



## Out Of Stock

The grocery industry is rapidly changing with the growth of local delivery, click & collect, Amazon delivery, and services like Instacart. These changes require data that is flexible and comprehensive to stay abreast of real-time product information. Datassembly collects over **2 billion** product, pricing and promotions observations **daily** from every channel - brick & mortar, local delivery, and ecommerce. This ensures that you have the product data needed to reduce out of stocks that impact your bottom line.

Datassembly clients have used this information to communicate stocking priorities, for both DSD and warehouse delivery, to their distribution teams, as well as discuss expanding the shelf space of frequently out-of-stock items with their retail partners. This data is collected from public sources, which makes it **100% shareable**, and can be used to facilitate new conversations with your retail partners and distributors.

## WHAT THAT MEANS FOR OUT OF STOCK SCENARIOS

In addition to collecting pricing, promotions and assortment data, Datassembly captures product availability information at key retailers like Walmart, Kroger and Target. This data can be used to negotiate increased shelf space, decrease out of stock times, identify and remediate out of stock patterns, and prevent loss of revenue for manufacturers and retailers. Datassembly data can be used to:

- Deliver an execution plan to your distribution partners to ensure your products are in-stock, using our same day collection/delivery data capabilities
- Talk with your distribution partners about the OOS to see if they can make changes to route or increase frequency
- Analyze stock levels by state, metro area, or other geographic groupings of stores experiencing out of stock issues across categories and brands to determine if there is a distribution issue and take immediate action
- Expand store facings on top categories and products at key retailers. Use out of stock frequency to prioritize the products with the highest volume



### Example Customer Use Case: *Would 20% Impact your Business?*

Major beverage manufacturer of 12 pack is sold at approximately 3500 stores at a nationwide retailer. Using actual data collected from Datassembly from January 1, 2020 thru August 31, 2021 it was determined that the 12 pack was OOS, monthly, an average of 21% of the time at 28% of the stores it was sold in, or 980 stores. This OOS represents revenue lost for both the beverage manufacturer and potentially the retailer in each store where it's sold.

