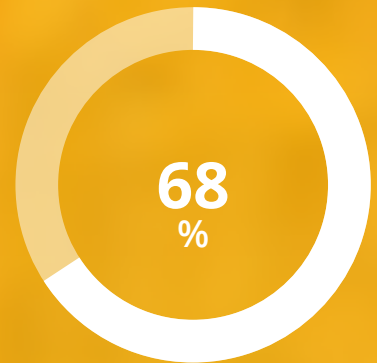
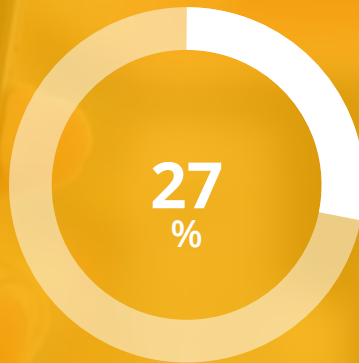
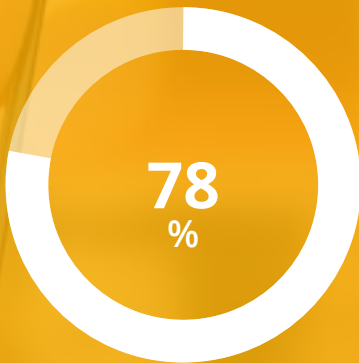


# PoS ANALYSIS & CUSTOMER INSIGHTS

WE WILL SHOW YOU HOW YOUR PoS ACTIVITIES  
REACH CUSTOMERS



Comprehensive monitoring, documentation and analysis of  
your activities and customers at point of sale.

For the ideal functioning of your PoS marketing activities  
and rising sales figures.



What is the competition doing?

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How are your customers behaving?

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Is the assigned personnel competent and friendly?

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Is the product positioning on the shelves correct?

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Are the advertising materials at all PoS being utilized according to the guidelines?

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Are the promotional activities being implemented correctly?

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Are the shelves sufficiently filled with your product?

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Are your products easy to find and comfortably within reach?

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Is the attention of your potential customers at the PoS being drawn to the advertised product to the extent desired?

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WE ARE ON SITE FOR YOU AND DELIVER  
THE ANSWERS IN REAL TIME.

## OUR SERVICES

### PoS Analysis

With the help of our crowd, we deliver all important information from the point of sale in real time, which allows you to monitor, direct and optimize your PoS activities.

#### Shelf Placement

You receive information about where the shelves with your products are set up on the sales floor, and on which shelf level your product was placed.



#### Availability

From every desired sales point you receive information about whether your product is being offered, and if so, in what quantity.



#### Advertising Materials

The use of each of your on-site advertising materials is verified and documented (displays, ceiling hangers, samples, product videos, promotional pricing and signage etc.).



#### Promotional Stands

The correct implementation of your promo stands will be documented and tested. This includes the placement of the stand, as well as the appearance and activities of the assigned personnel.



#### Competition

You receive information about which competitor products are offered at the point of sale, where they are placed, and which campaigns are being implemented.



#### Shopping Experience

Through mystery shopping we can test the entire buying process for you, and experience the purchase from a customer perspective. Individual purchase stages of your choosing are documented and evaluated.



## Customer Insights

Through surveys and analysis about the buying behavior of potential consumers, we deliver substantiated data and insight about your target audience.

### Customer Behavior

From your videos of customer behavior at the point of sale, we extract all the desired information that is conducive to an analysis of both behavior and the target audience (i.e. Where are the customers looking? Which products do they reach for? Which products are placed in the cart? Gender? Age range? etc.).



### Surveys

To obtain information directly from your potential customers, members of our workforce are available for your online surveys. The participants can be selected so that as a panel they represent your target audience.



## Quality Assurance, Analysis & Reporting

### Quality

We assure the quality of all the collected, created or processed data with proven and relevant quality management procedures.

### Analysis

We undertake the analysis of the data too, as needed. When doing so, we employ a workflow aided system to analyze and evaluate the data based on KPIs you provide.

### Report

Finally you receive all the aggregate data and the analysis prepared in an Excel file.

Upon request, we also create a user-defined dashboard with reports in your online account on clickworker.com. Here, our "results viewer" tool allows you additional interactive data verification.





## HOW IT WORKS

1

### Assignment

You discuss your individual project with us and define which results you require in which format.



2

### Project Creation

We set up the project tailored to your requirements. We offer the resulting jobs with exact work instructions to our qualified Clickworkers (participants in our crowd) on our platform or via our app.



3

### Data Collection

Our Clickworkers accept the jobs. Depending on the task, they head out with their smart phones to obtain the required data at the PoS, or complete the jobs directly at their PC.



4

### Quality Control, Analysis & Delivery of Results

The results are transferred directly from the Clickworkers to our online platform and here, if applicable, evaluated and analyzed by additional qualified Clickworkers.

Following a thorough quality inspection, the accurate results/data are delivered to you.



## CASE STUDY

### PoS Analysis for a Manufacturer of Personal Care Products

#### Assignment

Audit the availability of their brand of hair care products.

Visit 3,650 PoS in 5 European countries.



Initial audit of product availability and taking photos of the product shelves

#### Tasks

Availability of the products

Photos of the product shelves

Analysis/Evaluation of the photos

- Quantity of different hair care products
- How many of these are products of their own brand?
- On which shelf levels are they placed?
- What are the competing products?



Analysis of the photos



Online report

#### Report

Online reports – The data gathered in the stores as well as the analysis results are stored in a data bank. An online report is created from this data. This report can be customized and edited.

## WHAT WE OFFER

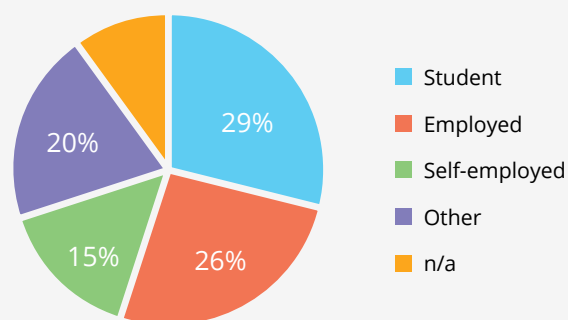
- ✓ Comprehensive monitoring of your points of sale
- ✓ Fast and reliable market data and photos with GPS coordinates
- ✓ Up-to-date customer insights
- ✓ Full service monitoring data and analysis data from a single provider
- ✓ High data quality
- ✓ API connection

## OUR CROWD

More than 3.6 Million Clickworkers



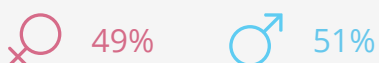
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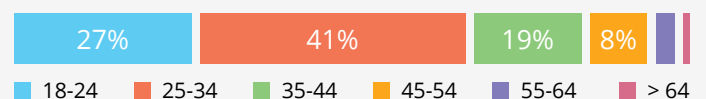
### Prevenience



### Gender



### Age







Contact us today.

Our sales team looks forward to your inquiry!



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