MarketHub

power to collect, analyse and act

BENEFITS OF PULSE

How can Pulse by MarketHub help your business? Pulse is a next-generation retail intelligence assistant designed to improve in-store profitability by increasing revenue and margin and reducing losses and waste.

Pulse gives you back the control of your business and profits by letting you analyse your sales, identify key trends and pinpoint opportunities for growth.

How?

Pulse monitors and analyses your sales data to highlight opportunities and identify areas of concern that go unnoticed in-store.You can then use Pulse Programs to improve the revenue and margin across the store.

Retailers such as Eat17, Spar and Roadchef have used Pulse to streamline their businesses, earning more money and saving time.

Our Mission

At MarketHub, our mission is to digitize our client's business and provide intelligence-based insights that enable you to grow your business while being simple to execute.

We deliver intuitive technology for businesses that aspire to be truly agile.

Pulse advantages

- Increase gross margin
- Reduce waste
- Optimise prices
- Reduce labour
- Improve replenishment
- Measure in-store strategies

roadchef

Roadchef

Within 7 weeks of using Pulse, Roadchef had reduced waste and overrides by 31% and increased profit by 2.6%.

SPAR

Byrne's Spar Tralee

This store implemented 700 recommendations with a 85% success rate, increasing their margin by 3.4% and reducing waste by 70%.

eat17

Eat 17

At their store in Hackney, Eat 17 used Pulse to reduce their waste below 2% and increase store margin by 30% GP.

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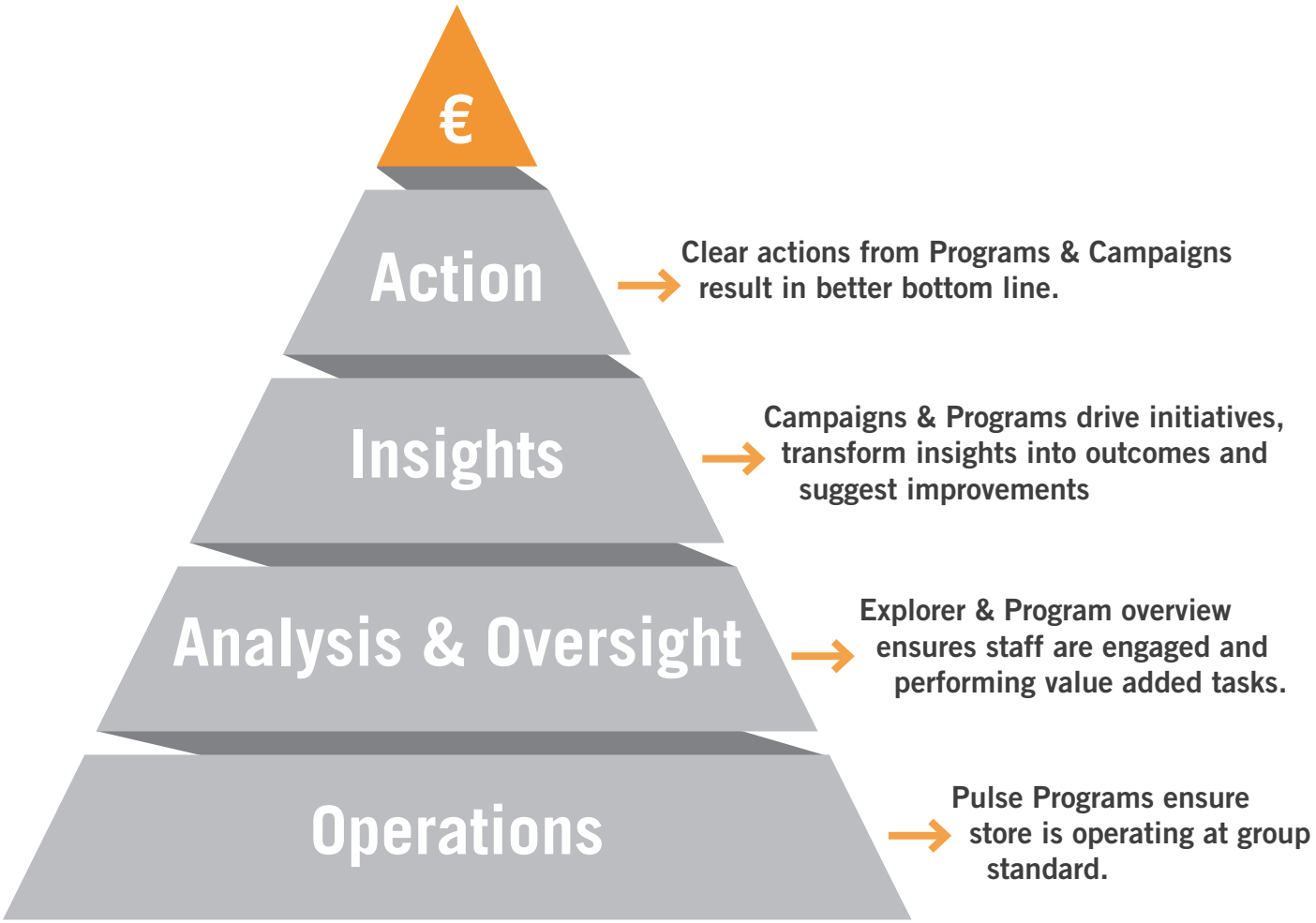
EVERY RETAILER TRIES THEIR BEST, THEY JUST NEED SOME HELP...

