

PRIMETRIX FAQs

What is PriMetrix?

The Independent retail channel's first, and only, data insights platform. We created this Point-of-Sale program to help leverage our collective scale and to give our Members business intelligence tools that will help them deliver bottom line results.

What are the goals in gathering and sharing POS data?

To tap into the scale of our group for the Independent channel, and for our Members to benchmark their performance. Data is powerful, and we know the insights from PriMetrix will lead to better decision making that you can instantly apply to drive your business on your terms.

How much does PriMetrix cost and who can participate?

It is 100% FREE for all NMG Members. To unlock all PriMetrix tools, POS sharing is required.

What types of data is required?

No personal data is collected or shared with PriMetrix. Below is what we collect:

Brand	SKU	Units	Unit Price	Sale Date	Location	Internet Sale (Y/N)	Tender Type	Invoice #
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Is my data protected?

YES! All data collected is anonymized once collected and is then added to the aggregated database. Nationwide maintains data security that is above industry standards to ensure your data is always protected.

What comparative data is available to participants?

You will be able to benchmark and compare your sales data and performance versus the collective aggregate of the group.

How far back will the data go?

As a participating PriMetrix dealer, your access goes back as far as your submitted data. If you're looking for more historical comparisons, simply provide backlogged data as far back as you'd like to access.

What is the required commitment?

There is no time or financial commitment required, you will have access to all PriMetrix has to offer for as long as you continue to share POS.



Read more about Primetrix at:
www.natonwidemember.com/primetrix

