



IMPROMPTU INTELLIGENCE

At Shelf: A new way to 'why'. Real shoppers, in-store, at-scale. Evidence for growth.

The problem we solve:

You know what you sell.

You don't know why... Why shoppers choose it, ignore it, or pick a competitor instead. What they react to and what drives their decisions in store. Until now.

We get feedback from 160 shoppers in store while they look at the shelves you are competing on.

We develop these into business changing recommendations, so you sell more.

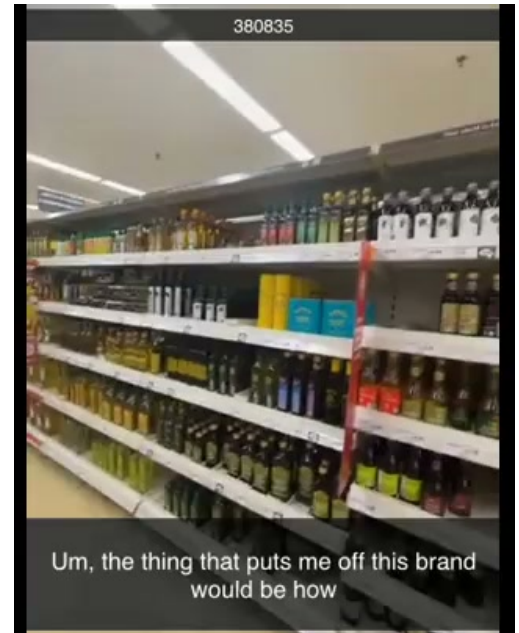
Our approach:

- Real shopper reactions captured live at fixture. Not recalled after the fact
- Evidence covering purchase drivers and frequency, brand hierarchy, usage and category relationships, mapped to your specific questions
- Recommendations built around your resourcing and objectives. Not a generic insight report
- Findings backed by credible data and video. Ready to influence your business, and walk into a retailer meeting with confidence

Illustrative use cases:

1. **Bring shopper decisions to life:** Stop wasting company time second guessing the 'whys' which drive sales
2. **In-flight launch optimisation:** Understand why your launch is / isn't working and optimise to ensure retention
3. **Test concepts in context:** Test early options for products / retail media, to prioritise development with confidence
4. **Increase basket size:** Evidence for your next JBP conversation... how to optimise shopper missions
5. **Category gap analysis:** Identify range and space gaps to bring to your next review
6. **Defend and respond:** Evidence to hold your space at range review or respond fast when a rival moves
7. **Retail media optimisation:** Focus your spend on media which fully meet your objectives

AtShelf in action:



What our clients say:

"AtShelf made turning theory into actionable insight incredibly straightforward.

They were a pleasure to work with, maintaining regular check-ins that I always looked forward to, thanks to their clear expertise, strong industry knowledge, and approachable style.

*Their **evidence-based thinking translated into clear, practical recommendations** that not only deepened our understanding of the market but also **directly inspired the development of a new product.***

*Backed by strong insight, this product **secured retailer listings** with ease and has quickly become **one of our fastest-selling lines.***

Dominic Burrell, Consumer & Category Manager **ODYSEA**

www.theimp.co.uk/atshelf | contact@theimp.co.uk