- Even small stores have more than 3000 products to manage on average
- 15% of products are typically in distress eg not selling, low margin, or over-stocked

How Pulse works:

Pulse Programs Automated operational performance metrics. Direct your team.
Pulse Explorer Compare and review performance across group, store, category and product.
Pulse Campaigns Set your strategy. Implement and measure outcomes.
Pulse Engagement Inform, alert and track responses. Know what your team are doing.



"MarketHub has been an absolute revelation for our business."
Mark Rogers, Head of Grocery, Roadchef

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REVENUE

The Revenue section measures sales performance - telling you which products are making you money, and which are causing problems and losing you money.

Use this section to increase your bottom line and get more profit from your shop. Programs available to help grow revenue include **Dropped Sales**, **Slow Moving Lines** and **Sales Declining**.

Pulse identifies the following products and gives you effective, actionable recommendations to improve margins and sales

Dropped Sales

This report lists products that were selling consistently before last week, when they were not sold at all.

Call to action ...

- Is the product out-of-stock?
- Has the product been moved?
- Is the customer no longer calling?

In the example below you can see that there are 130 products that Pulse has identified as dropped, which tells the retailer that they lost €1,232 in revenue last week. Unless these issues are rectified, they will lose €54,588 over the course of a year.

PULSE SNAPSHOT

Example:
Dropped Sales Program
Items in program: 130
Lost last week: €1,232
Avg loss per week: €1,050
Predicted annual loss: €54,588

Slow Moving Lines

The rate of sale of these products is significantly less than the rest of your products.

Call to action ...

- Is the product still being carried?
- Is it too expensive?
- Can we remerchandise it?
- Can we discount it?
- Will we Spotlight it?
- Should we replace it?

Increasing the rate of sale by only 1 extra week in the year, in the example below, would increase revenue by more than 8k.

PULSE SNAPSHOT

Example:
Slow Moving Lines
Items in program: 130
Avg revenue per week: €1,010
Opportunity value: €155
Opportunity annualised: €8,058

Sales Declining

These are products that have had a sudden & rapid decline in performance.

Call to action ...

- Has it been moved?
- Is it out-of-stock?
- Has it come off promotion?

PULSE SNAPSHOT

Example:
Sales Declining
Items in program: 88
Total loss of revenue: €1,335
Average loss per week: €1,080
Predicted annual loss: €56,151

Spotlight
Use the Spotlight feature to highlight the product's Electronic Shelf Label to boost sales and see a return from these slow moving products.

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MARGIN

Visit the Margin section of Pulse to see opportunities for increasing your margin. All retailers know that growing their margin by a couple of percentage points has a big impact on their profits, so this is a key area to address in your business.

