

Success Cases in the Consumer Packaged Goods Sector



SUCCESS CASE: FOOD INDUSTRY

Identify points of sale with the Highest Potential

x2

probability of purchase in new
points of sale

How did they do it?

A leading company in the food industry was having trouble **identifying potential customers in its market expansion strategy**. This lack of information was causing them to **miss out on business opportunities** at key points of sale.

With UVE and our Artificial Intelligence algorithms, **they were able to discover the most promising points of sale for their product**, resulting in key information to **increase sales and decrease costs in commercial routes**.

The result was a **doubling of the probability of purchase** at the identified outlets and a **75% increase in the effectiveness** of product recommendations to those outlets.