

Defining The Perfect Store In Travel Retail

MEASURE, TRACK AND
IMPROVE YOUR RETAIL EXECUTION



Shelftrak

AI-Powered Insights for Smarter Retail Execution

Shelftrak

TURNING SHELF DATA INTO COMMERCIAL GROWTH.



Shelftrak Global Subscription:

Measuring, tracking, and improving the fundamentals that truly drive retail performance. Insight to identify opportunities to deliver growth.



Shelftrak Perfect Store Growth Programme:

Advanced growth programme aligned to the four Perfect Store pillars, to help brands and retailers act on the data and unlock measurable commercial impact.



Shelfcheck Execution Excellence:

Providing a high-impact, low-friction way to measure in-store, SKU level metrics every month.



PRIORITISE
LOCATIONS



SEE WHAT
MATTERS



ACT WITH
CONFIDENCE



CREATE LASTING
GROWTH



STRENGTHEN
PARTNERSHIPS

“

Shelftrak has given us the ability to see into every corner of our key locations, assessing execution at scale and setting a clear path toward excellence.

The insights are grounded in deep industry knowledge and delivered in sync with our own process rhythm, so the intelligence is always there when we need it.

As a result, we are winning on more shelves, in more stores, more often. More than a measurement tool, Shelftrak has set our business on a path to gold standard execution: where continuous improvement drives sustainable growth.

**Marcelo Sires, Global Execution Manager,
Mondeléz World Travel Retail**



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Shelftrak Global Subscription

GLOBAL INSIGHT. SMARTER DECISIONS. STRONGER RESULTS.

**QUARTERLY SKU-LEVEL VIEW OF WHAT'S ACTUALLY
HAPPENING ON THE SHELF GLOBALLY:**



70+
Airports



90+
Stores



**SKU
LEVEL
DATA**

SHELFTRAK DATA POINTS:

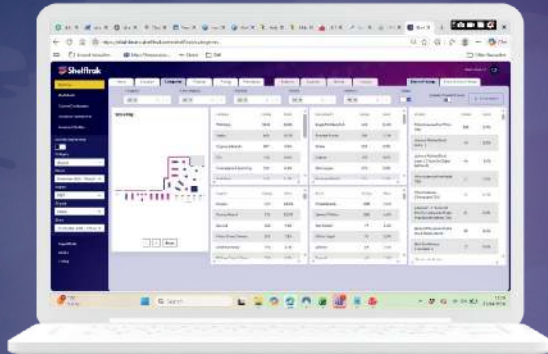
- ✓ Total category space
- ✓ Supplier, brand and SKU data
- ✓ Store and category maps
- ✓ Price and promotion data
- ✓ Photos of all category fixtures
- ✓ Global benchmarking



DRIVE TOTAL CATEGORY GROWTH

Shelftrak provides objective, SKU-level data that gives retailers and brands a clear, unbiased view of in-store performance. This insight enables smarter decisions on space, range, and execution, strengthening retailer partnerships and delivering more effective, mutually beneficial outcomes.

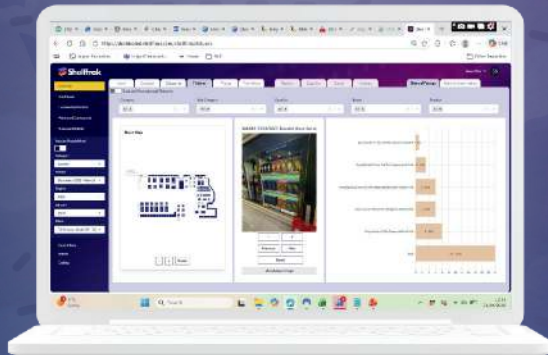
BETTER DATA. BETTER DECISIONS. BETTER STORES. BETTER SALES.



Store-Level Share of Space

See who's really winning on shelf

Track share of space from total category to SKU level. Instantly spot gaps, defend your position, and unlock growth with clear, store-level data.



Store Map and Photos

Make every store an asset

View every fixture with mapped layouts and real photos. Connect data to reality and quickly identify where execution needs fixing.



