



Retail has changed.

Your merchandising should change too.

The race is won at the shelf, at the individual store, at the right time

Are you still using a rigid workforce of fixed merchandising reps? Are you stuck waiting weeks to begin in-store execution activities? Traditional merchandising can't keep up with the rapid pace of change in retail. Dynamic Merchandising gives you the power to call a flexible, on-demand workforce into action when and where you need it — faster than ever before.

Dynamic Merchandising is powered by Trax Flexforce, an on-demand, skilled, flexible, and agile team of merchandisers ready to jump into action today!

500+

CPG and Retail Customers (since Jan 2020)

7

of the USA's 10 biggest FMCGs are Trax Dynamic Merchandising clients (in 2021)

100k

store visits every month, or 1.2m yearly store visits

40%

of the stores we visited in 2021 were in convenience

So what are you waiting for?

Here are the benefits of using Dynamic Merchandising at every stage of merchandising.

Trax Dynamic Merchandising

The on-demand, scalable and skilled Flexforce



Launch anytime, anywhere



Start your project in **days** not weeks*



Coverage across US Retail — any number or type of stores you need; Grocery, Mass, Convenience, Value, Independent/Franchise, Drug, Club



94% of US Metropolitan Statistical Areas covered — we staff areas where demand is less consistent

**Compared to traditional third party merchandising agencies*

Adapt quickly to changing needs



Peak periods

We provide comprehensive coverage at all times, even during busy holiday periods



Ramp up and down as needed

No commitment required beyond the project duration



Overflow and surge work

We provide coverage for unplanned challenges with very short lead times

Get the job done right



All work is geo-fenced — providing certainty about visit completion



Skill-fit — workers are matched to jobs based on their skills



Dedicated to you — workers focus on your brands alone during each visit



We provide 100% quality control/assurance with our three-step process

Demonstrate ROI with real-time insights



Insightful dashboard reporting



Transparency and traceability of every visit and action



Near real-time information for data-led merchandising decisions

Get the scalability, flexibility, exclusivity and real-time shelf data that many of the world's largest CPG companies are already taking advantage of.

Fixed third-party merchandising is out, Dynamic Merchandising powered by Trax Flexforce is in.

Contact a Trax Dynamic Merchandising expert at www.traxretail.com/get-in-touch to get started.

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