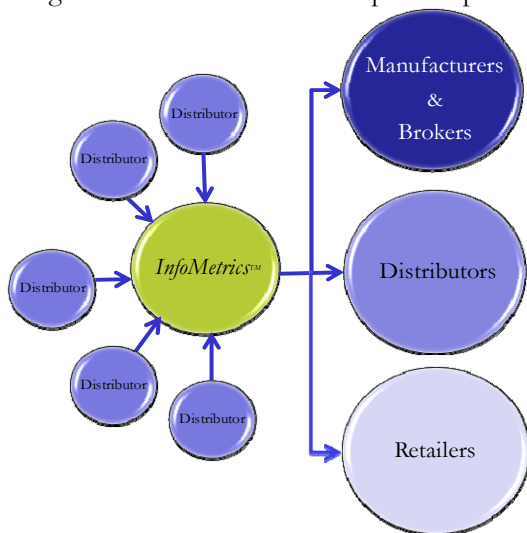


C-Metrics: Convenience Stores Sales Tracking

The AWMA InfoMetrics program is a unique data aggregation and business intelligence solution for convenience channel manufacturers. *InfoMetrics provides CPG companies with critical information and tools to improve profits and sales in the C-store channel.* Manufacturers can track performance, **identify potential new distribution opportunities**, manage and track rebate programs, **track core items distribution** and analyze competitive performance.

InfoMetrics is the single largest database of C&T distributor store shipments covering 100K+ SKUs and 80,000+ retail locations. Services provided include:

- **Store/SKU level Database:** For sales execution strategies – store level distribution/gap filling, rebate program tracking, core item tracking, MVE tracking, etc.
- **Total Distributor Database:** For measurement of own and competitive sales activity at the total distributor level – primarily for distributor and competitive performance measurement.
- **C-Metrics Database:** A projected sample of 35K+ convenience stores to provide a total US and regional view of own and competitive performance.



InfoMetrics distributors, including 19 of the top 25 selling C&T distributors: H.T. Hackney, Harold Levinson, S. Abraham & Sons, J. Polep, Chambers & Owen, Imperial Trading, J.T. Davenport and Pine State Trading, cover over 35% of C-store sales in the US. Data from non-participating distributors such as McLane, Core-Mark and Eby Brown can be integrated as required.

C-Metrics: Projected Convenience Sales Service

The C-Metrics service is a projected database of C-store sales in the US and five regions (and over 40+ states with sufficient sample sizes). Using over 35K+ C-stores as the sample, the projected database provides:

- **Weekly** projected Convenience store dollar sales and units shipped and % distribution by item – across all categories.
- Data reflects C-store sales for warehouse shipped items (i.e. excludes DSD sales to C-store such as milk, bread, etc. and also exclude Beer & Liquor sales).
- Coverage for warehouse shipped categories such as tobacco, candy, snacks, etc. reflects total convenience retail sales of such items.

C-Metrics: Benefits & Value Proposition

- Measure total convenience channel sales and market share performance on a weekly basis (with historical trends).
- Track C-store retail price levels for own and competitive items and analyze price sensitivity.
- Measure Total US and Regional (and State level) distribution at the SKU level for all items – and measure average sales per store selling. Identify distribution opportunities.
- Analyze competitive performance and strengths and weaknesses – in terms of unit sales and price.
- Map brand and item development indexes across the regions and states – to identify new product introduction potential.
- Purchase “adjacent” category data for a fraction of the cost versus retail takeaway services.

C-Metrics is the only database that uses over 35,000 C-stores for generating projections – almost 10 times larger versus other survey based or retail sample based services. The projection accuracy for warehouse distributed C-store items could be up to 10 times more accurate versus other sample based projection services.

The Gold Standard: Measuring C-Store Performance

CONTACT US

Contact us at infometrics@info-rhythm.com or call 412-697-2665 or email mike.dion@inrhythm-inc.com