Price and Promotion

Clarity on true commercials

Monitor price and promotions at SKU level. Identify inconsistencies, optimise pricing, and drive stronger conversion.



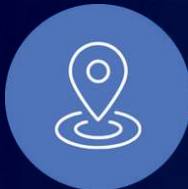
Perfect Store Growth Platforms

THE BUILDING BLOCKS OF OUTSTANDING RETAIL.



SPACE AND ASSORTMENT:

Are your brands and SKUs getting the space they deserve, versus the true commercial potential?



DISTRIBUTION OPTIMISATION

Are your SKUs present in the right stores, in the right locations, to maximise visibility and availability?



PRICE AND PROMOTION EFFECTIVENESS

Are your strategies optimised, consistently executed, and genuinely driving incremental value?



EXECUTION EXCELLENCE

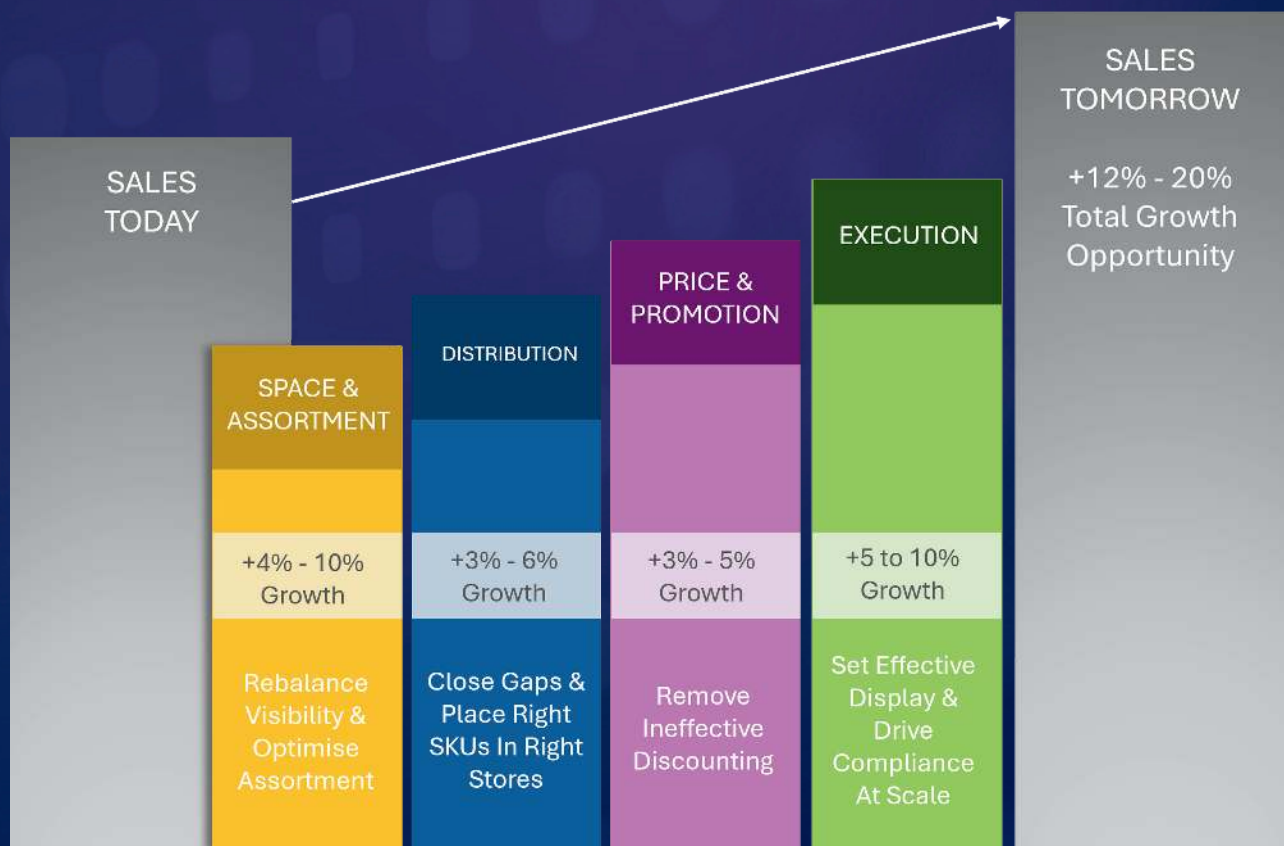
Are your products positioned correctly, with the right facings and visibility to convert shoppers?

