

iRetail Tracking

- iway platform -

January 2016

Summary

- About us
- Clients
- Methodology
- KPI's
- Online access

About us

- Founded in 2009
- Large experience in Market Research & BTL
- National coverage
 - 1 National Field Manager
 - 2 Regional Managers
 - 200 Field Agents

Iway bring up answers and solutions for questions such as:

- Does the store respect my internal standards?
- How can I have an overall image of my distribution force?
- Was my promotion properly implemented?
- What is the effect of my price change?
- Who is really taking my shelf share?
- What is the level of OOS?
- How does the competition work?

Type of projects

- Snapshot Tracking
- Leaflet monitor
- Mystery shopper
- Conformity standards
- In store promotions/activations check
- Custom questionnaire



iRetail Tracking - Main characteristics

- Web application, access from any device using user & pass
- Confidentiality, guaranteed security of data and private account for company

For Audit we monitor in total 200 stores / month / visit

- Auchan
 - Carrefour
 - Cora
 - Kaufland
 - Mega Image
 - Carrefour Express/Market
 - Billa
 - Real
 - TT
- Monthly report
 - Weekly visiting

For Leaflet we monitor the following chains

- IKA: Carrefour, Billa, Cora, Mega Image, Kaufland, Lidl, Metro, Penny, Real, Selgros, Profi, DM
 - LKA: Annabella, La doi Pasi, Trei G, Unicarm
 - Pharma: Centrofarm, Dona, Helpnet, Richter, Sensiblu
- Monthly report

Clients

Our clients:



Methodology

- Our National Field Manager oversees the Regional Managers. They are in charge of every field agent from that region
- Every month, our field agents take pictures for each category of interest, within the agreed timing, in the agreed stores
- They send the pictures via mobile application direct to our internal platform.
- Our field department is responsible of the quality of the pictures, meaning that the pictures must have the following properties: clarity for products identifying & price recognition and the entire category
- We receive listing just before the campaign starts
- All new products that are listed will be included in our monitoring, as soon as they are being identified.
- When we identify a new product (from RB or competition) we send that information to RB and wait for logistics info in order to add it to our database
- All data will be processed by our office agents and checked by our quality team.
- At the end of processing stage we send the final report to RB, in agreed formats
- Reports are being delivered every month, according to timing

KPI's

Shelf Space - indicates the space (in meters) occupied by each brand

Shelf Share - indicates total brand space per total category space (%)

Shelf Presence - is calculated based on the listing we receive every month; Ex: if 5 out of 10 listed products are present in a store, shelf presence is 50%

Shelf Price

Each price of SKU or average price of SKU per chain, per country

Display Share - represents total brand points per total category points. Ex: if Scholl is the only brand, from Foot Care Category, present in Special Placements, then **Scholl** will have 100%

Display points - each type of placement has a number of points, from sales point of view. Ex: End of Gondola has 1 point, Display has 0.5 points, Island has 1.5 points, etc.

Share of SKU's (Share of assortment)

Total number of unique presence by brand / Total unique presence by category.

Share of Leaflet

Total insertions of Brand / Total insertion of Category, per chain, per country.

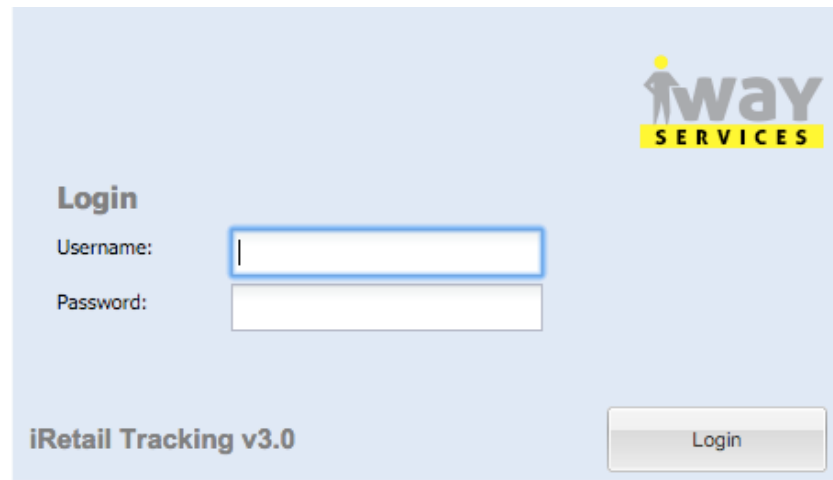
Share of discount types

Total discount types of Brand / Total discount types of Category, per chain, per country

Online access

<http://reporting.iwayservices.ro>

- **user** sent via email
- **pass** sent via email



The screenshot shows a login interface for 'iRetail Tracking v3.0'. In the top right corner, there is the 'iway SERVICES' logo, where 'iway' is in grey and 'SERVICES' is in black on a yellow rectangular background. Below the logo, the word 'Login' is written in bold. The form contains two input fields: 'Username:' with a blue border and a vertical cursor, and 'Password:' with a white border. At the bottom left, the text 'iRetail Tracking v3.0' is displayed. At the bottom right, there is a grey 'Login' button.

Thank you!

Email - contact@iwayservices.ro

Website - www.iwayservices.ro