

SEE IT WHILE IT STILL MATTERS

The Execution Gap

How CPG commercial leaders turn in-store reality into revenue while there's still time to act.

2026 | EXECUTION INTELLIGENCE GUIDE

THE BIG PICTURE

The most important data in retail isn't in your data warehouse. It's in your stores and, for most brands, it's invisible.

You plan promotions, set prices and buy display space months ahead. Whether any of it executed correctly in-store is another question and the answer usually arrives too late to matter.

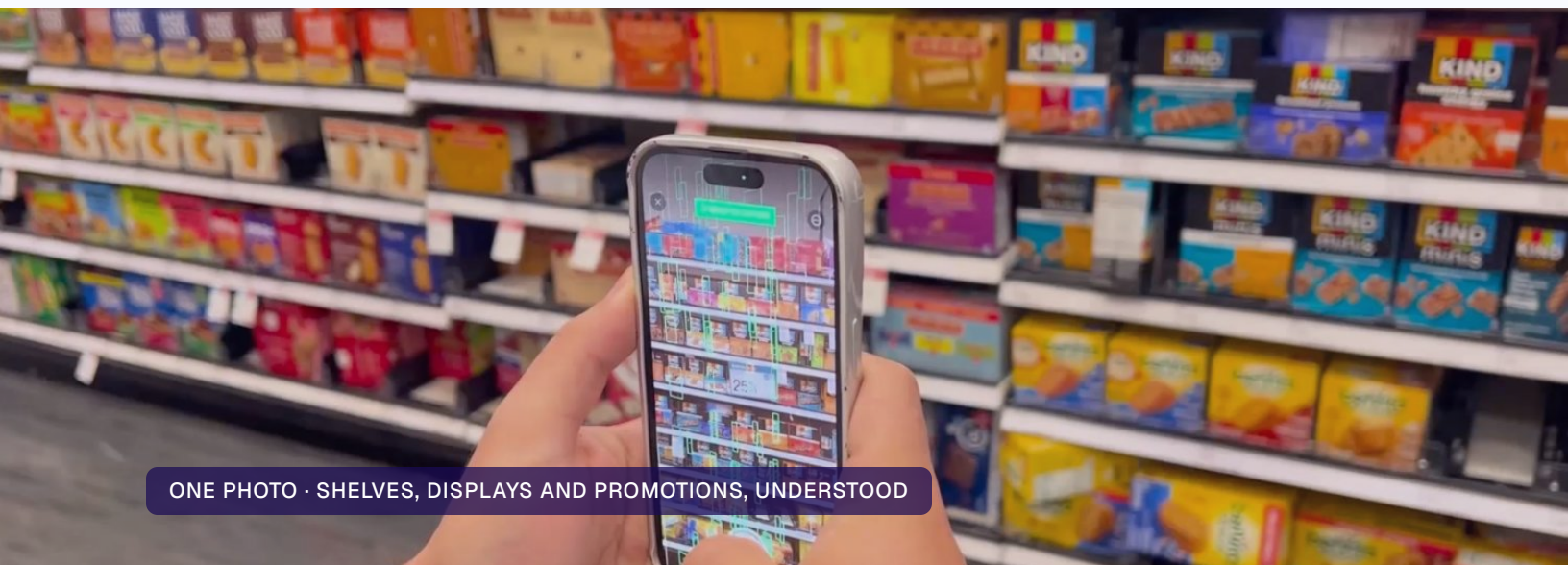
This guide shows how commercial teams are closing that gap: seeing what's happening in their stores in near real time, verifying it with image-level proof and fixing it while the window is still open.

A single missed execution week can cost **seven figures** in lost volume.

This is how you see it first.

WHAT'S INSIDE

- 01 The execution gap
- 02 Why the old way falls short
- 03 A new approach: Execution Intelligence
- 04 How it works
- 05 The engine behind it
- 06 What you can see
- 07 Where it works in store
- 08 Execution Intelligence, by team
- 09 Proof: AG Barr cuts audit time 50%
- 10 Deploy fast



ONE PHOTO · SHELVES, DISPLAYS AND PROMOTIONS, UNDERSTOOD

The execution gap

CPG brands invest billions in trade promotions and retail execution every year. Most have no reliable way to know whether those plans executed in store until after the opportunity has passed.

By the time syndicated data or field reports arrive, the window is closed and the revenue is gone. The plan looked perfect on paper. The stores told a different story and no one saw it in time.

Execution failure isn't a field problem. It's a commercial problem and it's happening in the stores that matter most to your number.



\$634B

Lost across global retail every year to poor on-shelf availability.

5%

Of total sales lost to out-of-stocks alone, before pricing and promotion.

\$1M+

The cost of a single missed execution week in lost volume.

61%

Of CPG manufacturers struggle to execute planned promotions, and 75% struggle with modern trade complexity.

Why the old way falls short

Most brands still manage retail execution the way they did ten years ago: manual audits, delayed data and post-mortems after the commercial window has closed.

Field reps spend their time counting and logging in-store displays by hand instead of selling. Head office waits weeks for data that's already out of date. You can't fix what you can't see.

