

Helping Brands and Retailers Win with Shoppers

Challenges We Solve

Retailers push back on in-store changes without hard shopper evidence

Planogram data is locked in PDFs and screenshots

Traditional, in-store trials are too slow and costly

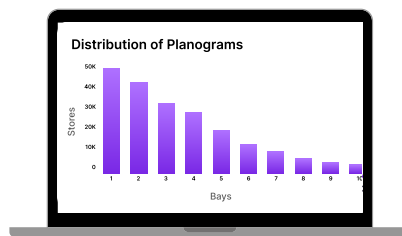


Our Solutions



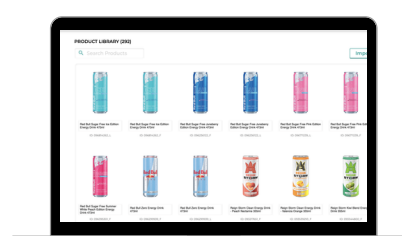
Smarter Shelf Testing

Put thousands of shoppers in front of virtual shelves to determine what drives sales before implementation.



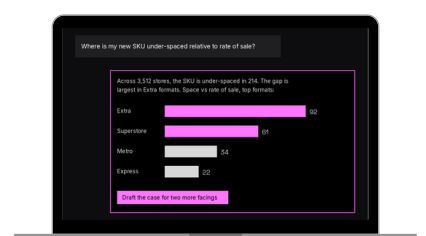
Planogram Publisher

See how products sit today in retailers' planograms, compare layouts, and strengthen category conversations.



Fixture Visualizer

Create stand-out shelves in minutes - using PSA files, PDFs or photos.



Ask VST **NEW**

Conversational analytics that answers shelf questions and takes actions in plain language.

Why 60+ CPGs choose VST

Seamless Setup

Our image library and POG integration take the pain out of testing.

500+

Shoppers per test means our insights have the weight to influence.

Retailer Access

Direct planogram partnerships give us unrivalled accuracy.

Retailer Ready Impact

We go beyond data to deliver the clear, compelling “so what” for buyer conversations.

Delivered In under one week.

Real Results With Leading Brands

What You Get



Optimised shelf layouts



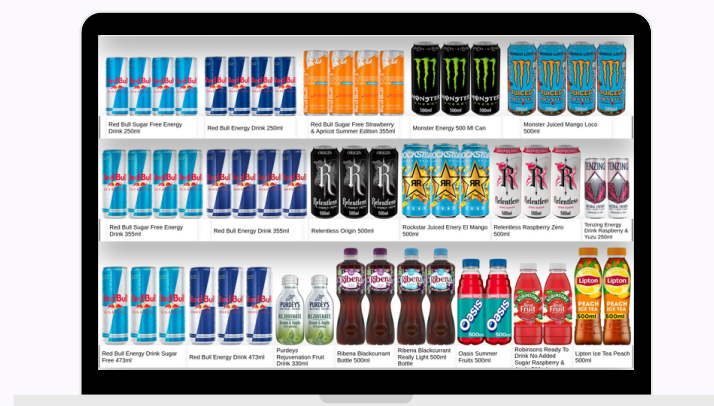
Proven ROI of shelf changes with shopper data



Faster retailer buy-in

Leading Yoghurt brand tests the Fixture of the Future with Smarter Shelf Testing

- Tested a new shelf layout across 3 major UK retailers using VST
- +32% increase in innovation visibility
- Improved cross-shop behaviour
- Secured retailer buy-in for wider rollout
- Space added for emerging healthy categories (Kefir, Protein, Natural)



Soft Drinks brand optimises range by removing 20% of SKUs with Planogram Publisher

- Tested 2 planograms with VST to assess impact of cutting 20% of SKUs. In <1 week, analysis showed:
- +4% sales growth
- 19% faster to shop
- Improved shopper satisfaction

Leading Beans brand grows category volume by 10% with Fixture Visualizer

- Used VST's Fixture Visualiser to model sub-segment spacing and uncover availability issues
- Led to changes in 72% of stores
- +10% category volume
- +13% brand volume
- Balanced space across Own Label, Branston, and Heinz

