

Execute your Strategy at Retail with Precision and Scale



RunRetail helps product companies **extend their brand persona into the retail store** environment to ensure the consumer experience is on strategy and sales opportunities are maximized.

CPG companies leverage RunRetail to **Plan, Execute & Measure their strategic in-store execution** of product availability/distribution, visibility/merchandising, pricing and promotion.

- **Easily develop Execution Survey Plans**
 - Custom Questions and Points/Weighting
 - Survey Assignments by Account, Channel, Segment and Person
- **Mobile Survey capture via Salesforce Mobile**
 - Descriptive images on Questions
 - Conditional Questions & smart groupings
 - Photo capture on Questions
- **Take action to improve**
 - Immediately review results/Scores
 - Create and assign activities from missed questions
 - Analyze results by Person, Account, Product, Question and time
 - Visualize in-store images with attributes in Photo Browser

Proven Methodology Built on the Salesforce Platform

Perfect Store Model



Execution Gamification



Continuous Improvement



- Gamification/Scoring Model drives adoption and motivation
- Turn observations into action to continuously improve
- Native Salesforce App on Salesforce AppExchange
- Complementary to the Salesforce suite of products/licenses

Because Execution is Everything