BUILD THE PERFECT STORE. UNLOCK SUSTAINABLE GROWTH.

When the key fundamentals work together, you don't just grow sales, you build long term competitive advantage.

STRONGER FUNDAMENTALS. STRONGER GROWTH.

Optimising each lever of the perfect store can unlock up to **+20%** in total sales growth.



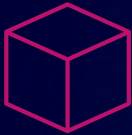
Source: Multiple GTR and Retail Studies, CiR, Shelftrak, Nielsen



Engineering The Perfect Store

MEASURE. OPTIMISE. GROW. WIN.

SHELFTRAK DEFINES AND MEASURES THE PERFECT STORE BY
TURNING THE SHELF INTO A FULLY QUANTIFIABLE ASSET.



DISTRIBUTION (MUST STOCK SKUS)

Ensure The Right SKUs Are In Every Store, Every Time.

- ✓ Tracks compliance vs agreed must-stock lists
- ✓ Identifies gaps where lost availability = lost sales
- ✓ Drive distribution and range consistency



POSITION & VISIBILITY (LOCATION & SPACE ON SHELF)

Win With Perfect Execution.

- ✓ Measures where products sit on shelf vs target
- ✓ Benchmarks eye-level position v other
- ✓ Tracks number and quality of facings (not just presence)
- ✓ Measures execution and planogram compliance



PRICE & PROMOTION (COMMERCIAL VALUE)

Turn Pricing Clarity Into Conversion & Margin.

- ✓ Eliminate pricing confusion, optimise margin
- ✓ Optimise promotional depth, mechanics and visibility
- ✓ Ensure consistent execution in store, maximise ROI



BETTER
AVAILABILITY

+



BETTER
VISIBILITY

+



BETTER
EXECUTION

+



OPTIMISED
VALUE

=



MORE SALES
MORE PROFIT



Shelftrak

AI-Powered Insights for Smarter Retail Execution



Shelfcheck Store Audits

MONTHLY AUDITS. MEASURABLE IMPACT.

Shelfcheck is built to drive execution excellence by closing the gap between what should happen and what actually happens in-store.

THE VALUE OF MONTHLY AUDITS

Consistent Visibility. Faster Action, Better Results.



CLOSE LOST SALES

Identify and fix execution gaps that are costing you sales today.



DRIVE SALES GROWTH

Improved visibility, availability and execution leads to higher conversion.



EXECUTION EXCELLENCE

Stay on plan, in every store, every time.



MAXIMISE ROI

Monthly insight which ensures your team focus on the right actions that deliver results.

FAST INSIGHT. FAST ACTION

NO WAITING WEEKS FOR RESULTS

Rapid reporting and faster decisions.

NO GUESSWORK ON EXECUTION

See the truth in store. Every time.

NO MISSED OPPORTUNITIES

Act faster, reduce lost sales, win more.



HOW IT WORKS



CAPTURE

BA or field agent
captures photos
in seconds



ANALYSE

AI processes
image at SKU level
in seconds



REPORT

Data compared
to produce compliance
reporting score



ACT

Gaps are flagged,
issues are fixed,
performance improves



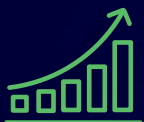
WIN

Better Availability,
Better Visibility,
More Sales



Why Leading Brands Work With Shelftrak

HOW CLIENTS DRIVE CATEGORY LEADERSHIP.



DRIVE CONSISTENT SALES GROWTH

Identify and close execution gaps that are costing you sales today. Better availability, visibility and pricing lead to more basket conversions and better sales.



