

X dynamic merchandising™

Helping emerging brands win at the Shelf



Tech Accessories

Case study: SCAN-BASED TRADING

When a Scan Based Trading Company needed the scale and skill to merchandise 100 products across 10k stores they turned to Trax

The Challenge

Growing brand requires timely retail coverage for a complex retail footprint. All scan-based trading (SBT) vendors depend on speed to shelf: rapidly and consistently executing agreed placements with fully merchandised products, displays and fixtures. SBT vendors are required to have representatives visit each store location. With over 100 products for tech and phone accessories in over 10,000 stores across multiple retailers, our client has a fast-moving and complex retail footprint to manage.

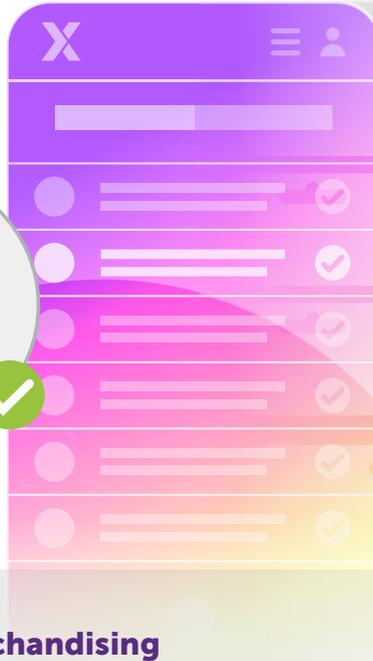
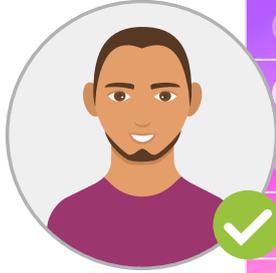
The solution

Combination of technology & national workforce provides speed at scale. Trax's Flexforce restocks and replenishes 500+ stores per week. Reps set up displays in new stores and provide ongoing restocking and merchandising across 24 retailers. Tech-enabled data capture and streamlined reporting focuses on the brand's priorities: display type and position in store, photos, store notes on opportunities and issues, and complete planogram reports. This provides transparency into their entire footprint, with compliance reporting and insights by product, store, and retailer. Trax provides timely reporting, configured with the notes and pictures that are key to driving the business.

trax®

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Here's how it works



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

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

AI-driven Merchandising

Our proprietary prioritization and optimization engines help you identify the right execution tasks and the right reps at specific stores and timeframes.

The results

Targeted retail execution delivers strong activations in-store to drive growth. Trax sets up and merchandises with faster turn-arounds, accelerating new store installations, and providing targeted execution that reduces or eliminates empty shelves. Trax Flexforce and technology also surface time-critical data to the brand's analysts and operations teams for corrective actions (sending new parts or displays), and to seize opportunities (up-sell to larger fixtures carrying broader product assortments).

50%

faster new store installations and targeted execution minimizes empty space at retail

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