INFILECT

All About Planogram Compliance. A Complete Guide.

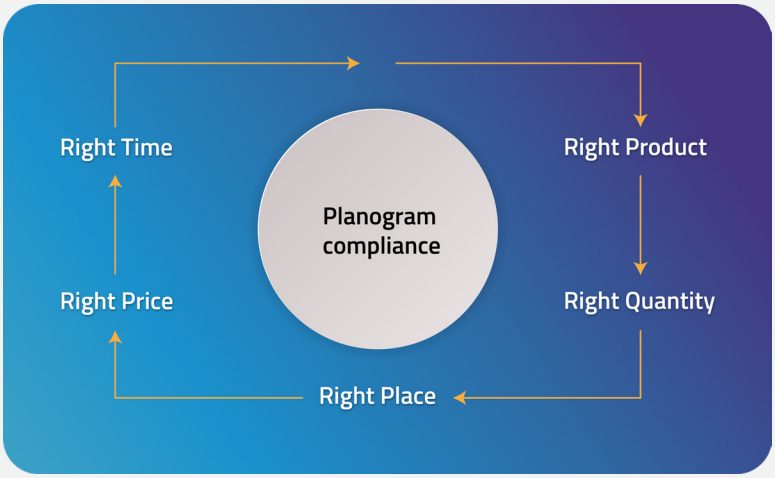
Achieve 100% Planogram Compliance With The Most Advanced Image Recognition AI

What is a Planogram?

A planogram is a diagrammatic representation of the ideal product placement inside a store that facilitates customer purchase. Based on a continuous retrogressive extrapolation of product position to buying patterns, the planogram pinpoints how and where different FMCG products should be placed, i.e, a schematic plan for displaying retail products on store shelves so as to maximize sales. The key factors that participate in chalking up an effective planogram are Share-of-Shelf, positioning of the product, brand displays, and Point-of-Sale (POS) locations.

Why is Planogram Compliance a Must For FMCG Brands?

Planogram compliance is a retailer's complete adherence to the planogram protocols provided by an FMCG brand. It ensures that the right mix of products is located at the right place, at the right time with accurate merchandising and brand display fixtures to target the right set of customers.



The objective of a planogram is to increase brand visibility and recall, and simultaneously drive sales through it. But what good is a tool if one can't backtrack its performance?

- How do the decision-makers of the CPG brands calculate the P&L index in a pre and post-planogram compiled structure?
- How do retailers know they are making a surplus of currency with the existing planogram?
- How do the strategists get visibility into the planogram's effectiveness?

The answer to all the above-mentioned questions and more lies in the cradle of planogram compliance monitoring.

Planogram Compliance: Extrapolating The Past, Enhancing The Contemporary & Crafting The Future.

According to The National Association of Retail Marketing, planograms, on average, go out of compliance at a rate of 10% per week. To paint a more synergistic picture, RIS News reported that poor retail execution & a lack of planogram compliance can lead to sales loss of $1M to $30M per retailer in the US market.

Planogram planning, designing & monitoring has evolved over the years with the single objective of obtaining better, sharper, and quicker results. It started from 2D & 3D virtual designs to a data-driven shelf product placement optimization, to artificial intelligence produced planogram designs.

The planogram compliance monitoring solutions are also spread across a wide spectrum. From tools based on image processing that ensure shelf planogram compliance, to computer vision & deep learning-based scanning solutions. Artificial Intelligence (AI) algorithms are engineered to identify and address multiple complexities of varied intensities like adjacencies, differing light intensities, various facings of products, and multiple facets of the SKUs.

The Challenges in The Road To Planogram Compliance

- Lack of Awareness
- Manual Store Audits
- Lack of Real-Time Data
- Lack of Subject Expertise
- Blurred Per-Store Level Vision
- High Turnover Time

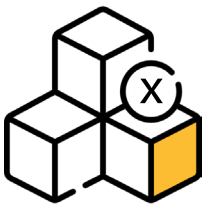
Monitor Planogram Compliance With The Smartest Image Recognition Technology by Infilect

Image Recognition (IR) in the CPG industry is expected to grow from USD 1.4 Billion in 2020 to USD 3.7 Billion in 2025 at a Compound Annual Growth Rate (CAGR) of 21.7% from 2020 to 2025. An increase in the need for "successful" retail execution and 100% adherence to planogram standards are a few of the major factors driving this exponential growth.

Infilect's flagship product, InfiViz, is the most advanced visual intelligence platform used by some of the leading CPG brands across the globe to monitor and ensure complete adherence to the brand's planogram standards.

Business Benefits: A Ripple Effect of Planogram Compliance

Eliminate Out-of-Stock



Enable your field force to identify OOS easily, effectively manage the inventory, and re-stock in optimal quantity & time.

Increase Revenue

Increase the profit margins by 8.1% by complying with the planogram standards.

(Source: The National Association of Retail Marketing)

Improve Customer Experience

Enhance customer experience by restructuring the store layout to one that's in sync with the in-store customer behavior.