MAKE SMARTER DECISIONS, FASTER

Objective SKU-level insights give you the confidence to prioritise actions and allocate the right resource where it will have the biggest impact.



IMPROVE EXECUTION AT SCALE

Standardised metrics and clear action plans ensure consistent execution across all stores, aligning teams and partners to focus on what really matters.



STRENGTHEN RETAILER PARTNERSHIPS

Share trusted insights and objective evidence that build stronger collaboration, accountability and joint business plans.

BETTER DATA. BETTER DECISIONS. BETTER STORES. BETTER SALES.

CASE STUDY

Global Brand Leader Partners With Shelftrak

DRIVING GROWTH ACROSS KEY GLOBAL LOCATIONS.



THE CHALLENGE

Leading spirits brand owner experiencing inconsistent execution across stores leading to poor availability, lost sales and sub-optimal display. The brand owner needed visibility and insight to drive improvement.

KEY ACTIONS

- ✓ Monthly Audits
- ✓ Priority Location Focus
- ✓ Compliance, Availability & Visibility Driven
- ✓ SKU-level Insight On Price & Promotion
- ✓ Priority Locations

RESULTS



**SALES GROWTH
ABOVE BASE**



**REDUCED
PRICING ERRORS**



**IMPROVED
AVAILABILITY**



**IMPROVED
AVAILABILITY**



**HIGHER VISIBILITY
SCORES**



**ENHANCED RETAIL
PARTNERSHIPS**



Shelftrak has completely changed how we understand and manage in-store execution. The insights are clear, actionable, and delivered fast. As a result, we're securing stronger shelf presence across stores and driving measurable sales growth in key locations.





Shelftrak Investment Guide

FLEXIBLE PACKAGES BUILT AROUND YOUR NEEDS.



SHELFTRAK GLOBAL SUBSCRIPTION

Strategic Market Visibility

\$50k - \$150k
Per Year

- SKU-level share of space tracking.
- Price & promotion monitoring.
- Category & competitor benchmarking.
- Global coverage.
- Quarterly reporting.
- Intuitive dashboard reports.

BEST FOR:

Brands seeking strategic category control and retailer negotiation leverage.



PERFECT STORE GROWTH PROGRAMME

Turning Insight Into Growth

\$25k - \$75k
Per Year

- Data-led commercial measurement.
- Space, assortment & distribution optimisation.
- Price architecture & promotion strategy.
- Retailer collaboration support.
- ROI & performance tracking.

BEST FOR:

Brands looking to drive measurable growth through structured execution planning.



SHELFHECK MONTHLY STORE AUDITS

Execution Control

\$5k - \$25k
Per Month

- In-store execution tracking.
- Planogram compliance.
- SKU availability & visibility.
- AI driven scoring.
- Action tracking & issue resolution.
- Rapid reporting for immediate action planning.

BEST FOR:

Brands wanting ongoing executional excellence and fast in-store corrective action.

Shelftrak offers modular services that can be used independently or combined into a complete retail execution system. All services are scalable and can be tailored to your commercial needs.

INSIGHT. ACTION. GROWTH. DELIVERED.



BESPOKE ANALYSIS & CATEGORY REPORTS

Tailored Insight To Meet Your Needs

- We create bespoke airport and market reports built around your specific priorities. From distribution and pricing to promotions and competitor activity, each report focuses on the insights that matter most — delivering clear, actionable direction grounded in real in-store data.
- Tailored to your priorities, our bespoke reports turn in-store data into clear, actionable insight — across airports, markets, and categories that matter most to your business.



**GLOBAL
INSIGHT**

+



**EXECUTION
CONTROL**

+



**COMMERCIAL
GROWTH**

=



**MAXIMUM
IMPACT**



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AI-Powered Insights for Smarter Retail Execution



Shelftrak is a UK based commercial technology company specialising in the Travel Retail industry.

Shelftrak is headed by Garry Stasiulevicius, Simon Best and Rebecca Wong, three Travel Retail experts with a combined experience of more than 60 years in the industry.

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