

# » Planogram Publisher.

**Put the customer at the centre of every decision**

Planogram Publisher gives you access to granular store-level planogram data in an easy-to-access tool. It automatically creates high-resolution planogram visuals enabling you to see what is on the fixture and where at store level, with KPI measures on your at-shelf visibility. Data is updated weekly meaning that planogram changes are visible shortly after going live in-store.

## How can Planogram Publisher help you?

Powered by store-level live planogram data from Tesco, Planogram Publisher allows you to better understand your in-store positioning by reducing the need for in-store visits. Tesco's customer-led store clustering means a number of planograms across different store formats, sizes, affluence levels and regions. Any given merch group has many different planograms associated with them.

Maximise your field sales productivity by visiting the right stores for your most popular planograms, with as many as 250 plans in place for some merch groups due to store led clustering. Easily identify where products sit on shelf across all stores and visualise what a customer will see to support merchandising and ranging decisions for different store types. These efficiencies allow you to focus field sales teams on more value-add targeted activities such as compliance and availability.

Make better decisions on NPD, packaging and product portfolio by generating and updating high-resolution at shelf visuals. Get additional context for sales performance, by accessing insights about space to sales ratios and which plans are in which stores.

## What are the benefits?

- Drive efficiency by targeting field resource/in store visits on value-added activities in key stores.
- Maximise at shelf appeal for your customers through better packaging decisions.
- Understand how a category is laid out on the shelf - brands can optimise their investments into store marketing tactics.
- Understand the full implications of range changes and how products appear in stores.
- Planograms provide brands with accurate insights about their products in situ
- Drive growth by better understanding the context of your category.
- Understand the category context with over 18 months of planogram history so you can see what the category looks like now, and how that has changed over time.

## Key questions answered.

How does my space ratio against category compare to sales?

How does my product visually compare to my competitors?

How many stores do my most popular plans represent?

Has my Fit For Growth launch been accurately implemented?

How common is the plan in the store I use for visits?

How would my NPD look on shelf?

# How it works.



## 1. High-Resolution Planogram Visuals

Planograms enable brands to understand exactly what it is that their customers see when shopping in a store or category.



## 2. Planogram Analytics

Key performance indicators like share of facings can be reviewed quickly and easily. As well as a share of SKUs and an average number of facings per SKU.



## 3. Fixture Plans

Users can identify commonality of plans by bay size, and identify accurate shelf dimensions, SRP, SKU level dimensions, and equipment types.



### ABOUT TESCO MEDIA AND INSIGHTS PLATFORM

Tesco Media and Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via 22 million Tesco Clubcard households, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve brands and agency partners via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media and Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:  
[www.dunnhumby.com/tesco-media-insight-platform](http://www.dunnhumby.com/tesco-media-insight-platform)