Programs available in Pulse to grow your margin include **Cost Price Issues**, **Price Increase Suggestions**, **Prices Lower than Competition** and **Low Margin**.

Cost Price Issues

This program identifies products where the cost price is higher than the sale price.

Call to action ...

- Check/fix cost price
- Has the product just come off promotion and cost price hasn't been adjusted?
- Check sale price

PULSE SNAPSHOT

Example:
Cost Price Issues
Items in program: 10
Lost last week: €2
Predicted annual losss: €1,019

In the example above, the retailer is losing €20 a week in cost price issues, which adds up to well over €1000 a year. Pulse makes it easy to fix this problem and recover that lost revenue.

Price Increase Suggestions

This program identifies products that could take a price increase without a loss in volume.

We use machine learning algorithms to identify price elasticity in your store.

Call to action ...

- Accept the price suggestion and measure performance

PULSE SNAPSHOT

Example:
Price Increase Suggestion
Items in program: 144
Potential weekly gain: €88
Weekly gain annualised: €4,579

Here, Pulse has chosen 144 products that could be price adjusted in order to gain an additional €88 per week, adding up to €4k over a year. These changes can be easily rolled out over ESLs.

Price Matching

We compare your prices to your competitors and identify products which are cheaper in your store.

Low Margin

Within each category, we identify products that are earning significantly less margin than the category average.

Call to action ...

- Check your cost price
- Check if on promotion
- Increase the selling price

Spotlight

With this information, you can raise the price of the product or highlight the fact that your price is lower than the competitor with a Spotlight on the product label.

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STOCK

Smart businesses know the importance of keeping on top of their stock, and Pulse helps you do this by collating and reporting on your stock turns and value.

There are two programs in the Stock section of Pulse to help you control your stock - **Not Selling** and **Negative Stocks**.

Not Selling

Not Selling shows all the products that you have in stock which are not selling.

Call to action ...

- Check your stock position
- Discount the product
- Remerchandise the product
- Delist the product

PULSE SNAPSHOT

Example:
Not Selling
Items in program: 117
Lost sales last week: €12,517
Avg lost sales per week: €10,288
Predicted annual lost sales: €534,994

Negative Stocks

Pulse detects all products with negative stocks. Negative stocks lead to uncertainty and bad replenishment decisions.

Call to action ...

- Check your stock position
- Determine why stock position is negative

PULSE SNAPSHOT

Example:
Negative Stocks
Items in program: 588
Negative stock last week: €135,391
Avg negative stocks per week: €120,611
Predicted annual negative stocks: €6,272793

Integrate with labels

You can indicate on your Electronic Shelf Labels the stock position of the product, an Out of Stock message or a Do Not Reorder message for staff.

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LOSSES

The losses section shows precisely how much money you're losing to refunds, overrides and waste.

Waste is just that - you're throwing your money away in unwanted or unusable product. Decreasing your waste levels could save your business thousands per year and Pulse helps you do this by analysing your repeat offenders and showing you exactly where the problems are.

Refunds

This program lets you keep track of the amount of refunds being issued at the checkout, giving you more control over where your revenue is slipping through the cracks.

Call to action ...

- Check your prices on display (most refunds occur due to price discrepancy between till and label)
- Check average volume of refunds by staff member

Waste

Waste needs to be managed. It is a necessary part of trading in fresh goods. This program identifies products with excessive waste.

Call to action ...

- Review waste patterns
- Set up replenishment campaigns
- Staff training in waste control

Overrides

Pricing issues can be easily missed in a busy store but Pulse records all the till overrides to let you see where pricing issues are affecting your sales.

Call to action ...

- Review the overrides and patterns

Waste Incidents

Here you'll see unusual waste activity flagged, such as waste on products that normally see little or no waste. This lets you keep on top of expensive mistakes or issues.

Call to action ...

- Review the incidents
- Staff training in waste control

PULSE SNAPSHOT

Example:
Waste Incidents
Items in program: 46
Incident cost: €670
Cost per week: €84
Predicted annual cost: €4,354

Retailers who have used Pulse have seen up to 50% reduction in waste

CAMPAIGNS

Remember, you can't manage what you don't measure.

