



Your POS measurement is broken

Fix it with



INDICIA
WORLDWIDE



The POS predicament

Investment is being detracted from POS:

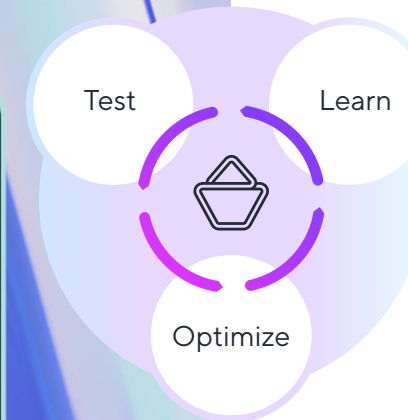
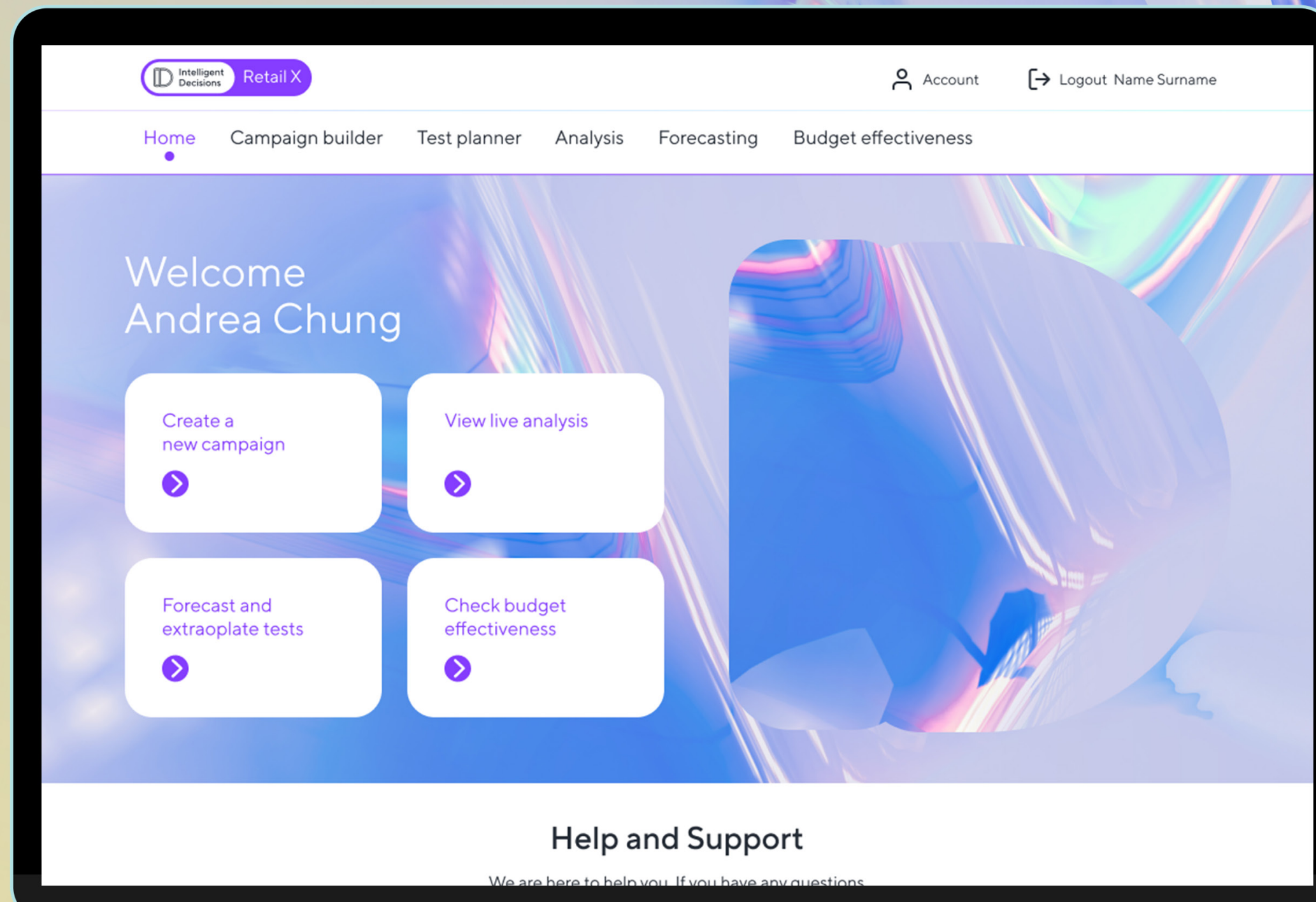
- + Budgets are tighter than ever, yet the cost of raw materials continues to rise
- + The retail environment has dramatically changed, causing uncertainty
- + Measuring the ROI of POS is notoriously difficult
- + There's a lack of intelligence around the effectiveness of POS

Making informed decisions

Marketers are unable to measure the true effectiveness of campaigns, impacting the ability to make strategic decisions.

Retail X delivers quantitative measurement on campaign performance, amplifying the impact of your POS while quantifying innovation.

Watch a short [video](#) tour of Retail X



Fix your broken POS measurement with Retail X

Drive a data-driven test, learn and optimise culture into your POS execution with Retail X.

- + A robust data framework measures your POS ROI
- + Utilise your data to create efficiencies in execution and effectiveness
- + Interpret your data to understand what's driving the effectiveness of POS
- + Demonstrate conversion with one KPI (e.g. 1 FSDU format) and then scale

4.1

4.1 indicates \$4.10 generated for every \$1 spent.

Impact + Effectiveness

v's unique ROI indicator enables benchmarking against previous campaigns.

- + Achieve a global view of POS performance
- + Scale successful and optimise lower performing POS campaigns.
- + Compare sales contribution by campaign to optimise spend and customer reach

Ready to get started with Retail X?

Book a bespoke demo:

rob.thomas@indicia.konicaminolta.com