Pensa
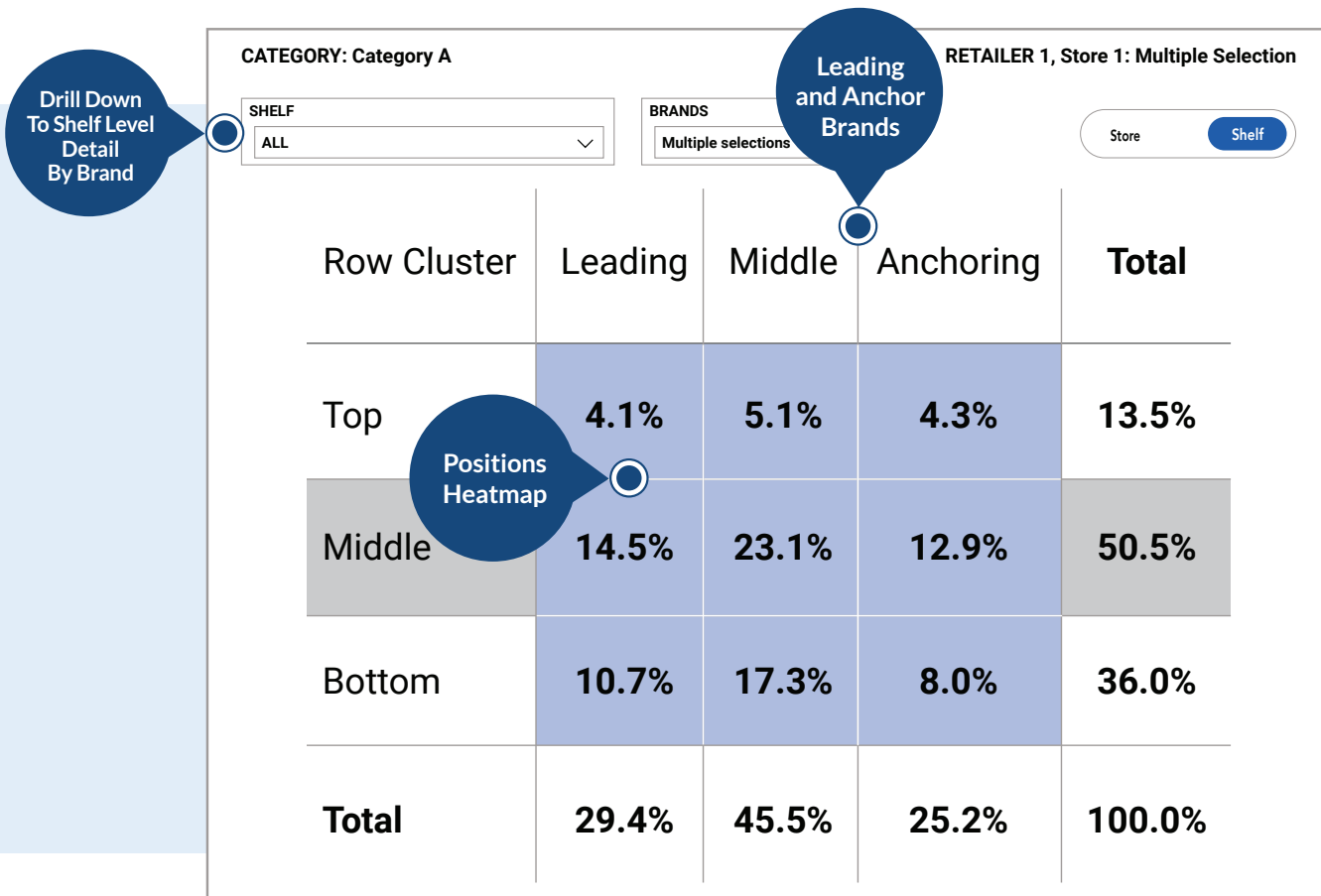
Shelf Positions Solution

Stagnant category growth can be a result of sub-optimal product placement and poorly performing assortments. Are you missing a critical view of where your products are placed on the shelf?

Boost category growth through improved shelf presence

Pensa's computer vision and AI platform exposes shelf reality across all channels over time.

CATEGORY: Category A

Drill Down To Shelf Level Detail By Brand

SHELF
ALL

BRANDS
Multiple selections

Leading and Anchor Brands

RETAILER 1, Store 1: Multiple Selection

Store · Shelf

Positions Heatmap

Row Cluster	Leading	Middle	Anchoring	**Total**
Top	4.1%	5.1%	4.3%	**13.5%**
Middle	14.5%	23.1%	12.9%	**50.5%**
Bottom	10.7%	17.3%	8.0%	**36.0%**
Total	**29.4%**	**45.5%**	**25.2%**	**100.0%**

Pensa's Positions Dashboard

The Pensa Advantage

- ✓ **DIGITAL SHELF RECONSTRUCTION**
- ✓ **TOTAL RETAIL COVERAGE**
- ✓ **GRANULAR DETAIL**
- ✓ **PLACEMENT AND PLANOGRAM**
- ✓ **FAST TIME TO VALUE**
- ✓ **COMPETITIVE BRAND VISIBILITY**

Unmatched Shelf Visibility

Pensa's detailed 3D digital shelf reconstruction and shelf positions table.

Product	Facings	Segment	Row	Index	Width	Height
Product 1	1	2	1	1	3.84	9.24
Product 2	1	1	1	2	7.1	9.5
Product 3	1	2	2	3	3.69	9.53
Product 4	2	1	2	4	4.09	9.44
Product 5	1	1	3	5	3.74	9.54
Product 6	1	1	3	6	4.72	9.42
Product 7	1	2	4	7	2.79	9.36

The Power of Pensa

We offer a breadth of shelf intelligence solutions tailored to your use cases and business goals.

Understand Shelf Conditions

On-Shelf Availability   Real Share of Shelf

Benchmark and Measure Shelf Execution

Perfect Store KPIs   Product Positions   Compliance

Find and Fix Shelf Issues

Shelf Exception Notifications   On-Shelf Availability Reporting

The Pensa Difference

Pensa's innovative shelf intelligence solution assesses an entire store aisle in ~20 seconds and digitally reconstructs a 98% accurate view of shelf conditions without requiring reference images. Pensa captures full categories down to a SKU level, including competitive and private label brands, and is quick and easy to deploy.

Learn more at pensasystems.com

50+
retailer banners

5,000+
retail locations