

MOBILE SHELF PLANNER

LIVE PLANOGRAMS FOR BETTER SHELF PLANNING & EXECUTION

WHAT IS IT?

You are tasked with creating more growth at the shelf. With finite space to work with and growing shopper demand, this is no easy task. You and your category teams need to ensure you build planograms that maximize shopper demand and get executed correctly so there are no out of stocks. Unfortunately, many space planning tools make this process more difficult than it needs to be.

With Nielsen Mobile Shelf Planner, we equip you with robust, cloud-based capabilities that help you create and implement planograms more quickly and efficiently.

HOW IT WORKS

Nielsen Mobile Shelf Planner maximizes your shelf space with a standalone, cloud-based solution, giving you control over what's being implemented at retail.

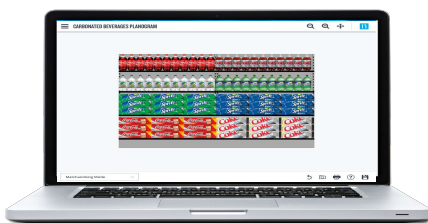
Mobile Shelf Planner give you the ability to quickly & easily create live planograms for viewing with your teams and vendors.

Planograms are then viewable on any mobile device, in-store, to make quick adjustments and recommendations. All changes are recorded in real-time, making it easy to communicate from changes made in store back to headquarters.

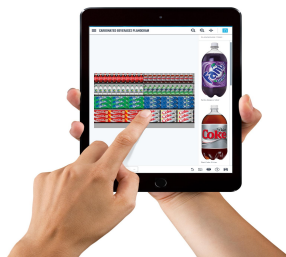


KEY BENEFITS

- Enable faster and more collaborative planogram creation through an easy-to-use, cloud-based interface.
- Increase sales at the shelf by maximizing demand on the shelf and minimize out of stocks
- Ensure better in-store execution through improved communication between HQ and store personnel.



CREATE & PUBLISH



IMPLEMENT



TRACK