



SALESWEB

ACT FAST WITH RETAILER SPECIFIC DATA OVER THE INTERNET

National Account Managers need information to track their brands by retailer. Named – or key – account data makes discussions on specific activity easier and more credible.

The ability to track and understand distribution, sales and pricing is crucial, especially in the early phases of new product launches and during promotions. To make this process quicker and easier SalesWeb provides named account data on a weekly basis via the internet.

SalesWeb delivers weekly data in the same structure that the retailer buyers use. It includes full competitor data including own label as well as the performance of your own lines. It also includes sales for all products sold in the retailer, not just FMCG categories. Data is available just three days after the end of the trading week.

APPLICATIONS

- ▶ Target competitor lines for de-listings or use data to defend your products
- ▶ Identify slow moving lines
- ▶ Track sales and distribution of new products
- ▶ Track promotional implementation (e.g. distribution build, selling price)
- ▶ Identify grey market imports
- ▶ Identify out-of-stock situations
- ▶ Research related markets for context information e.g. adjacent categories
- ▶ Act on information quickly
- ▶ Increase profits by improving distribution

FEATURES

- ▶ Covers all products sold in-store, not just FMCG categories
- ▶ Data supplied in line with retailer classifications
- ▶ Key performance indicators:
 - value sales
 - unit sales
 - average price
 - number of stores selling
 - value rate of sale
 - unit rate of sale
 - product value share of sub-category
 - product unit share of sub-category
- ▶ Delivered weekly three days after the end of the trading week

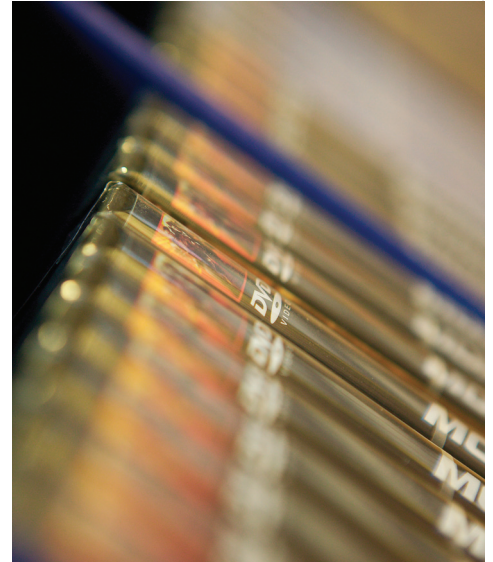
SPECIFICATION

- ▶ Retailers available:
 - Multiples: Alliance Pharmacy, Boots the Chemists*, FCRS Independents***, Iceland, Sainsbury's, Somerfield, Superdrug**, Tesco, The Co-operative Group, United Co-ops, Waitrose, and Woolworths
 - IRI can also provide data for Axfood (Sweden), Jumbo (Holland), and Rewe (Germany)
- ▶ Data available by TV region (including offshore and Northern Ireland)
- ▶ Data available by fascia e.g. Tesco Metro, Sainsbury's Local
- ▶ Data is also available at store level data available
- ▶ Custom delivery formats available on request

* price and distribution only

** own label lines only

*** sample



SEE

Monitor the presence, price and performance of your brands and competitors by individual retailer classification online.

ACT

Track new product launches and promotional implementation as they happen in order to maximise sales.

WIN

By using specific, near real-time data and internet technology, you can ensure maximum product performance while strengthening your relationship with the retailers.

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.

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