

- Boost In-Store Compliance Execution Rates
- Healthier ROI on Promotional Spend
- Stronger Merchandising and Planogram Support

with  
**MARKET REACH**



**Are your clients losing thousands of dollars in revenue due to sub-standard in-store compliance execution... and you welcome an innovative approach to help solve their problem?**



# Compliance Execution Through Engagement



***Through phone outreach, MarketReach's call center will:***

- Conduct pre-receipt calls in targeted stores to provide a heads-up, notifying them they will be receiving a display shortly, to prevent them from discarding it or leaving it in the back room.
  - Encourage managers to adhere to proper merchandising and display execution with our proprietary engagement techniques.
- Obtain and report valuable store-level insight and data to share with your clients.
  - Deliver actionable analysis against important objectives to make better strategic marketing decisions on your client's promotional spend.



# The Missing Link

## **Do you have a solution to improve the success of your client's in-store execution performance?**

MarketReach is that solution. There is no other company out there using our unique and proven system to drive successful merchandising by engaging in-store employees --- the people who actually have the ability and power to get the job done!

## **How does our service benefit a display manufacturer?**

When success is shown from proper in-store execution, brands will put forth greater promotional spend across a larger volume of stores. They will likely be your client for life when you can set yourself apart from the competition, becoming irreplaceable due to superior results, representing a full-circle approach!

# MarketReach's Call Center Translates Time Into Money For The Industry

## *Display manufacturers and brands will realize:*

- 20% to 60% increase over the current compliance execution rate.
- incremental opportunity for the display manufacturer to retain customer loyalty.
- showing a greater return on investment for your client by rescuing marketing materials that otherwise may end up in the recycling bin or back-room, allowing your client to make better long-term strategic decisions on their promotional spend.
- as digital promotion continues to gain traction in-store, MarketReach helps minimize the risk that may exist for display manufacturers to lose foothold if in-store displays cannot show an increase in compliance execution and sales lift.



# Case Study: One of the Largest Paper Manufacturers

## Business Issue:

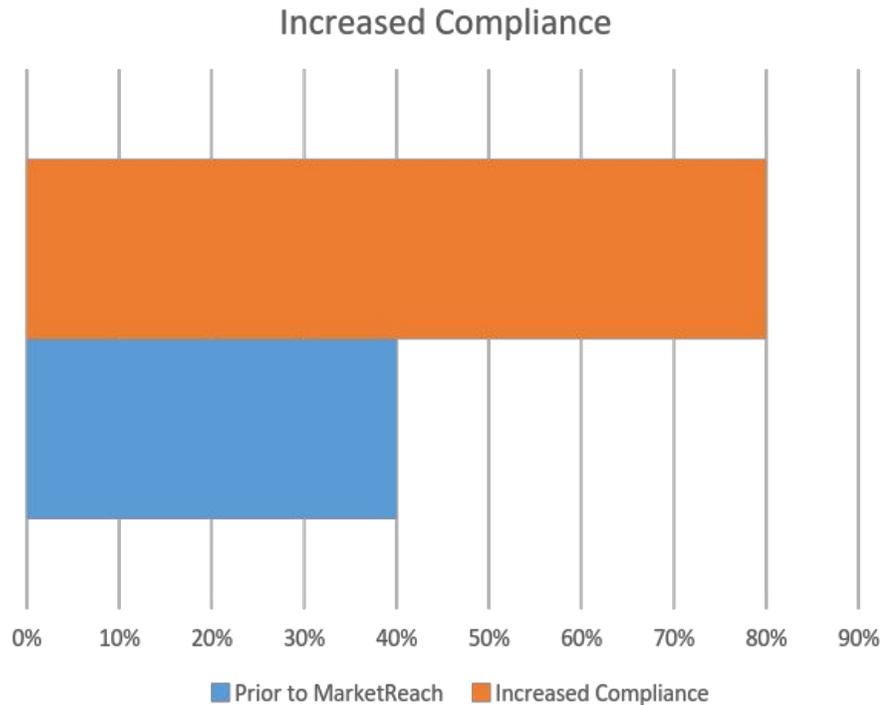
This paper manufacturer sent a remerchandising planogram to 50 club stores, and for six months found only 10 stores in compliance. For our second project together, they sent 500 pallet skirts to be assembled to the pallet and historically had very low compliance.

## MarketReach Action & Results:

- Within 4 weeks, the products were remerchandised according to the new planogram in **30 stores, showing a 200% increase.**
- They saw an uptick in the number of stores that executed on the pallet skirt.
- Store-level insight and data were garnered regarding unique store considerations and requirements vs. merchandiser issues, which our client will use to make better strategic marketing decisions on their future promotional spend.
- We shared actionable items our client can present to the retailer to ultimately show how to increase ROI, which will result in a more productive relationship for the brand and the retailer.



# Case Study: US Government Sub-Contractor in Retail Stores



## Business Issue:

- This distributor sought our services for a long-term solution to improve in-store compliance of their displays and other signage initiatives, which was at 40%, resulting in lost production costs and lost revenue for the brand and the retailer.

## MarketReach Action & Results:

- Execution doubled from **40% to over 80%** through engaging relevant store employees, to inspire and maintain ongoing compliance using our proprietary method.
- In a separate project, they reported 95% execution from a corporate-level request to all stores to return their unused seasonal promotional products. Stores received a credit to their account for unsold goods upon return.
- Our client has seen a steady, measurable sales increase across all stores MarketReach is involved in calling, which has led to client retention as we enter into our 4<sup>th</sup> year of partnering.

# About MarketReach, Inc.



MarketReach is a woman-owned certified, N.J. based, outbound B2B call center with 15+ years of experience. Our call team members are expertly trained in the art of rapport-building and engagement techniques. Past clients include Mars, McGraw-Hill, Keurig, Nestle Professional, Weight Watchers, Georgia-Pacific, and the US Postal Service.

# Contact Us Today!

Amanda Puppo

**MarketReach, Inc.**

609-448-6364 x100

Amanda@MarketReach.biz

[www.AdisplayIsATerribleThingToWaste.com](http://www.AdisplayIsATerribleThingToWaste.com)