

Perfect Category

Transforming Category Management



Through applying dynamic incrementality principles, our powerful technology platform and category advisory service helps CPG teams improve category and sales performance across SKUs, retailers and channels.

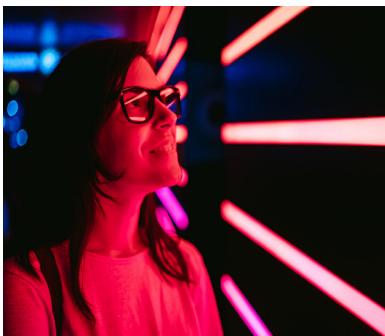
7 of the top 10 Global CPGs are Perfect Category clients

400+

Categories

>600bn

Category sales optimized each year



The Solution

Our AI-powered **Predictive Analytics engine**, RichMixAI, is an industry leading **efficient assortment tool**. RichMix® uses predictive shelf analytics based on **dynamic incrementality principles** for each SKU. This enables:

- A unique data-agnostic approach
- Category leadership with a brand's retailers
- Democratization of insights beyond category management teams; for Supply Chain, RGM, Brand Management
- 5%+ above-trend sales growth per category, often more

Blend Sales, Shopper and Consumer Data



Decision tree
Demand space



Retailer POS
Sell-in (T3)



Switching behavior

Through **Virtual Reality**, our VR Infinity solution easily contextualizes RichMixAI's category growth recommendations at scale for the brand's customers. Through our solution and team of VR experts, we support:

- Visualising shelf and store changes
- Validating new concepts in a data-driven way
- Brilliant brand storytelling to internal stakeholders and external partners



The VR planograms really help to take our visualizations and plans to the next level, they are 10x better than showing spaceman outputs. //

- CPG's Strategy and Insights Manager

Kantar

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies. We combine the most meaningful attitudinal and behavioural data with deep expertise and advanced analytics to uncover how people think and act. We help clients understand what has happened and why and how to shape the marketing strategies that shape their future.

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