

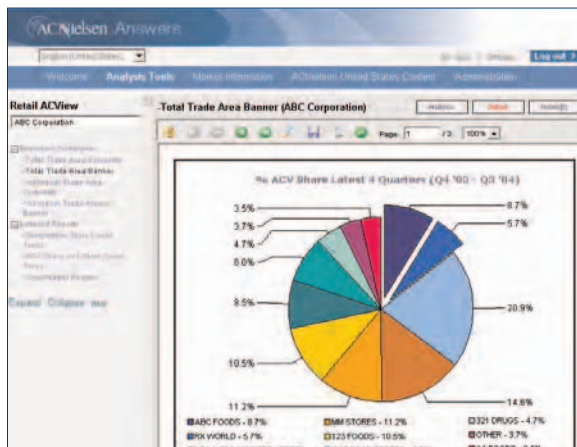
Retail ACView™

“Retail ACView provides important new insights into our business performance, highlighting market share trends for ourselves and our competitors at a level of granularity never before available. It has already become an essential tool for evaluating our position in each of our market areas and will assist us in future planning.” *Diane Roberts, Director of Frozen Foods, Giant Eagle*

To gain reliable insights into business performance and make better decisions about the future, trendable total store market shares are a must.

Most market share numbers available to retailers today are static estimates, often reflecting different points in time. Quarterly modeled Retail ACView market shares align the impact of seasonality, economic factors such as strikes and rising gas prices, and even the influence of extreme weather events like hurricanes.

Assess the effects of a new strategy, or measure the relative rate of a competitor’s same-store growth. Identify a geographic area for new development opportunities, or report quarterly performance to Wall Street. For all of your market share analyses, Retail ACView is a comprehensive tool for marketplace insights that no retailer can afford to be without.



Key Product Features

Retail ACView offers:

- Web-based Executive Summaries and Detailed Reports, with flexible data navigation and drill-to-TDLinx-sourced store list options
- Corporate and Banner level total-store ACV market shares and store counts for any combination of Food, Drug and Mass channels (Club and Dollar available for store counts)
- Your Custom Trade Area views, DMA® (Designated Market Area), MSA (Metropolitan Statistical Area), and SCANTRACK® Major Market (SMM)
- 8 quarters of trendable history for measuring share changes

Specific Product Details

Retail ACView helps you:

- Separate reality from “market noise” with your fastest-growing competitors or new market entrants.
- Evaluate seasonality impact for specific channel or retailer.
- Track TDLinx-sourced competitive store openings and closings.
- Execute promotional strategy and assess its effectiveness.
- Assess longer-term impact of a labor issue on market shares.
- Determine relationship between competitors’ market share and store count changes.
- Report reliable quarterly market share figures to Senior Management and Wall Street.



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