LTEA FOR BRANDS · BRAND REALITY CHECK

Your brand pays all the way to the shelf. The result happens on it.



~20%
of CPG revenue goes to trade promotion

59%
of promotions lose money worldwide (72% in the US)

~30%
of promotional displays never reach the store floor

The 5 leaks between sell-in and sell-out

59%
Trade that does not come back

~40%
Displays that never go up

70–75%
Stock in the store, not on the shelf

+12%
Shelf and planogram that drift

70%
Shoppers who switch brand

Your brand's project, in three steps

STEP 1

Process diagnosis of your execution

Not a survey: why it breaks

Data is collected online through Scout and the LTEA platform, by your own field team, with LTEA in the field only where the gap is. We analyze the process behind each gap: order, delivery, backroom, merchandiser routine, display setup, price and cooler. You get the root cause and the gap in money, by account.

STEP 2

Quick wins on the shelf in 30 days

3×3 plan, executed with your team

3 priorities and 3 quick wins per account, each with an owner in your team (field force, trade marketing, key accounts) and a target. Quick wins use what you already have: routines of promoters and reps, order rules, display checklists. The gain shows up on the shelf in weeks, not in the next report.

STEP 3

Technology solution, new or improved

First improve what you already pay for

Many brands already pay for image recognition, field apps or connected coolers that are used only in part. We first make what you have work every day; where the gap remains, we specify the new technology and measure it against control stores before scaling. Part of the trade budget can fund it.

Market panels measure. LTEA changes the shelf.

QUESTION IT ANSWERS	HOW DATA IS COLLECTED	TIME TO GAIN
~~How much: share, distribution, price, out-of-stock~~	~~Auditors, retail and shopper panels~~	~~Next reporting cycle~~
Why it happens and what to change tomorrow	**Online through Scout and the LTEA platform, by your field team; LTEA visits only where the gap is**	**Quick wins running in 30 days**

What leading brands are already doing

Coca-Cola HBC
-63%
out-of-stocks
Trax customer case (vendor)

Nestlé (Ukraine)
84 → 95%
promotional availability
Consumer Goods Technology, 2026

Walmart + suppliers
-16%
out-of-stocks
University of Arkansas, via RFID Journal, 2005

Bain · perfect store
+30%
higher share in perfect stores (LatAm beverages)
Bain & Company, Perfecting Sales Execution, 2011

A 30-day pilot with your brand

Week 1
Pick 1–2 accounts, SKUs and stores; load your plan

Week 2
Online check through Scout, item by item

Week 3
Process analysis + LTEA where the gap is

Week 4
Gap in money + 3×3 per account

Day 30
Quick wins running on the shelf, gain measured

Book 30 minutes

30+ years
in retail operations and technology

500+
retailers served

53
documented cases

Brands
Coca-Cola, PepsiCo, Ambev, Nestlé, JBS, Disney

Sources: McKinsey/Nielsen 2019 · Strategy& 2017 · UT Austin McCombs 2018 · Shopper Association · FMI/GMA/CIES 2002 · NielsenIQ 2022 · FDI 2000 · Trax (vendor) · CGT 2026 · Univ. of Arkansas 2005 · Bain 2011. Results from market cases depend on each company, retailer and execution; numbers reported by vendors are flagged. This guide is a lens, not a diagnosis of your brand.