The campaigns section of Pulse keeps track of the recommendations you implement so you can monitor their effectiveness. All price changes that you make based on Pulse recommendations are monitored and reported on through campaigns.

You can also set up your own campaigns to measure the effectiveness of:

• Promotions • Merchandising • Replenishment • Events • Spotlight

Events

If you have local events (festivals, sporting events etc), create an event campaign to monitor the changes in demand on products in your store to ensure you always have the right products at the right time.

Replenishment

Use replenishment campaigns to tell you how much of any particular item you need on a daily basis.

These campaigns help reduce waste, and maximise sales.

Brilliant for keeping on top of short shelf life fresh product. We have retailers using these campaigns for in-store sandwich production, in-store bakery production and chill replenishment.

Spotlight

Working with labels, you can set up Spotlight campaigns to promote a range of products instantly.

For example: Take all your fresh meats and put them in a BBQ campaign and switch this campaign on in the morning if the weather is suitable. While this campaign is on, all your labels could say "Time for a BBQ?"

You can also use Spotlight campaigns to highlight and push slow moving lines eg "Wine of the Week".

Promotional Campaign

Starts : **25/07/2018** *Versus :* **24/07/2017** *Type*

Ends : **31/08/2018** *To :* **29/07/2018** **Promotion**

Weeks :6

Report Generated : *04/09/2018*

Products
Total
109
Not in Store
0
Not Selling
15

Sales (Total)		*Weekly Avg Comparison*			
Total	*% Store*	*Before*	*During*	*Change*	
€4,728	*1.93%*	*€344*	*€788*	*€444*	*129.28%*

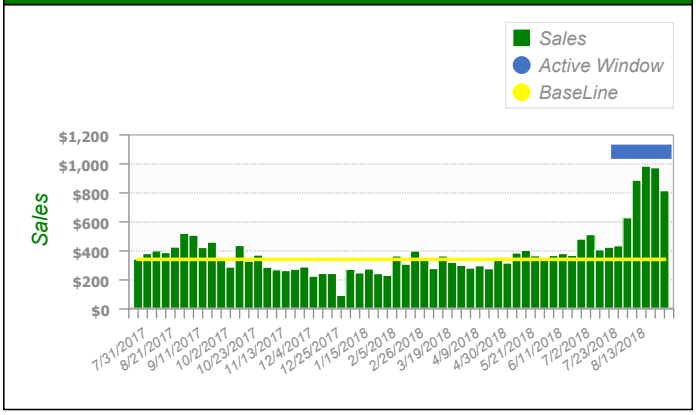
Volume (Total)		*Weekly Avg Comparison*			
Total	*% Store*	*Before*	*During*	*Change*	
3,504	*3.58%*	*245*	*584*	*339*	*138.13%*

Margin (Total)		*Weekly Avg Comparison*			
Total	*% Store*	*Before*	*During*	*Change*	
€1,588	*1.93%*	*€122*	*€265*	*€143*	*117.08%*

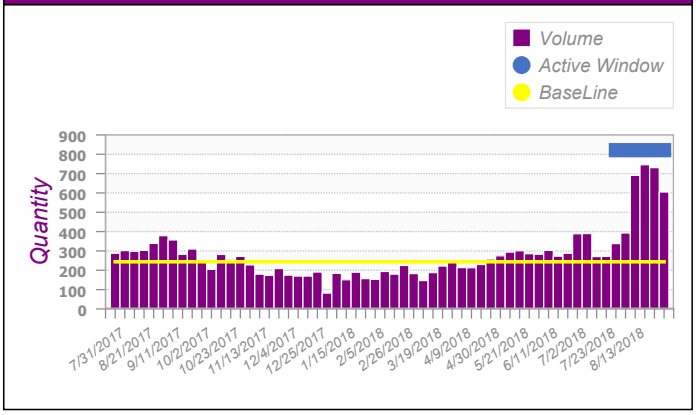
Losses (Total)		*Weekly Avg Comparison*			
Total	*% Store*	*Before*	*During*	*Change*	
€27	*3.93%*	*€1*	*€5*	**€4**	**775.00%**

