

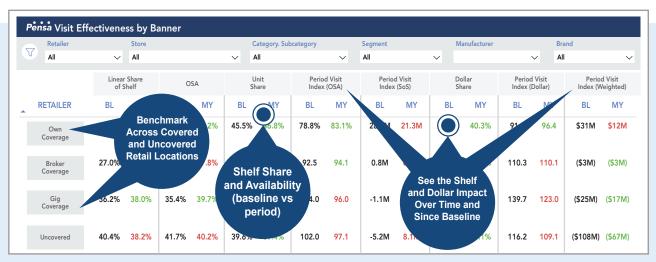
For CPG Brands -

Workforce Visits

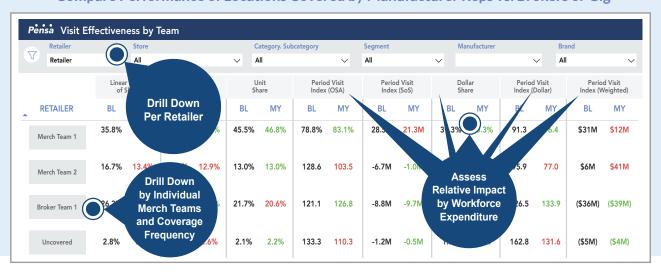
Send the right merch teams to the right stores to maximize efficiency and effectiveness

You're probably sending merch teams to the wrong stores at the wrong frequency. But how do you know? Current ways to measure (e.g., assessing performance from point-of-sale data, before and after visit photos, or doing periodic full audits of a few stores) are not reliable, making it impossible to know the impact of your field teams.

Measure and Tune Visit Impact across Retailers



Compare Performance of Locations Covered by Manufacturer Reps vs. Brokers or Gig



Pensa Provides Far Greater Visibility

To measure the effectiveness of where reps visit... and where they don't but should. Providing you with continuously monitoring to improve:









Easy to Get Started & See Impact







Pensa Does the Rest

- Pensa's extensive network already has visibility for you (or we add it at our expense)
- Store sampling (~60-80% of selected retailers) or you tell us
- Frequency of scans (generally 8-12x a year) or you tell us

Typical Business Case Improvements

Optimizing visit plans drives greater results across sales

30%

Overall increase in workforce efficiency

 $\mathbf{2}_{\mathsf{pts.}}$

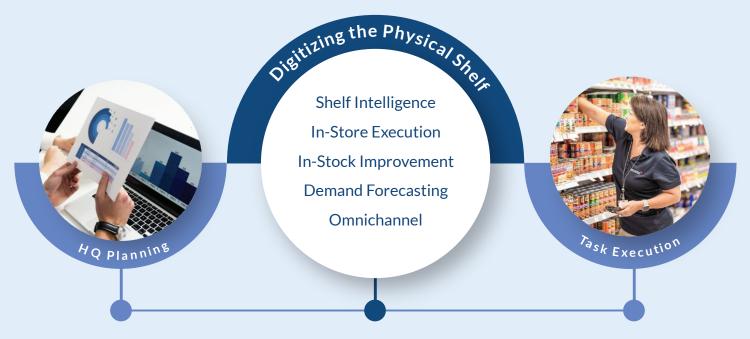
Overall increase in shelf share

5%

Overall increase in sales from effectiveness



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 <u>continuous access</u> 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 Al 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