PRIMETRIX

PriMetrix provides our Members unmatched data and analytics to help drive their business. Complete with 3 different tools, our industry exclusive insights provide our Members everything they need to analyze their market, benchmark their business against the aggregate of the membership, and optimize their SKU assortment.

Market

Analyzes category sales to help Members understand local market opportunities and market share by retailer*

- Understand market volume
  - Total households, population, income and more
  - Total volume by zip code, category, and retailer
- Understand day-to-day opportunities
  - New store locations, marketing campaigns, product assortment and much more!

POS Benchmarking

Analyzes POS (point of sale) data against the NMG aggregate, to understand valuable performance insights**

- Gain a snapshot of your performance
- Compare your business against others through top selling SKUs and SKU margin opportunity
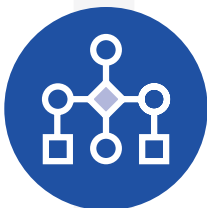
ART

Assortment Rationalization Tool analyzes sales data to help optimize assortments to maximize revenue**

- Proprietary algorithm that uses unit sales, price, cost, margin and more to determine productivity rankings by category, sub-category, and brands
- Let the data help optimize your floor, while maximizing your space and profits
- Review routinely to ensure productivity

Read more about PriMetrix at: www.natonwidemember.com/primetrix
*included with membership **Requires POS sharing

PriMetrix