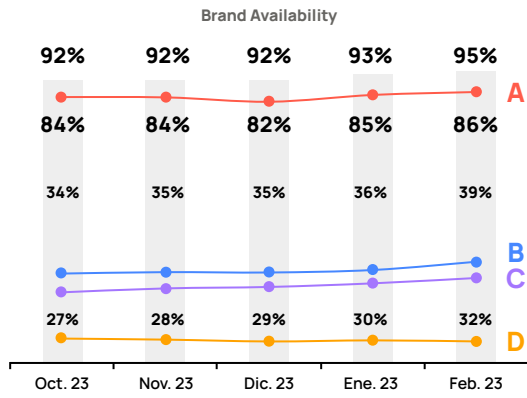


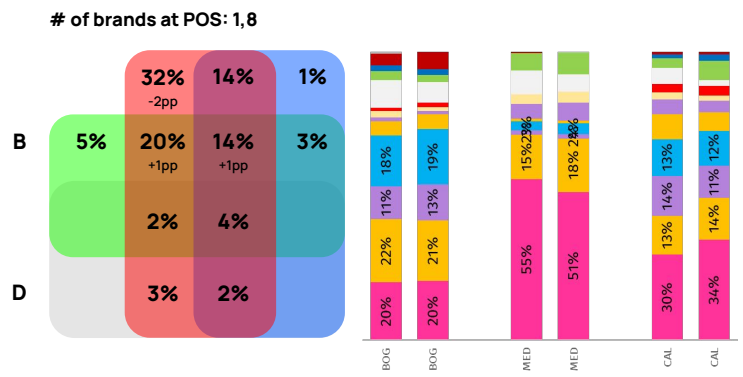


Uncover actionable opportunities to increase distribution and improve execution at POS.

We identify the points of sale where your competitors are present, but your brand is not. As shown in the graph below, Brand A is leading in distribution. However, it still has a **9% opportunity** in locations where competing products are available while it is not.



We analyze the coexistence of brands at each point of sale to understand market dynamics. In this example, as Brand B grows, Brand A has **lost 2 percentage points of exclusivity**, leading to an increase in coexistence.



We measure your execution efficiency at the point of sale

Understanding the coverage opportunity by segmentation is crucial to ensure sales efficiency. Additionally, in locations where the brands are available, we can determine if a portfolio strategy is being executed effectively, from the most important points down to the SKU level.

We have granular insights into which brand leads product availability in each square kilometer of the city. Brand A leads the majority of Bogotá, but its competitors are gaining strength in the areas of Suba, Fontibón, and Bosa. These insights enable Brand A to adjust and implement its distribution strategies strategically.

According to the data, the brand coexistence of this brand's categories is much lower than that of its competitors. Therefore, the manufacturer needs to focus on both product availability and the right portfolio at POS to boost sales.

