ShopperFlash™
Reliable & Rapid Evaluation of Shopper Marketing

ShopperFlash helps you define challenges and paths to improving in-store marketing success.

By combining our proven behavioral framework, decades of category experience, and a fully immersive digital technology that simulates the in-store shopper experience, ShopperFlash™ provides rapid solutions for optimizing shopper experience.

- Rapidly quantify the impact of your in-store shopper marketing tactics to drive sales

- Explore and understand shopper behaviors, measuring the impact of pack, POSM, planograms and pricing

- Refine and execute in-store strategies faster with clear, focused reporting and tangible next steps

- Replicate the consumer experience in any category of retail (convenience, drug, mass, grocery, etc.) through online simulations at shelf

- Leverage our extensive database of pack and shelf designs to build virtual shelves easily and quickly

- Tap into further insights from adjacent retail categories or environments

ShopperFlash allows your retail teams to act on consumer insights that drive your business forward. The result? Drive Shopper Growth.

To learn more, contact a Behaviorally shopper expert today.

Drive shopper growth