**Red in the change figures indicates non performance, otherwise performance is positive.*

Sales Performance



Volume Performance



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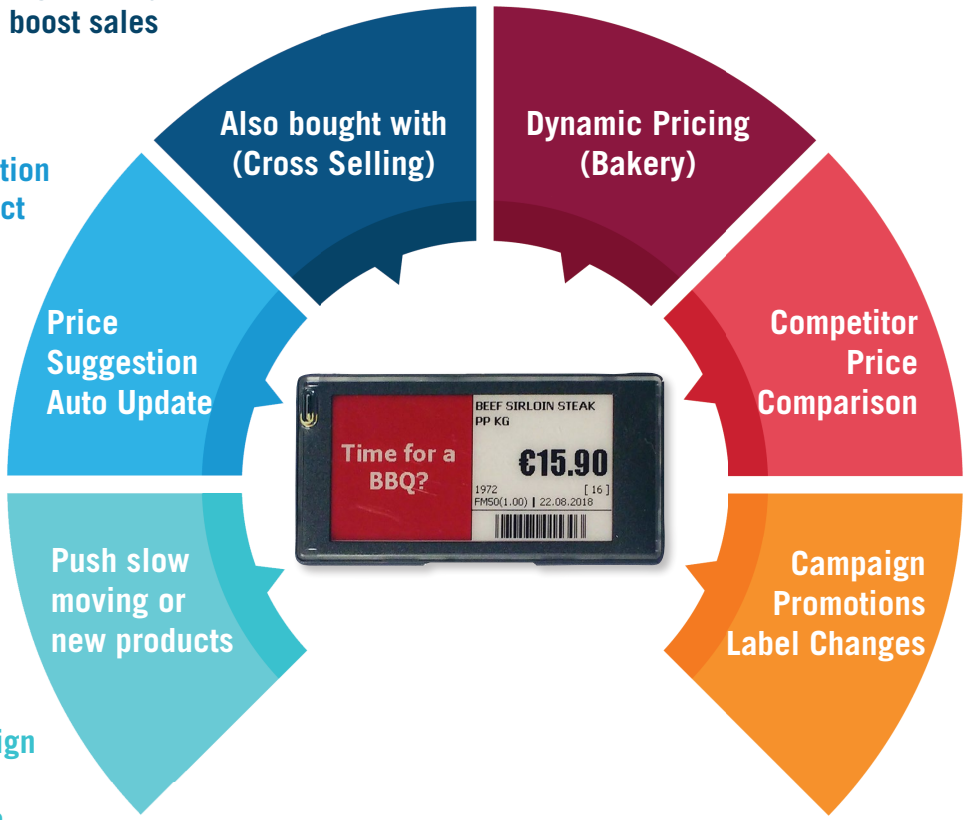
LABEL INTEGRATION

Merchandising Campaign
Customer selects product with high affinity to boost sales

