

## Revolutionizing in-store experiences with Circana

Centific, a leader in data, intelligence, and experience enterprise platforms and solutions, is partnering with Circana, the leading advisor on the complexity of consumer behavior.

Together we enable transformative in-store experiences for businesses and consumers in the Retail, Consumer Packaged Goods (CPG), and Quick-Service Restaurant (QSR) industries.



With 20+ years of data experience, Centific combines complementary datasets with Circana to provide deeper insights into customer behaviors, sales trends, and store-by-store performance.

### Data Partner | Enabling data-driven, full-picture insights

Our advanced computer vision capabilities help businesses validate merchandising and meet planogram compliance requirements at scale, enabling more targeted insights across every aspect of in-store execution to improve:

- Share of shelf
- Product shrink
- SKU-specific profitability
- Store benchmarking
- New product development



In partnership with Circana, Centific experts help optimize store-level experiences with insights, analytics, and solutions for multiple use cases that impact retail environments.

### Client Algorithms | Enhancing experiences with intelligence

Every store experience is unique. Our customizable client algorithms work seamlessly with Circana technologies to support scalability and accuracy even as data complexity grows. Our tailored algorithms help businesses:

- Optimize for demand, pricing, and promotion
- Increase staff efficiency and productivity
- Maintain physical and digital asset integrity
- Gather and leverage retail insights
- Improve trade investments and decrease waste



To ensure a seamless transition, we provide training and support every step of the way.

### Embedded Algorithms | Achieving precision at scale

Centific's embedded algorithms enable accurate insights across categories and at the store level. Integrated with Circana solutions, our embedded algorithms help businesses improve:

- Behavior anomaly detection
- Planogram digital auditing
- Product assortment planning
- Inventory management and compliance
- In-store experiences for customers and employees

## Client Co-Creation Initiatives

Exploring Human-Centric, Next-Generation Solutions with Data and Intelligence



**Challenge:** Our client was losing sales and customers due to OOS and/or missing items.

**Solution:** We performed a digitalized audit to help our client boost staff productivity & provide actionable insights for OOS products and empty shelves.

**Outcome:** We enabled our client to optimize productivity and customer conversion through:

- Pro-active inventory management
- Planogram compliance
- Driving product upsells

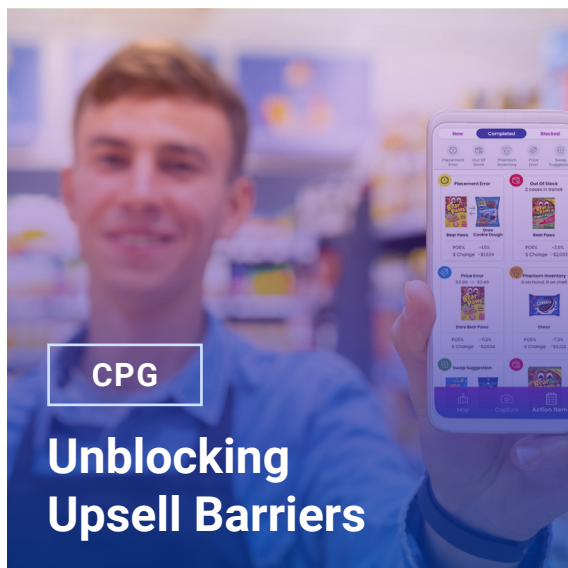


**Challenge:** Retail execution workers did not have enough time in-store to upsell and capture competitive insights.

**Solution:** Our digitalized audit and automated insight capture helped retail execution workers get more time at the store for business-critical tasks.

**Outcome:** We helped our client keep a pulse on moments of truth with live information on:

- Share of shelf
- Shrink
- Store benchmarking
- NPD success



**Challenge:** Our client was losing market share and sales due to the time and effort required to gather and consolidate data from store visits, and derive actionable adjustments for changes in market and customer behavior.

**Solution:** We created a centralized intelligent platform with live audit data feeds, AI-generated insights for competitors, and store-specific health status to enable better upsell and adjustment decision-making.

**Outcome:** We helped our client streamline insights from store-front to HQ via:

- Effective upsell pitch for store-specific needs
- Increasing store revenues
- Real-time call-to-action reports

## About Centific

Centific believes data is only as valuable as the insights it delivers. With Circana, we help businesses unlock data's full potential through comprehensive data solutions and algorithms that enable deeper and more accurate insights into retail operations.

- Forecasting + Demand Planning
- Digital Auditing
- Asset Integrity
- Pricing + Upsell Strategies
- Retail Insights
- Inventory Management
- Promotion + Sales Planning
- Staff Productivity
- Real-Time Reporting

Want to learn more? Drop us a line at [solutions@centific.com](mailto:solutions@centific.com)