



# ShelfPulse

The Path to Purchase Ends at the Shelf!

***STOP by Booth 533***

ShelfSnap, ATA Retail and Ferveo Technology, creator of ShelfMeter, announce a comprehensive measurement system for Shopper Marketing programs run in Supermarkets.

ShelfPulse measures the plan execution of your Shopper Marketing Program.

- Utilizes digital pictures of the event
- Pictures of retail execution are captured by **ATA Retail**.
- Interpreted through **ShelfSnap's** product recognition systems and advanced analytics to verify compliance to the plan on a store by store basis.
- Exception reporting generates quick results to enable corrective action in multi-week programs.

This unique, indisputable measure provides a complete gauge of ROI. Quantifying successful implementations, and recognizing the untapped potential represented by stores where the program was not correctly implemented.

Next **ShelfMeter** measures shelf depletion and on-hand inventory in real-time. Using its state of the art electromagnetic sensors, placed seamlessly on the shelves in a subset of stores, ShelfMeter creates the electronic signature of items to determine stock levels for each facing. This information is communicated wirelessly to the central database.

“I cannot think of an opportunity that will return a bigger ROI, than improved execution. Perhaps shopper marketing, but that requires excellent implementation as well. There is ample evidence that better execution = better sales at no additional costs.” Dr. Brian Harris, The Partnering Group in Measure Twice Profit at Once.

ShelfPulse syndicated service begins October 18<sup>th</sup>. For more details on service components, stop by Booth 533 or contact [Cyndi.Metallo@ShelfSnap.com](mailto:Cyndi.Metallo@ShelfSnap.com).

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