



## Retail Audits and Surveys Closing the Gap

Gain visibility into the execution of in-store campaigns and close the gap between what was planned and what is occurring in-store.

- Promotional compliance audits
- Monitor on going shelf activity and prices
- Monitor competitor activity
- Bespoke questionnaires

- ✓ Gain competitive edge by identifying emerging trends
- ✓ Increase insight with reliable data at the point of sale
- ✓ Improve retail Channel Management through feedback of in-store activities

