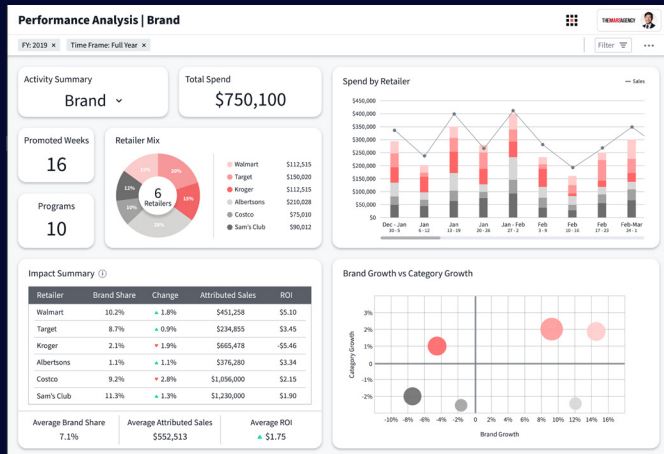
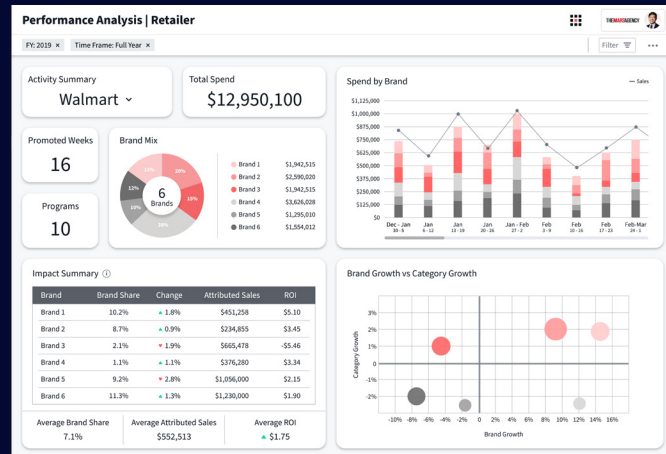


Get the specifics on the specifics.

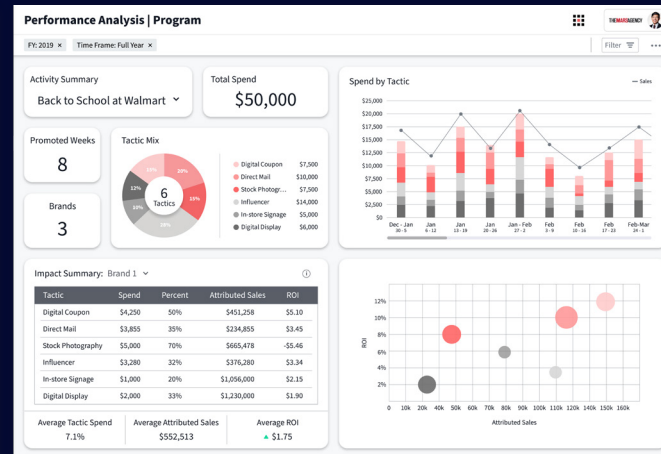
Measure the ROI of your Shopper Marketing by Brand, Retailer, Program and Tactic.



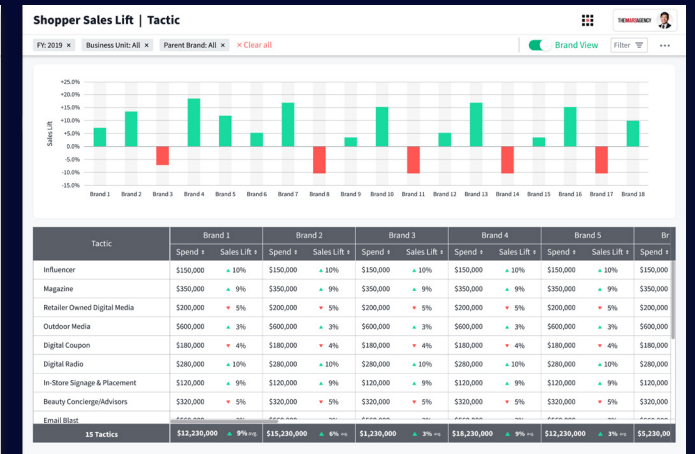
ROI BY BRAND



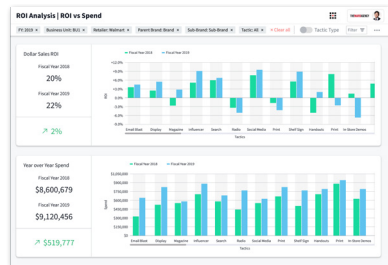
ROI BY RETAILER



ROI BY PROGRAM



ROI BY TACTIC



TACTIC SPEND V. RETURN



Visibility

Understand which Shopper Marketing programs are driving sales through an easy, self-service dashboard.



Easier planning

Clear understanding of Shopper Marketing interaction with trade and advertising.



Granularity

ROI at the tactic level to optimize programs.



Efficiency

Make the most of your Shopper Marketing dollars for maximum impact.



Clear ROI

Compare across brands and retailers using the same measurement techniques..