

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

Pensa Visit Effectiveness by Banner																
Retailer	Store		Category, Subcategory		Segment		Manufacturer		Brand							
All	All	All	All	All	All	All	All	All	All	All						
	Linear Share of Shelf		OSA		Unit Share		Period Visit Index (OSA)		Period Visit Index (SoS)		Dollar Share		Period Visit Index (Dollar)		Period Visit Index (Weighted)	
RETAILER	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY
Own Coverage					45.5%	46.8%	78.8%	83.1%	28.3M	21.3M	3.3%	40.3%	91.3	96.4	\$31M	\$12M
Broker Coverage	27.0%		38.0%	38.8%	39.8%	39.7%	92.5	94.1	0.8M		110.3	110.1	(\$3M)	(\$3M)		
Gig Coverage	36.2%	38.0%	35.4%	39.7%	39.8%	39.7%	102.0	96.0	-1.1M		139.7	123.0	(\$25M)	(\$17M)		
Uncovered	40.4%	38.2%	41.7%	40.2%	39.8%	39.7%	102.0	97.1	-5.2M	8.1M	162.8	109.1	(\$108M)	(\$67M)		

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

Pensa Visit Effectiveness by Team																
Retailer	Store		Category, Subcategory		Segment		Manufacturer		Brand							
Retailer	All	All	All	All	All	All	All	All	All	All						
RETAILER	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY	BL	MY
Merch Team 1	35.8%		38.0%	38.8%	45.5%	46.8%	78.8%	83.1%	28.3M	21.3M	3.3%	40.3%	91.3	96.4	\$31M	\$12M
Merch Team 2	16.7%	13.4%	12.9%	12.9%	13.0%	13.0%	128.6	103.5	-6.7M	-1.0M	162.8	77.0	\$6M	\$41M		
Broker Team 1	26.2%		35.4%	39.7%	21.7%	20.6%	121.1	126.8	-8.8M	-9.7M	26.5	133.9	(\$36M)	(\$39M)		
Uncovered	2.8%		41.7%	40.2%	2.1%	2.2%	133.3	110.3	-1.2M	-0.5M	162.8	131.6	(\$5M)	(\$4M)		

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:



MIX OF COVERED & UNCOVERED MARKETS



RELATIVE VALUE OF YOUR TEAMS VERSUS BROKER TEAMS OR GIG WORKERS



VISIT EFFECTIVENESS & FREQUENCY

Easy to Get Started & See Impact

1

Tell us which categories & retailers to include



2

Tell us how often to baseline or when you plan major workforce changes



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 (~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

2pts.

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 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