



# Drive more impact with smarter store visits

Smart store visits empower field reps to focus on the actions that matter most.



## Manual store checks are out...

Manual store checks relied on data that was already outdated by the time it got to you. Without real-time visibility into the actual conditions of the store, sales managers struggled to prioritize effectively, risking shopper attrition to competitor brands.



“ So many things can affect a CPG brand’s product on the shelf, from the pandemic to supply-chain issues. Without real-time insights, a brand cannot make decisions in response to what’s really happening at the shelf. By the time data is collected and considered manually, it’s no longer accurate.”





**Pavel Popkov**  
Product Commercial Lead at Trax Retail.

## ...smart store visits are in




Empowered by real-time data and insights, smart store visits offer CPG brands incredible potential for insight, efficiency, and ongoing impact.



## During a smart store visit...

-  Field reps capture images of the shelf for AI analysis.
-  A computer vision platform identifies execution errors and recommends actions in real-time.
-  Field reps use these insights to make smart decisions that drive maximum impact
-  Managers visualize store visit efficiency, identify gaps, and coach performance

## Types of issues that can be identified:





-  Missing product
-  Incorrect share of shelf
-  Missing price

## 5 advantages of smart store visits

-  **Reduce stock-outs and increase sales**  
With real-time insight into shelf conditions, you can keep products in stock more frequently when shoppers arrive at the shelf.
-  **Improve collaboration with retailers**  
By automating manual checks, field reps have more time to use their store visits strategically and connect with key decision makers.
-  **Get actionable insights in real-time**  
Field reps get data-driven recommendations, so they can make the most impactful decisions at the more impactful locations.
-  **Replace instinct with data-driven decisions**  
Leverage data about actual store conditions to inform your sales strategy, set data-driven priorities, and improve field rep performance.
-  **Create transformative shopper experiences**  
Quickly spot and resolve shelf issues, so shoppers can always find your brand in-stock, in the right place, and with the right promotions.

## Choose the best solution

The best solution for your brand will help you prioritize which stores to visit and which actions to take with SKU-level data. Here’s a brief checklist for identifying the best image recognition solution to power smarter store visits for your brand:

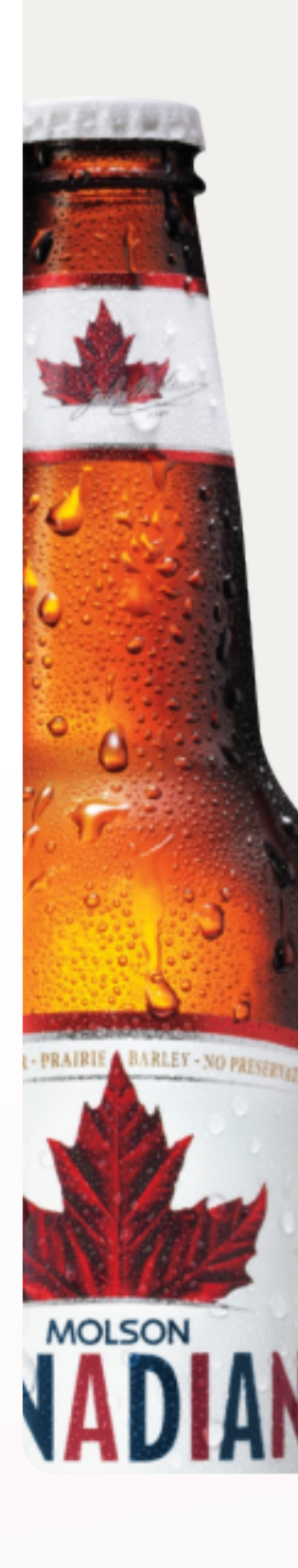
-   A single, centralized way of measuring and reporting on in-store execution
-   A proven track record of building in-store execution solutions for global brands
-   Helps field reps become more autonomous in store
-   Integrates with other solutions in your tech stack

## Proven results

**Molson Coors Canada**

“ Trax helped us improve execution at retail and be more selective with our execution priorities.”

**Joao Donato**  
Senior IT Business Partner

-  **2%** Uplift in revenue
- 14%** New KPIs unlocked
- 3%** Shared growth at pure fridge outlets

**Coca-Cola Hellenic Bottling Company**

“ We have reduced audit time by 40%, but we still track 400 SKUs in stores nationwide”

**Coca Cola Sales Leader**

-  **6.3%** Increase in National execution index
- 90%** on-shelf availability (OSA)
- 71%** Supers above 90% OSA



## Make every store visit count

Make every check-in count by empowering your field representatives to conduct smarter store visits. Leverage that data to close execution gaps and improve the experience shoppers have with your brand. And, ultimately, see the whole picture come together: faster store checks, more reliable data, increased availability — and higher sales.



Learn how to empower your field force with real-time actionable insights at shelf. [▶](#)