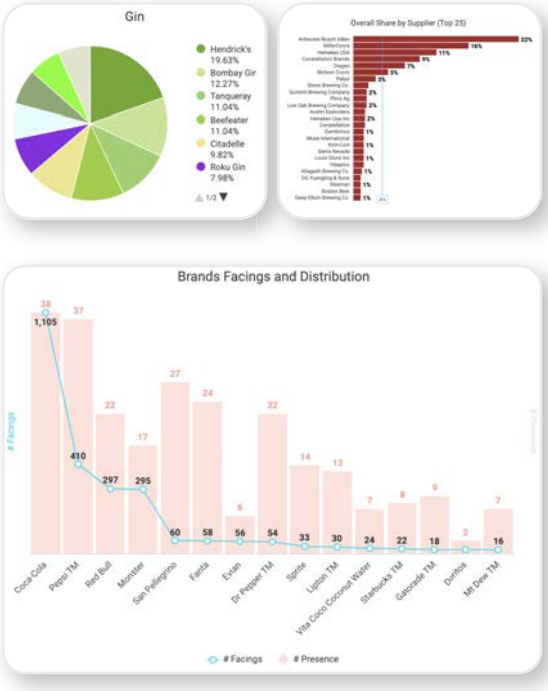
Analyze execution across on-premise displays at bars, restaurants, and event venues to gain AI-powered insights from drink menus, back bars, and beer taps.

+ Real-Time On-Device Reporting

Mobile users get real-time analytics directly in the GoSpotCheck app, allowing them to fix problems at the account and minimize re-visits.

+ Advanced Planogram Compliance Insights

Add GoSpotCheck's planogram compliance functionality to get instant compliance results from planogrammed sets instantly.



Advanced Insights for Shelf Intelligence

GoSpotCheck's image recognition solution captures and analyzes a wide range of data points and metrics—plus much more.

DATA POINT	TYPE	SHELF	COOLER	DISPLAY	MENU	TAPS	BACK BAR
Supplier	Captured	+	+	+	+	+	+
Brand Family	Captured	+	+	+	+	+	+
Brand	Captured	+	+	+	+	+	+
Product Category (Classification)	Captured	+	+	+	+	+	+
UPC	Captured	+	+	+	+	+	+
Product Name	Captured	+	+	+	+	+	+
Pack Size (ie 2-pack, 6-pack)	Captured	+	+	+	+	+	+
Packaging Type (ie Bottle, Box)	Captured	+	+	+	+	+	+
Unit Size	Captured	+	+	+	+	×	+
Unit Orientation*	Captured	+	+	+	×	×	+
Unit Facings	Captured	+	+	+	×	+	+
Product Price (including promotional price)	Captured	+	+	+	+	×	+
Count Prices Detected	Calculated	+	+	+	+	+	+
Shelf Index	Captured	+	+	×	×	×	+
Shelf Position	Captured	+	+	×	×	×	+
Stack Index	Captured	+	+	+	×	×	+
Menu Position	Captured	×	×	×	+	×	×
Count of Product Tags	Calculated	+	+	+	+	+	+
Count Empty Facings	Calculated	+	+	+	×	×	+
Count Total Facings	Calculated	+	+	+	×	+	+
Count Total Shelves	Calculated	+	+	×	×	×	+
Count Generic Ingredients	Calculated	×	×	×	+	×	×
% Share of Tags	Calculated	+	+	+	+	+	+
% Share of Facings	Calculated	+	+	+	×	+	+
% Empty Facings	Calculated	+	+	+	×	+	+
% Generic Ingredients	Calculated	×	×	×	+	×	×
Min, Max, Median, Mode, Average Price	Calculated	+	+	+	+	×	+

Available for select product categories

Advanced Insights for Planogram Compliance

AI-powered planogram compliance uses the SKU-level data captured with image recognition to compare what is happening on the shelf to what was planned.

DATA POINT	TYPE	SHELF	COOLER	DISPLAY	MENU	TAPS	BACK BAR
Overall Display Compliance	Calculated	+	+	×	×	×	×
Product Presence	Captured	+	+	×	×	×	×
Count of Planned Product Facings	Calculated	+	+	×	×	×	×
Facing Compliance	Calculated	+	+	×	×	×	×
Count Products in Correct Position	Calculated	+	+	×	×	×	×
Count Products Misplaced	Calculated	+	+	×	×	×	×
Count Products Not in POG	Calculated	+	+	×	×	×	×
Count Empty Facings	Calculated	+	+	×	×	×	×
Count Planned Products in Stock	Calculated	+	+	×	×	×	×
Count Planned Products Out of Stock	Calculated	+	+	×	×	×	×
In Stock %	Calculated	+	+	×	×	×	×
Out of Stock %	Captured	+	+	×	×	×	×
Position Compliance %	Calculated	+	+	×	×	×	×
Facing Compliance %	Calculated	+	+	×	×	×	×
Product Classification	Captured	+	+	×	×	×	×

Industry Leaders Driving Success with GoSpotCheck

PEPSICO · ABInBev · SUNTORY · Coca-Cola Bottlers · Southern Glazer's Wine & Spirits · Pernod Ricard · RNDC