



# Understanding the impact at shelf level is easier than ever with Nielsen's new Store Insights study

Retailers and manufacturers spend large amounts of money annually on consumer research, data analysis and planogram creation, but very little time on measuring impact at shelf

## Understanding the impact of planogram changes at shelf

Traditionally, in an attempt to understand the effect of a planogram change, retailers and manufacturers focused on the total category growth or decline.

The deeper questions are, how do we really know which SKUs were driving that increase or decrease? How can we identify the lines that did or did not respond well to increased or decreased facings or a shelf swap?

Nielsen's Store Insights Study can now quantify how a change in shelf position or facings can truly effect the sales of a product at store level.

Now, at your fingertips is a series of user friendly reports that will track weekly scan sales at SKU level, highlight positive

and negative results around individual product moves, and analyse multi-level space to sales information.

Flexible output options cover both viewer level report books, or interactive in a Nielsen Advisor-ready databases.

## Counting the cost of in-store execution

Measuring the impact of shelf and facing changes by SKU opens the door to link sales performance to planogram compliance.

## Contact Us

For more information contact your Nielsen Account Manager or visit [www.nielsen.com](http://www.nielsen.com)

## Key Benefits:

- Quantify the change in shelf or facings of a product and how it relates to surrounding items
- Accurately measure the performance of each SKU in a trial planogram before roll out
- Quantify the effect of non-compliance within a planogram
- Quantify the value of out of stocks at shelf level

