

Retail Panel Clarity Powers POS Strategy





Coverage context explains change so POS data can guide decisions with confidence.

The value of data is its ability to enable confident choices. Teams need to answer the important “**why?**” question and decide what to do next.

Scorecarding captures the **what**:

Category trends

Share shifts

Pricing movements

Clarity and confidence in the underlying data turns those reads into meaning and direction. **Too often, teams don't have a complete, trusted view of the retail universe behind the numbers.** When they don't, it creates ambiguity, slows alignment on root causes, and erodes confidence in the actions required to accelerate growth.

Here's how leading tech teams strengthened retail-universe confidence and accelerated pricing, promo, and launch decisions.

TRUST AND TRANSPARENCY:

Know what changed and why



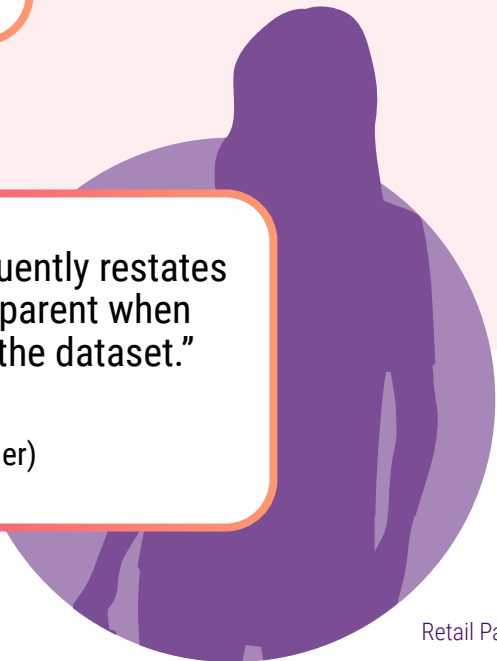
"Data is often shifting due to sample changes, but we never get proper explanations."

Director, Revenue Growth Management
(Global Consumer Tech Brand)



"Our previous data provider recently expanded coverage by adding retailers but didn't clearly communicate the change. We saw our market share move and didn't understand why."

Sr. Manager, Market Intelligence
(Top 10 CE Manufacturer)

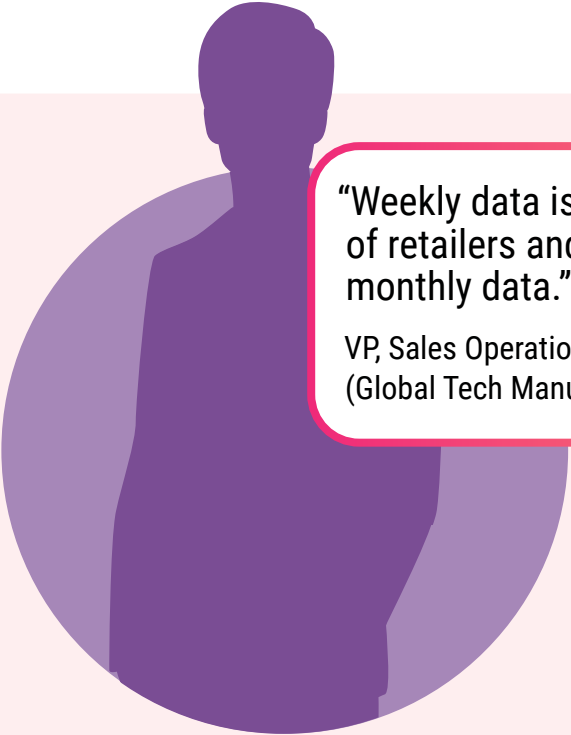


"The prior vendor frequently restates history and isn't transparent when retailers enter or exit the dataset."

Director, Sales Analytics
(National Electronics Retailer)

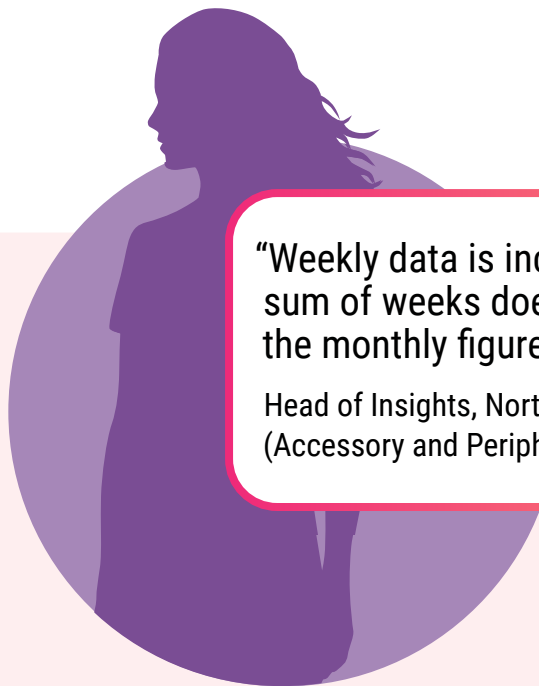
ONE SOURCE OF TRUTH:

Weekly and monthly data that reconcile



"Weekly data is based on a subset of retailers and does not match the monthly data."

VP, Sales Operations
(Global Tech Manufacturer)



"Weekly data is incomplete, so the sum of weeks doesn't come up to the monthly figure."

Head of Insights, North America
(Accessory and Peripherals Brand)



"We cannot reconcile our weekly and monthly market share, so it is hard to understand the real impact of promotions on our performance."

Sr. Manager, Category Performance
(Major E-commerce and Omnichannel Retailer)

INSIGHTS AND PARTNERSHIP:

Data that drives decisions

Hardlines durables/tech and appliances brands need translation, scenario planning, and repeatable ways to answer executive questions – fast.



"We would love more interactions and workshops, but a high cost is always associated."

VP, Global Insights and Analytics
(Global Tech Manufacturer)



"Servicing felt transactional. A true partnering approach would be a major advantage."

Head of Category Management
(Consumer Tech Accessories Brand)



"Our legacy measurement partner was inflexible, and insights support was limited. We need a provider with a more consultative, partnering approach."

Director, Growth and Analytics
(High-Growth Smart Home Brand)

The Results From Working With Circana

Across these hardlines durables/tech and appliances teams, engaging their data partner delivered four clear outcomes: less ambiguity in the data, richer context for decision-making, higher ROI from usable weekly reads, and a lower-friction partnership.

Less ambiguity, clearer reads:

Teams could confidently design marketing programs and read true effectiveness versus debating what changed in the data.

More context, faster alignment:

Changes were explained and translated into a shared story so sales, finance, and marketing could align on understanding and next steps.

Weekly ROI that shows up in decisions:

Weekly data became usable for course-correcting faster, rather than waiting for month-end confirmation from the data.

Lower-friction, expert partnership:

A consultative team invested time to troubleshoot issues, share industry expertise, and keep teams moving.

What Sets Circana Apart?

Our robust, in-depth view of the marketplace is achieved through minimal projections, transparent disclosure of our participating retailers, and consistent panel membership. Backed by expert industry knowledge and a consultative approach, we help retailers and manufacturers transform data into action.

Let's Align on the Right Approach

If you are not finding enough value or utility from your current retail data provider, let Circana help map your decision moments and recommend the right approach.

Questions? Email contactus@circana.com