Replenishment Campaign Zero day stock discounting

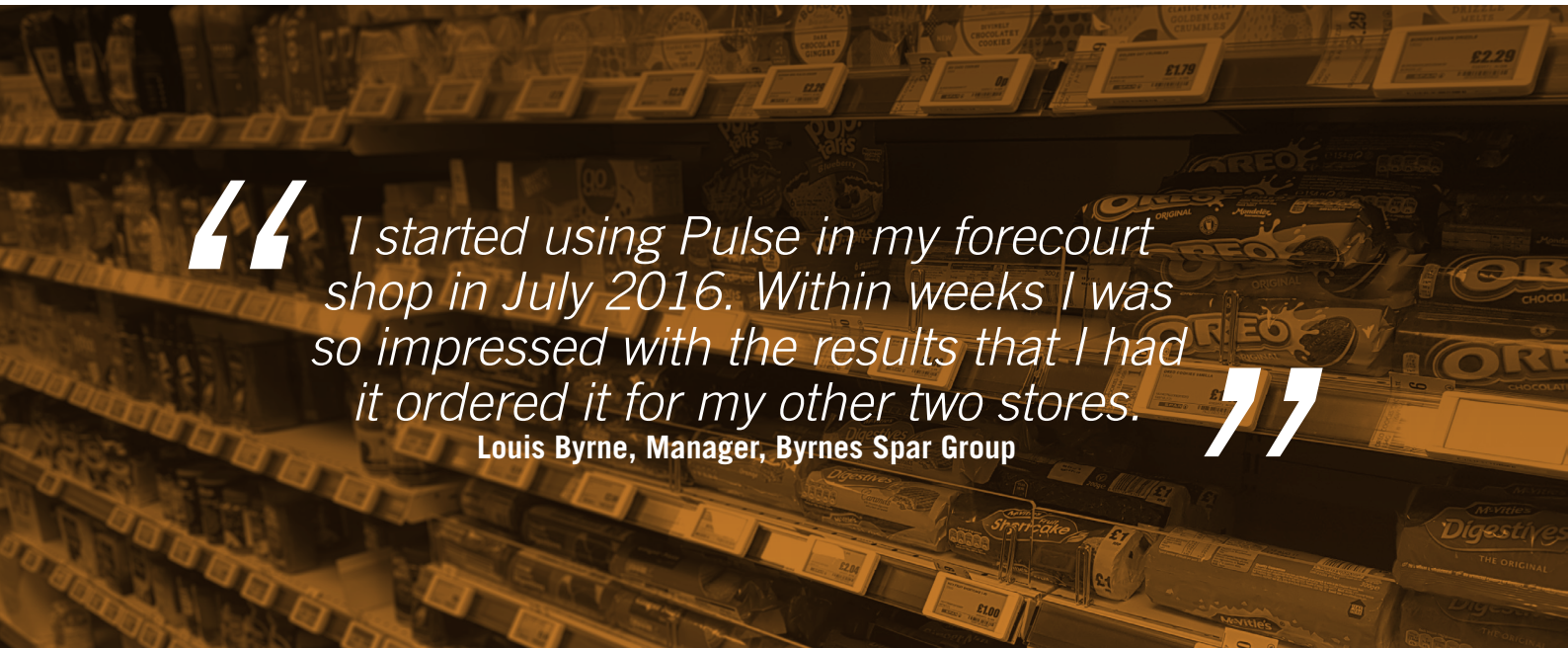
Margin Optimisation Campaign Product price & label update after price change is accepted on pulse



Price Match Campaign Customer opts to advertise when price is better than competitor

Revenue Campaign Eye catching template change to push sales on poor selling products or products that are new in store

Promotion Campaign Label Template and product information optional updated when product is in campaign



"I started using Pulse in my forecourt shop in July 2016. Within weeks I was so impressed with the results that I had it ordered it for my other two stores."

Louis Byrne, Manager, Byrnes Spar Group

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WHAT ARE THE NEXT STEPS?

Would you like to implement Pulse and/or Electronic Shelf Labels in your business? To get started, just email **sales@market-hub.net** and we'll guide you through the set-up process.

Here's an overview of the process for both Pulse and ESLs:

Pulse

WEEK 1
- Demo of capabilities & features of Pulse
- Set up data feed with your EPOS provider and download 2 years of history

WEEK 2
- We process and review data received from EPOS vendor

PULSE NOW LIVE

WEEK 3
- Introduction to your system (1 hr video conference)
- Access to training videos and help documents

WEEK 4
- Week 4 follow up (30 min video conference)

WEEK 6
- Week 6 follow up (30 min video conference)
- Access to ongoing webinars
- Extra training can be organised if required

ESLs

WEEK 1
- Sign up and store information

WEEK 2
- Site survey by MarketHub technician

WEEK 3
- Access point fit out and wifi installation

WEEK 6
- Label installations and staff training

LABELS NOW LIVE

Contact us:

Email: **sales@market-hub.net**

Website: **www.markethub.ie**

Twitter: **@MarketHubTech**

LinkedIn: **MarketHub Tech**