

## CASE STUDY: UNILEVER

In the last years, brick-and-mortar retailers had been highly challenged by the rise of e-commerce. Since COVID-19 this challenges have accelerated, forcing CPGs to maximize every chance to be visible and available to consumers, and ensure a flawless in-store execution.



Unilever

Unilever has chosen to rely on the joint solution provided by Roamler & Trax to optimize in-store execution and ensure product availability at scale and speed.

Unilever piloted the solution in **Belgium and Italy**, combining the efficiency, speed and scalability of Roamler's crowd-supported store-audits, with Trax's advanced image recognition technology.



**Unilever leverages Roamler's flexible workforce** to visit hundreds of stores across Belgium and Italy. The Roamler crowd is tasked to visit stores in their vicinity and submit high-quality images of retail shelves in a matter of days.



After an extensive quality check, **these images are processed by Trax's computer vision technology**, which rapidly provides Unilever with an accurate snapshot of in-store shelf conditions.

With data gathered daily, the Unilever sales teams can now immediately outline gaps in OSA and track recurring trends in OOS, while saving >40% on in-store data collection.

Thanks to **timely dashboards** and **aggregated reports** per retailer, sales rep, regions, category and KPIs, the Unilever central teams can quickly determine corrective actions and prioritize the stores with the biggest opportunities, by **leveraging the expertise of their field-force to drive growth in every POS**.



With the Roamler and Trax joint solution, **Unilever keeps improving its operations in Belgium and Italy**, gaining immediate control over the 5Ps of retail execution – presence, position, planogram, promotions, and pricing.