Syndicated data doesn't close the gap either. Circana and NIQ measure the outcome, not the execution: they tell you volume moved, not whether the display went up. It's a modeled sample rather than your estate, so the stores that never built the display are never named and it lands weeks after the window has closed.

THE MANUAL WAY

- Reps audit by hand, store by store
- Data arrives in weeks, if it arrives clean
- Accuracy varies rep to rep and day to day
- Syndicated reads show volume, not execution
- Insight lands after the window has closed

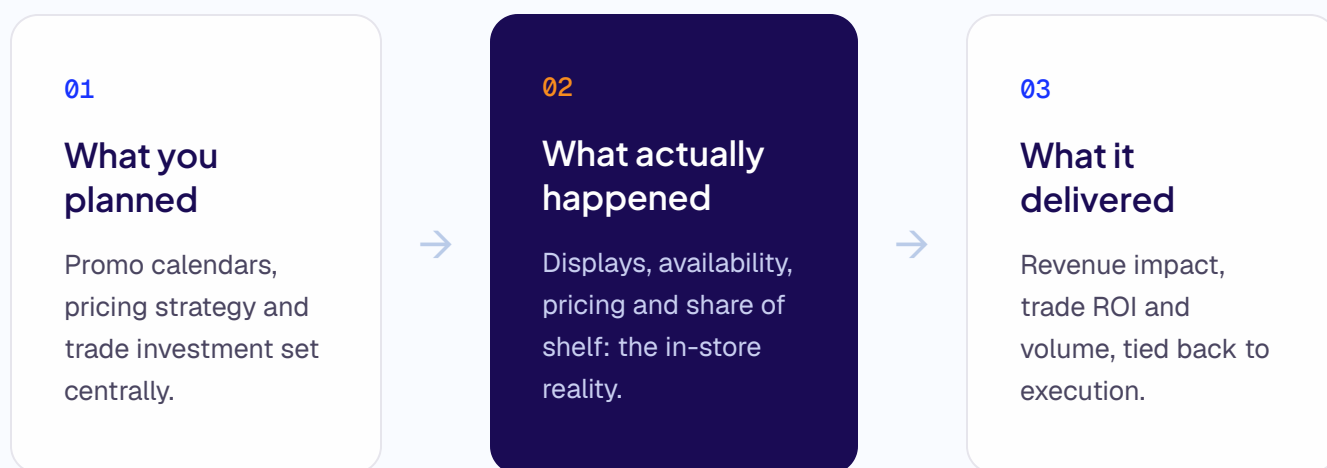
EXECUTION INTELLIGENCE

- + One photo session captures the whole in-store scene
- + Near real-time visibility across stores
- + Consistent, governed data every time
- + Image-level proof the display went up
- + Act while the campaign is still live

Most brands find out about execution failures after the window has closed. By the time the numbers explain the miss, the quarter is already spent.

A new approach: Execution Intelligence

Execution Intelligence connects three things every commercial team already has, but has never been able to link: what you planned, what actually happened in-store and what it delivered.

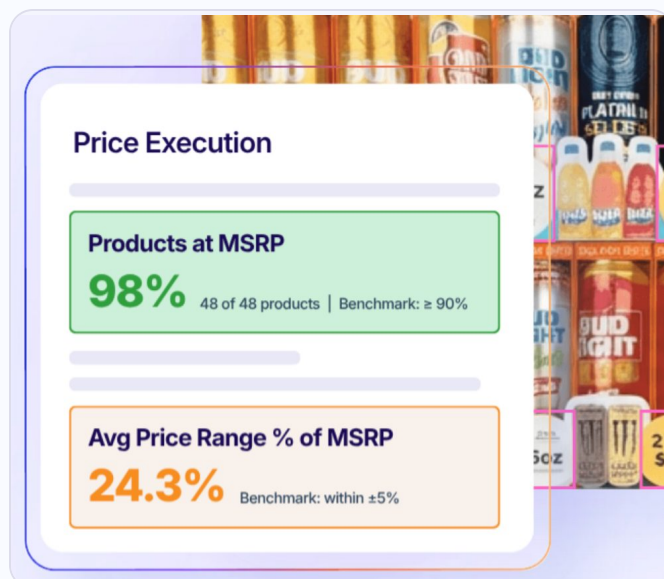


From an in-store photo to a commercial decision

A rep takes a photo in store. Within seconds it becomes structured, governed data: availability, pricing, promotion compliance and share of shelf.

That's data commercial leaders can act on while it still matters, not a report that explains the miss after the fact.

The rep gets it too. Ranked next best actions for the store they are standing in, so the fix happens on the visit rather than the next one.



How it works

Every product you sell becomes a 3D digital twin that trains our recognition models. No waiting for real in-store photos and new SKUs are ready before they even reach the shelf.

01

Capture

Upload product artwork or EAN codes, or use our app to capture the product in seconds.

02

Build the twin

We create a precise 3D digital twin of each SKU.

03

Train

The twin is placed in thousands of AI-generated store scenes to train recognition.

04

Recognize

Reps photograph real in-store scenes; products are detected in near real time.

