



SMART INSIGHTS

FOR BETTER BRAND HEALTH

CROSSMARK **DATA COLLECTION TEAM SWEEPS STORES FOR HEALTHCARE LEADER**

A healthcare products industry leader approached CROSSMARK's Data Collection Team to assess their Retail Brand Health in 600 stores. Armed with 336 Data Collection Auditors, CROSSMARK was more than ready to give the brand a checkup.

CROSSMARK's Data Collection Team delivered incredible speed, smart tracking systems and seamless continuity of data, visiting stores in 43 states

and performing tasks encompassing 351 factors per store. What's more, CROSSMARK did it all in just ten days over the holiday season. The client gained invaluable data in a very short time period, including store information, adjacencies, facings, SKU counts, point of sale information and more. They now have a clear picture of their brand's retail health, with full data for 600 stores — but their VP of Sales had just one word: **“Wow.”**

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