Introducing Infilect's Flagship Product InfiViz

A comprehensive visual intelligence platform for the most accurate, real-time in-store execution insights.

- "Click n Go" store audits
- Competitive intelligence
- Compliance monitoring
- Per-store level retail insights
- Lightning fast product setup within 2 weeks
- In-store execution insights within 60 seconds
- AI-powered sales recommendations
- Multi-object & dynamic shelf tracking

Capturing of high quality in-store images by on-field merchandisers.

Accurately identifies SKUs and display promotions from the images captured from every store.

INFIVIZ AI

Critical and actionable execution insights are made available on the InfiViz Dashboard and shared using trackers directly into stakeholder inbox.

Execution insights and targeted action plans are available to on-field merchandisers within 60 seconds.

Why FMCG Brand Love Infilect?

Better Control

- ✓ Automated store audits Vs Manual audits of just a sample
- ✓ Merchandiser real-time tracking using facial recognition & geo-tagging
- ✓ Gather evidence of merchandizers' store visits and activity to determine appropriate merchandizers' pay-outs

Efficiency at scale

- ✓ 70% time saved for merchandiser audit time per store
- ✓ Merchandisers are equipped with real-time action plans within 60 secs to instantly fix execution issues on-the-spot
- ✓ 25% reduction in sales beat time, hence more stores covered

Effectiveness and Impact

- ✓ 20% Improvement in Share-of-Shelf and On-Shelf Availability of SKUs
- ✓ 40% Improvement in penetration of brands per store
- ✓ 30% saved on multi-million trade marketing budgets
- ✓ 2%-5% lift in per-store sales

Introducing Infilect's Flagship Product InfiViz

2%-5%

Same Store Sales Lift

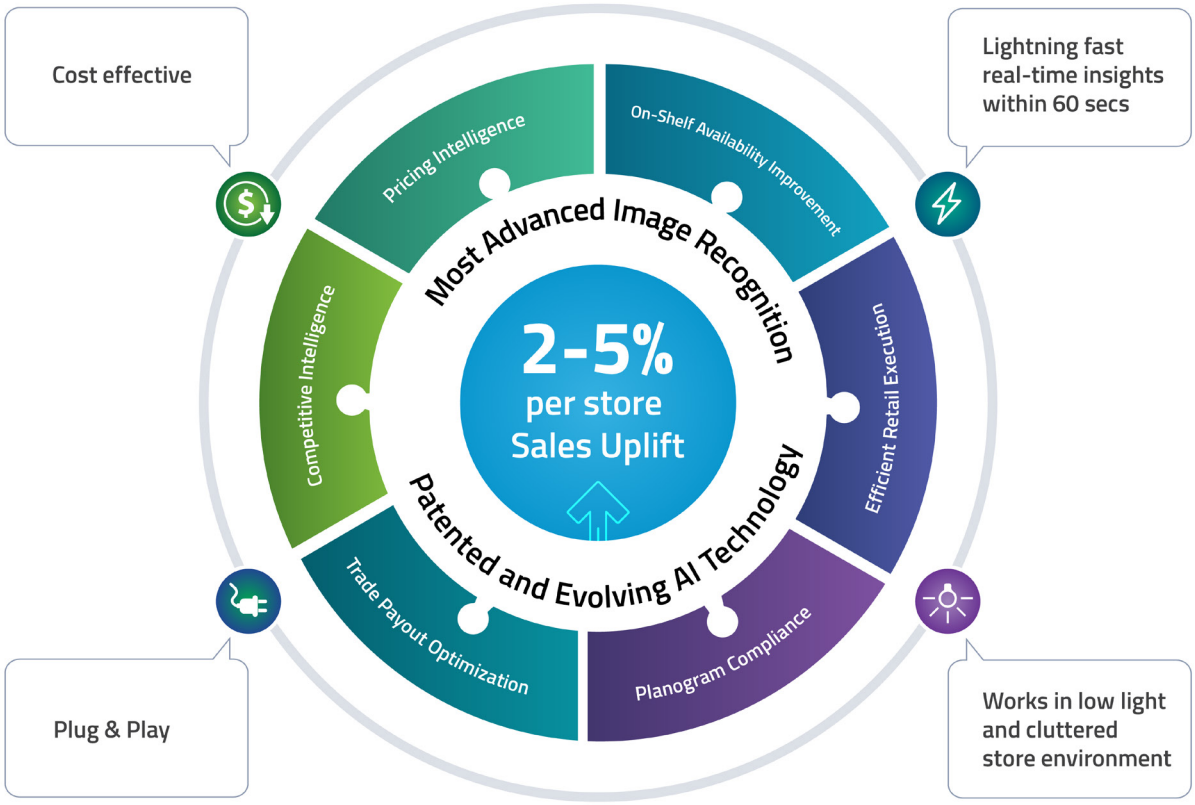
25M+

Minutes Saved in Store Audits

$10M

Trade Payouts Impacted

Why Infilect?



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