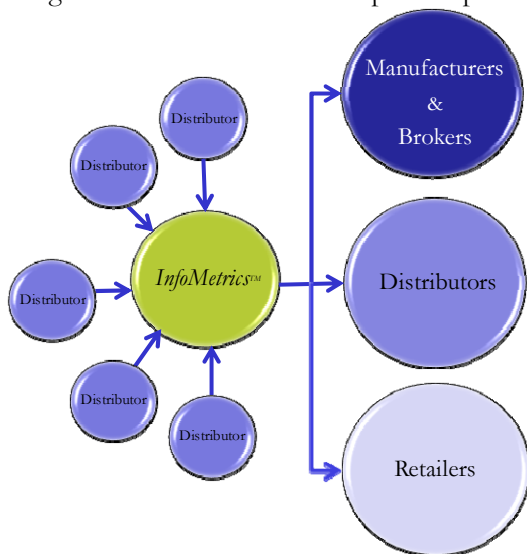


## Total Distributor Data Service

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.

### Total Distributor Data Service

The Total Distributor Data service provides access to data at the total distributor level on a weekly basis. This data excludes store level access. Using over 49 + distributors and 92 + distributor warehouse sites, this database provides:

- Tracking distributor/ SKU level unit volume and dollar performance – across all NACS Categories and sub-categories.(excludes DSD sales)
- Distributor specific Distribution/ Void Opportunity assessment by SKU.
- Competitive volume and distribution assessment by distributor and total across all distributors
- The Total Distributor service is a sub-set of the Store/SKU service and can be used to track and measure own and competitive performance by distributor.

### Total Distributor Data: Benefits & Value Proposition

- Ability to track and measure own and competitive performance at the distributor level at a fraction of the cost of the more detailed Store/SKU level services
- Identify distribution void opportunities by distributors – at the SKU level
- Identify and create distributor sales force incentive programs for increasing distribution.
- Identify and create distributor promotional incentive programs for in & out activities.
- Identify new item placement by distributors.

InfoMetrics Total Distributor Data service affords the manufacturers a visibility into the distributor level performance which assists in creating tactical agendas towards driving for results concerning distribution, new items and promotional activities. This will further enhance sales volume; performance results and trade spend efficiencies.

### The Gold Standard: Measuring Distributor Performance

#### CONTACT US

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