Introducing the CPG Brand Monitor by DataWeave

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BY DATAWEAVE

As DataWeave continues to engage with brands and manufacturers of all sizes, a consistent theme keeps emerging, "click and collect tracking". Right now, brands rely on manual-store checks or waiting upwards of two weeks for a retailer to report sales data, which reveals low sales because a product is out of stock. In addition, there are always questions about the local price of your products compared to top competitors in the category. This is where DataWeave's **CPG Brand Monitor** solution can help.

Click **here** for a quick tour of our dashboard.
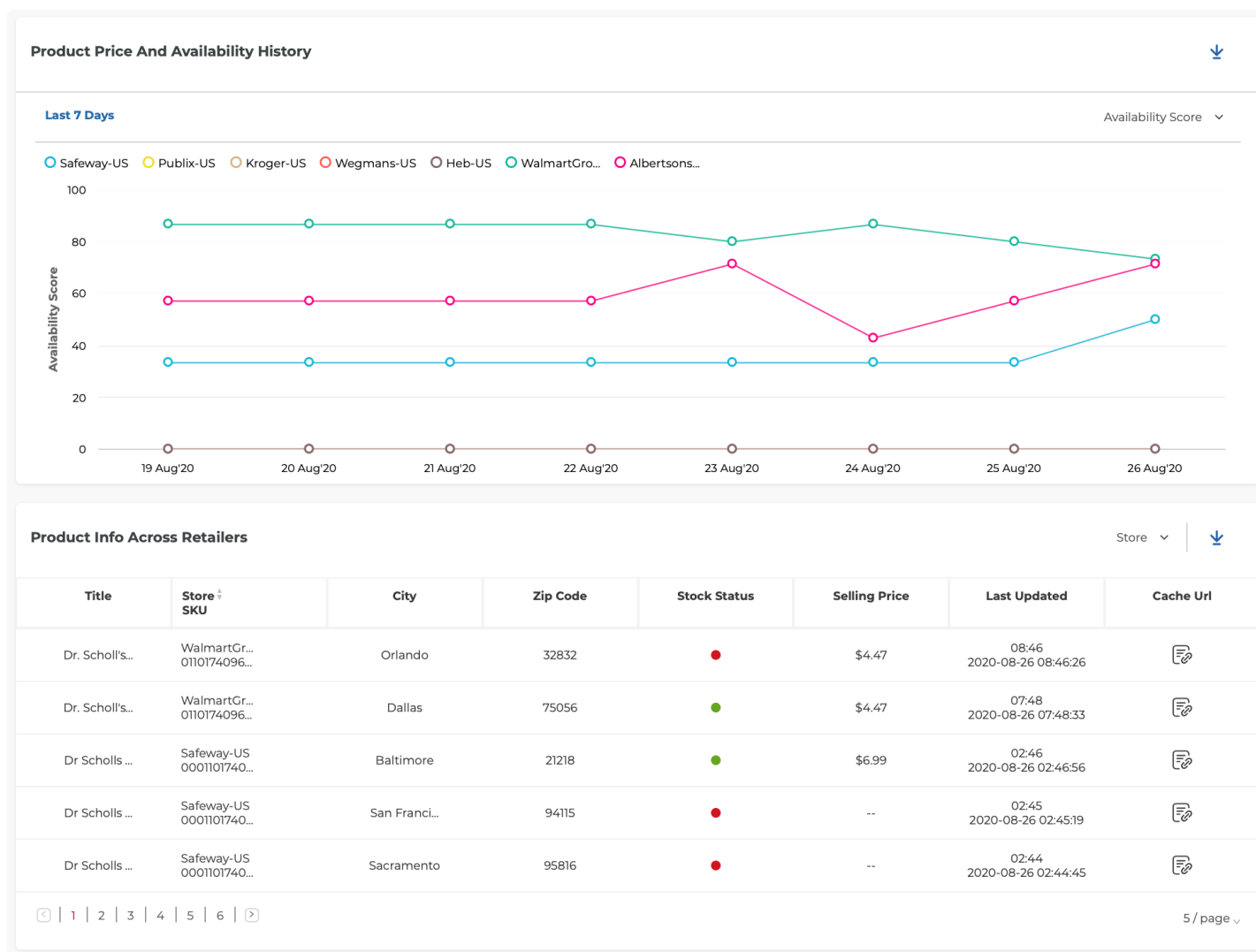
What we cover?

On a daily basis, we track over 13,000 variant level SKUs across 100 stores, via seven of the top grocery retailers. We have selected the largest grocers in each region of the US, to allow for the widest coverage. These grocers include **Albertsons/ Safeway** in the west, **HEB** in Texas, **Kroger** in the upper mid-west, **Wegmans** in the Mid-Atlantic and **Publix** in the Southeast.

How does it work?

In the application, you will see the list of all the SKUs we're covering, with filters on the left side of the page to help with navigation. You can sort by Brand, Category, Store/ City, State, etc. After the filters are applied, the SKU list will be displayed based on these filters. On the right side of the screen, you will see all the product level details including a 7-day price history,

individual store level pricing/ stock availability and exportable charts and graphs.

Product Price And Availability History

Last 7 Days   Availability Score ⌄

○ Safeway-US ○ Publix-US ○ Kroger-US ○ Wegmans-US ○ Heb-US ○ WalmartGro... ○ Albertsons...

Product Info Across Retailers

Store ⌄

Title	Store SKU	City	Zip Code	Stock Status	Selling Price	Last Updated	Cache Url
Dr. Scholl's...	WalmartGr... 0110174096...	Orlando	32832	●	$4.47	08:46 2020-08-26 08:46:26	📝
Dr. Scholl's...	WalmartGr... 0110174096...	Dallas	75056	●	$4.47	07:48 2020-08-26 07:48:33	📝
Dr Scholls ...	Safeway-US 0001101740...	Baltimore	21218	●	$6.99	02:46 2020-08-26 02:46:56	📝
Dr Scholls ...	Safeway-US 0001101740...	San Franci...	94115	●	--	02:45 2020-08-26 02:45:19	📝
Dr Scholls ...	Safeway-US 0001101740...	Sacramento	95816	●	--	02:44 2020-08-26 02:44:45	📝

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How do I get access?

Simply access the **CPG Brand Monitor** page, fill in your credentials via "**Start Free Trial**" and your login will be sent directly to your inbox. No commitments or phone calls are needed to test out the data. After a few days, our team will be in touch to make sure you understand how to navigate the tool and take you through our subscription options.

What else do we offer?

DataWeave also offers a full **Digital Shelf Analytics** suite that covers Share of Voice (keyword, navigation and banner audits), Content Audit/ Optimization, Ratings/ Review Sentiment Analysis, Promotional Analysis, and much more.

- DataWeave Marketing

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