



INFOSCAN FAST

TRACK PRODUCTS AND CATEGORIES WEEKLY AND INCREASE PROFITS

Tracking the performance of your products and competitors in their respective categories is important all year round. But there are specific times when getting this information quickly is absolutely vital, rather than merely useful.

If you need to monitor a new product launch, advertising activity or how your products are faring during key seasonal periods, such as Christmas or Easter, InfoScan Fast can provide the answer.

Based on InfoScan, the flagship tracking service from IRI, InfoScan Fast provides invaluable weekly information on sales, share, distribution, rate of sale as well as promotional measures over key periods of the year.

APPLICATIONS

InfoScan Fast enables you to:

- ▶ Track the impact of new product launches
- ▶ Act quickly on in-store price changes
- ▶ Monitor sales following promotions and seasonal activities
- ▶ Check distribution and promotional compliance

FEATURES

- ▶ Full InfoScan hierarchy for product comparison in the category
- ▶ Latest 12 weeks of data
- ▶ All available measures (including Base and Incremental sales) for InfoScan Fast Standard
- ▶ Basic InfoScan measures available for InfoScan Fast Premium
- ▶ 100% scanning geographies available
 - InfoScan Fast Standard – all available scanning geographies including Major Multiples, Convenience outlets and Chemists
 - InfoScan Fast Premium – Major Multiples only
- ▶ Data delivered weekly
 - InfoScan Fast Standard – 8 working days after period end
 - InfoScan Fast Premium – 6 working days after period end
- ▶ Delivered via spreadsheet or CPGNetwork



SEE

InfoScan Fast provides weekly data at SKU, brand, and category level.

ACT

Monitor sales, distribution and price changes to help you increase sales and profitability.

WIN

Improve the chances of your new and seasonal launches succeeding with accurate, weekly data.

MORE INFORMATION >

please contact your IRI representative or email sales@infores.com

ABOUT IRI

Information Resources, Inc. (IRI) is the world's leading provider of enterprise market information solutions and services, empowering its clients to grow their business profitably in a complex marketplace. Driving the transformation of the consumer packaged goods (CPG), retail, and healthcare industries, only IRI provides a unique combination of real-time market content, advanced analytics, enterprise performance management software, and professional services. The company's portfolio of services, solutions, and technology enable leading retailers and their suppliers around the globe to see what they are missing, act faster with greater confidence, and win at the shelf. Ninety-five percent of the FORTUNE Global 500 in CPG and retail leverage IRI to power their business. For more information, visit www.infores.com.

INTERNATIONAL HEADQUARTERS

EAGLE HOUSE, THE RING
BRACKNELL, RG12 1HS
UNITED KINGDOM

Telephone: +44 (0)1344 746000

WWW.INFORES.COM

