

“In the Moment” Data & Insights

Goals

A major manufacturer of Feminine Care products wanted to understand shelf conditions in a specific retailer:

- Was there adequate supply on shelves of their brand?
- Had a new competitor executed their rumored display program?

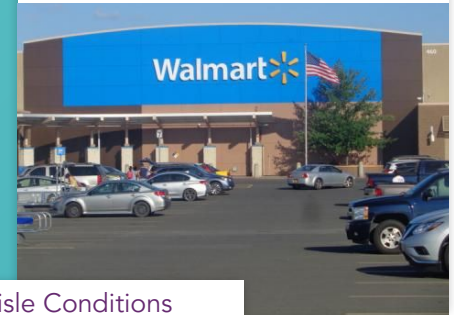
Prodege Strategy

- Pre-recruit known retailer shoppers who purchase within this category
- Pushed a mobile notification to their phones when they hit the geo-fenced locations
- Members photographed aisle conditions and answered questions about brand perception and purchase intent

Results

- Client addressed supply chain issues with retailer and was able to assess potential sales impact due to new competitor

Step 1: Verify Retailer



Step 2: Aisle Conditions



Step 3: Display Activity

