

## Shelf Measure

Improve product availability, out of stock, and share of shelf

You are aware you don't really know what is happening at the shelf. Which means your on shelf availability and shelf share are likely suffering. And current ways of getting to the truth are inaccurate, resulting in out of stocks, surprises in actual product availability, suffering share of shelf.

Far Greater Visibility into What's Really Happening



### Your True View of the Shelf Across Key Metrics

Pensa gives far greater visibility into what's really happening at the shelf. And provides you with continuous visibility for you to improve product availability, out of stocks, and shelf share.

✓ BETTER SHELF PLANNING

✓ BETTER ARMED FOR RETAIL CONVERSATIONS

✓ PROTECT YOUR MARKET SHARE



## Typical Business Case Improvements

Improving product availability, out of stocks, and share of shelf drives greater overall results.

# 10%

Overall increase in on shelf availability

# 5%

Overall increase in sales from improving OSA

# 2pts.

Overall increase in shelf share

## Easy to Get Started & See Impact

### 1

Tell us which categories to include



### 2

Tell us which retailers and banners to include



### 3

Access the live dashboard



## Pensa Does the Rest

- Pensa's extensive network already has visibility for you (or we add it at our expense)
- Store sampling (~10-20%) or you tell us
- Frequency of scans (generally 1-2x a month) or you tell us

## Unlocking Your AI Strategy for Retail



Pensa AI is the first industry scalable answer for managing across headquarters and in-store activities



## Pensa is Equipped to Meet you Where you Are

No hassle & unprecedented access to data

### We do the work

Get continuous access to our AI output and to out-of-the-box dashboards.

Receive constant shelf visibility, up to every week, every day, every month, and up to every store location.

Leverage the vast and growing Pensa Network of 400k affiliates calling on nearly every retailer up to every week or every day.

### You get the visibility

See your reality in your categories and retail banners already available. Or, if not, can be added quickly.

Get the data in a cost effective, efficient manner, done by Pensa, syndicated so you don't pay for custom projects or one-off audits.

*(Pensa AI makes this possible for the very first time by being insanely fast to digitally collect and interpret, used by the Pensa Network already in place.)*

Learn more at [pensasystems.com](https://pensasystems.com)