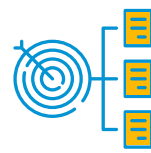


How a leading pharma brand in Indonesia achieved **4%** lift in same-store sales with Image Recognition solution



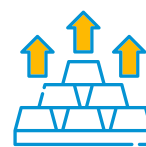
97%
accurate in-store
actionable insights



100%
store promotional
compliance



20%
ROI on
using Infillect

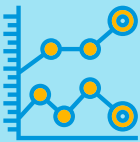


2%-4%
same-store
sales lift

The Wishlist



Monitor store compliance of promotional displays and optimize store payouts



Generate accurate and **real-time** in-store execution insights from local pharma stores



Establish pre-determined **SKU visibility** metrics to determine per-store incentives



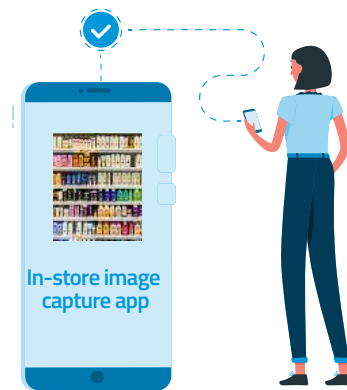
Challenges

The company wanted to increase their in-store visibility of some of its top selling over-the-counter medical products. However, monitoring retail execution across thousands of high frequency general trade stores in Indonesia was challenging to accomplish with manual audits. Here are some of the challenges of traditional audits:

- Determining and measuring the brand presence in every store is not feasible
- Traditional audits are undertaken once a month. This provided data points that were obsolete to take any impactful action
- There is no procedure to continuously monitor the compliance of promotional displays and POSMs at a per-store level

The Infilect Approach

Infilect deployed InfiViz - An image recognition platform to gather insights on per-store sales execution, promotion, and pricing, from 25,000 stores across Indonesia. Here is how the solution worked:



Existing on-field merchandisers were trained on how to capture high quality images that InfiViz AI could process in batch wise. (All images were pulled using Infilect SDK and processed by InfiViz AI Cloud)



All detected SKUs and execution insights were made available to every stakeholder in realtime.



The InfiViz AI was trained to identify the company's SKUs as well as the competitor SKUs from the images captured by the merchandisers.

Precision product detection in high frequency store



Accurate detection of promotional displays



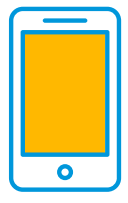
Total Field Force
100



Number of Stores covered
25,000



Frequency of store visits
Once per 2 weeks



In-store images processed per month
500k

Operational Impact:



97%
accurate in-store actionable insights



Per-store precision sales actions
leading to improve penetration of SKUs per store



Frequent monitoring
of promotional displays and POSMs

Business Impact:



2%-4%
lift in Same-Store sales



Per-store
precision merchandising inputs to
manage merchandiser payouts



20x ROI
on using Infilect

About Us

Infilect is an Enterprise SaaS provider for retail manufacturers, retail brands, and retailers. With innovations in Image Recognition and AI, Infilect's products empower the retail industry with unprecedented visibility into omnichannel sales, in-store merchandising, and store operations. Infilect uses Computer Vision and Artificial intelligence technology to convert visual data into intelligent and insightful business insights that help monitor retail or store operations, improve brand visibility inside stores and boost per-store sales performance. Presently, we serve top global retail brands including Procter & Gamble, Coca Cola, Britannia-India, ITC-India, Lowes, AbinBev, Samsung, Heineken and more. Our solutions are deployed and scaled in 16+ countries and 400K stores worldwide. Today, Infilect processes over 4 Million in-store images per month and empowers retail leaders with real-time visibility into their in-store product, promotions and pricing strategies. For more information, visit <https://www.infilect.com>



<https://www.linkedin.com/company/infilect>

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