

Smarter, harder-working data benefits the bottom line

crisp.®

Retail moves fast. Your data should too.

In today's competitive retail environment, CPG teams need to make smarter decisions – faster. But fragmented, outdated data slows everything down, leaving teams guessing about critical areas like merchandising, forecasting, and supply chain operations.

The challenges:

Data is siloed, making collaboration difficult

Teams waste hours manually extracting and stitching together data

Insights arrive too late – and lack the granularity to drive action

Meet Crisp

Real-time retail data that works as hard as you do

Crisp is the leading retail collaboration platform that connects, cleans and delivers data from 60+ e-commerce and brick-and-mortar retailers – giving your team timely, trustworthy insights where they need them most.

With structured data as the foundation, AI enables smarter, faster decision-making across the enterprise for demand forecasting, inventory management, and business planning, ensuring the adaptability of your operations. Crisp has created the first semantic layer for the retail industry, providing the context necessary to transform your retail data into natural language queryable information.

One platform, endless connections

As a brand, you have access to data from your retail and distribution partners. Crisp makes your data easier to use for your teams, automating data ingestion, cleanup, and delivery.

Your retail data becomes a driver of action, instead of reports

Our platform does the heavy lifting for you so your team can focus on improving stocks, uncovering voids, monitoring ecommerce health, powering sales forecasts, and so much more.

Insights exactly where you need them

Deliver data daily to Excel, BI tools or any major Cloud platform. Supported categories include retail (POS, inventory, supply chain), distributor, ecommerce and DtC, content and digital shelf systems as well as operational feeds (EDI).

Why is Crisp different?



Timely

Unlike syndicated data sources, your retailer data is refreshed daily, directly from retailer portals, so the latest reports are available when you come in every morning.



Granular

Crisp exports data at the product and store level. Our standardized system delivers harmonized data across retailers in a usable format.



Cost effective

Crisp is an ROI-friendly extension of your IT team that ensures the reliable flow of data from 60+ retailers.



Future proof

As portals are updated or experience outages, Crisp ensures seamless data access, with up to two years of lookback.

From ingestion to attribution to analytics, Crisp helps CPGs unlock the value of retail data across their organization

Data Activation

Make data available across teams, systems, and workflows with prebuilt dashboards to support retailer analytics and better decision-making.

Analytics & Data Science

Generate insights that drive strategic and operational improvements across sales, inventory, and supply chain management.

Data Integration

Ensure accurate, up-to-date data is automatically delivered where it's needed.

Semantic Layer

Translate complex, disparate data sources into a structured format that aligns with business needs.

Data Enrichment

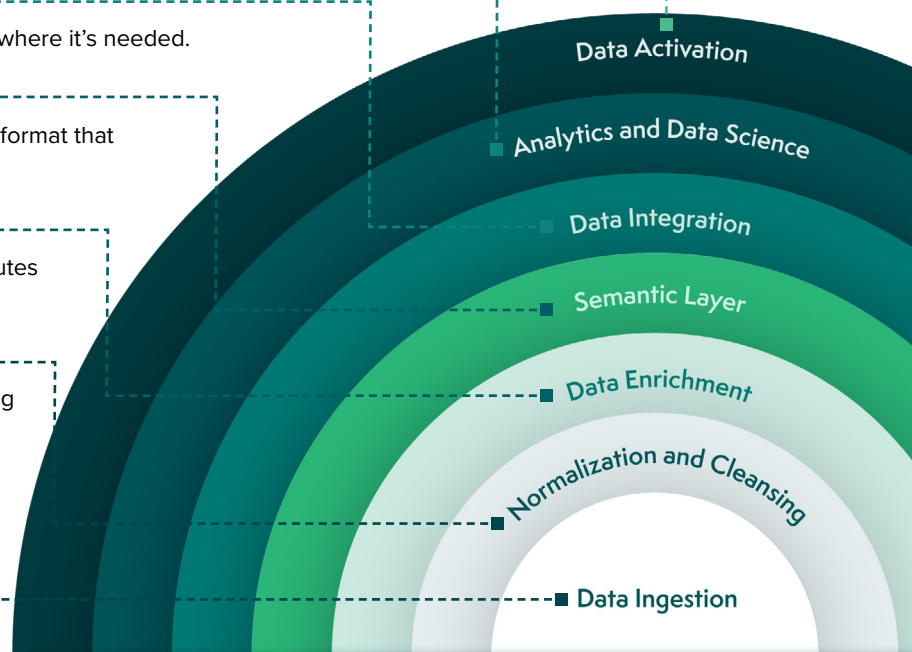
Enhance datasets with additional context and custom attributes to support deeper analysis.

Normalization & Cleansing

Standardizes, centralizes, and updates retailer data, ensuring accuracy by automatically handling restatements.

Data Ingestion

Automate the collection of sales, inventory, and supply chain data from retailers, distributors, and marketplaces.



Built on trust, backed by certification

ISO certification and SOC 2 compliance establish Crisp as the most trusted partner for safe retail data-sharing

ISO 27001 marks an international standard for managing information security, ISO 27017 provides guidelines specifically designed for cloud-based environments. Our Soc 2, Type II certification means our robust security program meets and exceeds industry standards.

- **Unmatched security:** Protects sensitive data with robust safeguards
- **Cloud-ready:** Secure integration with cloud environments
- **Scalable for the future:** AI and BI-ready large-scale data models set a foundation for safe, reliable, and future-forward innovation

For more information, visit [Crisp's Trust Center](#).



The result?

You make smarter decisions, every day.

Drive velocity

- + Understand store-level performance to optimize assortments and merchandising
- + Track promo effectiveness and price sensitivity to make trade spend more effective

Reduce out of stocks and voids

- + Improve demand planning to efficiently meet S&OP goals
- + Detect voids quickly to keep products selling
- + Optimize your supply chain to stay lean and reduce waste

Secure a collaborative data infrastructure

- + Clean, AI-ready data sets for future proof analytics
- + Advance omnichannel strategies with digital and in-store insights
- + Empower all teams with a single source of truth



MARS

75%
time savings

Through rapid nationwide expansion, Mars' Nature's Bakery reduced time spent on manual data analysis by 75% while seeing double and triple-digit growth in key retailers.

illy

10%
total retail growth

The premium global coffee enterprise grew total US retail sales by 10% with robust supply chain visibility – optimizing operations down to the SKU and store-level.



THE J.M. SMUCKER Co.

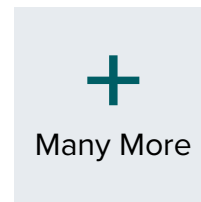
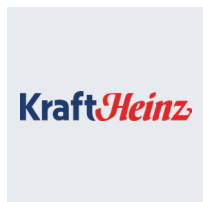
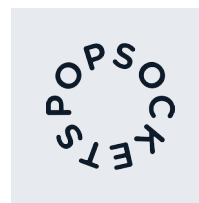
65%
seasonal growth

J.M. Smucker, Pet boosted seasonal sales with POS data-powered planograms and omnichannel optimization efforts.



Nestlé USA streamlined real-time reporting across 1,500+ SKUs for their \$300M distribution network.

Trusted by thousands of leading CPG brands



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Our partnership with Crisp empowers our supply chain teams with up-to-date visibility into every store for every SKU, speeding up our ability to get answers on inventory levels and helping us prioritize resources to maximize product availability for our customers.

Elliott Bowles

Director, Enterprise Analytics, Sanofi Consumer Healthcare



Ready to discover the
benefits of Crisp?

Contact Our Team

crisp.