

# X dynamic merchandising™

Helping emerging brands win at the Shelf

## Plant-based Beverages Milks, Creamers, Cold Brews

Case study: PLANT-BASED BEVERAGES

Trax's ability to deliver micro-execution at scale proved a gamechanger across 1500 stores and 23 SKUs

### The Challenge

Expand retail exposure for new and familiar products by an established brand. A plant-based milk brand launched a fifteen-week merchandising program with a leading national retailer. Featuring custom end-caps in over 1500 stores, the campaign exposed consumers to new and established products. Because retail conditions change regularly, and empty slots of high-velocity products are sometimes filled with slower-moving SKUs, the sales team needed shelves consistently stocked with the full range. They turned to Trax to handle the complexity of 23 SKUs with custom end-cap designs.

### The solution

Distributed workforce provides national retail execution and real-time data. Trax conducted 6000 visits at 1500 stores in those 15 weeks, merchandising, restocking, and reporting on end-caps and aisle shelves. Trax's Flexforce worked with store managers to close execution gaps. Data guided reps through key store actions and was a key deliverable in analytics and client dashboards. **"There were stores where we had challenges getting the end-caps set up on time or getting the full assortment placed,"** said the Director of National Accounts. **"I have seen many instances where Trax's actions have made dramatic improvements in our product's in-store appearance and our results. They aren't just documenting. They are proactively taking steps to correct and report back to us."**

# trax®

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## Here's how it works



### Extending your Reach

With over 50k unique stores visited every month across North America, Trax partners with you to extend your reach and scale across stores and sales channels.


**Our on-demand service drives growth fast.**

**Projects up and running in days not weeks!**

### The results

Targeted retail execution delivers effective in-store branding activation. Trax re-stocked over 25,000 units in refrigerated end-caps, maximizing the brand's presentation and product availability in these high-visibility store locations. End-cap planograms were adjusted and re-merchandised in 40% of all visits. Trax Flexforce updated price tags, replenished product on shelves, and incorporated seasonal items into the product lineup, creating a feedback loop that fulfilled the program and improved communication with the retailer.



**Trax's ability to authenticate compliance with the negotiated contract has been crucial to our growth and success. Some of the details for these projects come together in real time. Trax is consistently flexible, nimble, and responsive. Their actions in-store and valuable data confirm that plans are being executed properly. There is no delay so there are no missed opportunities. They're a great resource** 

**6000**

store visits to merchandise, restock, and close gaps

**40%+**

of visits required end-cap replenishment

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