

For CPG Brands

Space to Sales

Maintain fair share of shelf, flag crucial underspacing, translated to dollars lost

You know if you are under-spaced it costs you revenue and market share. Current ways of getting to the truth are inaccurate and can lead to the wrong conclusions or actions; resulting in a **false view of your true share of shelf and lost sales due to being under-represented.**

See Opportunities Across Retailers

Pensa Space to Sales by Retailer

Retailer	Store	Category	Subcategory	Segment	Manufacturer	Brand	Real Share of Shelf - Facings		Unit Share		Facing to Sales Index - Units Linear		Unit Opportunity (Linear)		Dollar Share		Facing to Sales Index - \$ Linear		Dollar Opportunity (Linear)		
							BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	38.9%	38.5%	40.2%	45.5%	46.8%	78.8%	83.1%	28.6M	21.3M	39.3%	40.3%	91.2	96.4	\$31M	\$12M
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	27.0%	28.1%	28.6%	27.8%	29.2%	29.9%	92.5	94.1	24.5%	25.5%	110.3	110.1	(\$3M)		
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	36.2%	38.0%	35.4%	39.7%	34.8%	39.6%	104.0	96.0	5.9%	30.9%	139.7				
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	40.4%	38.2%	41.7%	40.2%	39.6%	39.4%	102.0	97.1	-5.2M	-8.1M	34.8%	35.1%	116.2		

Benchmark Across All Retailers and Banners

See the Changes Over Time and Since Baseline

Underspacing Flagged and Translated to Dollars Lost

Zero-in to Compare to your Competitors

Pensa Space to Sales by Manufacturer

RETAILER	Linear Share of Shelf		Real Share of Shelf - Facings		Unit Share		Facing to Sales Index - Units Linear		Unit Opportunity (Linear)		Dollar Share		Facing to Sales Index - \$ Linear		Dollar Opportunity (Linear)	
	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY
[REDACTED]	35.8%	38.9%	38.5%	40.2%	45.5%	46.8%	78.8	83.1	28.6M	21.3M	39.3%	40.3%	91.2	96.4	\$30M	\$12M
[REDACTED]	16.7%	13.0%	13.0%	13.0%	13.0%	13.0%	128.6	103.5	-6.7M	-6.7M	7.4%	7.4%	95.9	77.0	(\$41M)	
[REDACTED]	26.3%	21.7%	20.6%	20.6%	21.7%	20.6%	121.1	126.8	-8.8M	-8.8M	9.5%	9.5%	126.5	110.3	(\$16M)	
[REDACTED]	2.8%	2.5%	2.7%	2.6%	2.1%	2.2%	133.3	110.3	-1.2M	-0.5M	1.7%	1.9%	162.8			

Compare Directly to Key Competitors

See Your Dollar and Unit Share Compared to the Competition and Where There Are Opportunities to Improve

See the Dollars You May Be Leaving on the Table And Where You Could Gain Space From the Competition

Far Greater Visibility into the Size of the Problem

Pensa provides you with **continuous visibility** for compliance and accountability to right-size and fix.



GET THE SHELF SHARE YOU DESERVE



PROTECT AND GROW MARKET 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

Typical Business Case Improvements

Optimizing shelf space drives greater sales.

2%

Overall increase
in share of shelf

5%

Overall increase
in sales

1%

Overall increase
in market share

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