

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!

CPG and Retail Customers 500+

(since Jan 2020)

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

store visits every month, 100k or 1.2m yearly store visits

of the stores we visited in 40% 2021 were in convenience

So what are you waiting for?

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



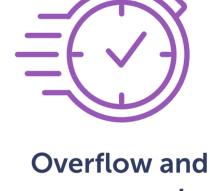
periods We provide

comprehensive coverage at all times, even during busy holiday periods



No commitment

required beyond the project duration



surge work We provide coverage

for unplanned challenges with very short lead times

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

Get the job done right



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



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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

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.