05 Act

Head office sees availability, pricing and compliance. The rep gets next best actions for the store they are standing in.



DIGITAL TWIN OF A REAL SKU



AI-GENERATED TRAINING SCENE

Accuracy you can act on and defend

Execution data only changes a decision if nobody can argue with it. Our Image Recognition Engine turns store photos into governed data with the accuracy, speed and coverage to stand up to scrutiny, whether that's your board, your field teams or a retail partner.

95%+ Recognition accuracy across pack formats, lighting and store environments.	<4 wks To go live, fully catalogued and reading your stores.	<1 min To add a new SKU before it reaches a store.
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Deduplication and stitching

Overlapping frames from one aisle become a single clean view, so facings are counted once and the numbers hold up under scrutiny.

No historical imagery needed

Digital twins train recognition before a product ships, so there's no cold start and no backlog of shelf photos to collect first.

Works with your field setup

Your own field app or a third-party one. No new hardware and no new process for the team to learn.

Built to integrate

API and SDK access with multi-retailer and multi-market coverage, feeding the reporting stack you already run on.

What you can see in every store



On-shelf availability

Catch out-of-stocks and low availability before they cost you.



Promotion compliance

Verify displays and features actually went live, store by store.



Pricing accuracy

Confirm the price in store matches the price you set centrally.

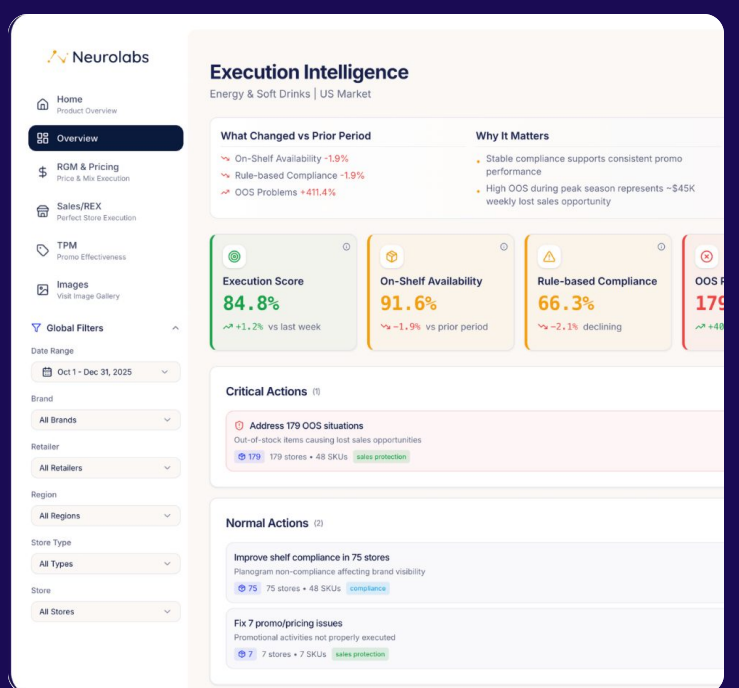


Share of shelf

Track your facings against the category and the brands around you.

ONE VIEW, EVERY STORE

Every metric lands in governed dashboards and a real-time data feed your team can plug straight into existing reporting, no restrictions, exportable anywhere.

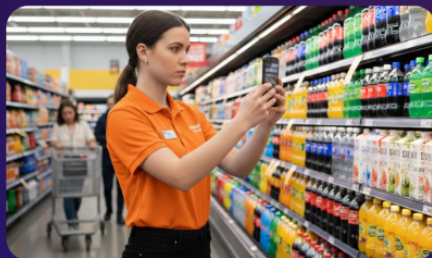


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The Execution Gap · 2026

One dataset. Every commercial team.

The same governed execution data answers the question each team is really asking, from head office to the field.



Execution Score



↑ +1.6 vs last week

Critical Actions



Address 26 OOS situations

28 Stores | 48 SKUs

Act now



Fix 11 promo coverage gaps

11 Stores | display non-compliance

In window

91.9%

On-shelf avail.

76%

Promo coverage

222

Stores tracked

One capture

A rep photographs the aisle. Availability, pricing and promotion compliance are all read from the same image.

One score

Execution scored per store, retailer and region, moving week on week, so slipping standards show early.

Ranked by cost

The biggest revenue risk sits at the top, so the right store gets attention while the window is open.

What each team gets

Trade & Commercial Teams

Promotional execution • Revenue protection

Did our **trade promotions land** as planned in every store, on every shelf?

PROMOTIONAL COVERAGE BY RETAILER



[Full report →](#)

Trade & commercial

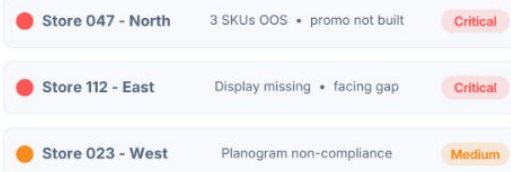
Prove trade promotions landed store by store and protect the revenue behind them. When a display was paid for but never built, you have the image-level evidence to reclaim the spend.

Retail Execution & Field Operations

Store prioritisation • In-window issues resolution

Which stores need your team's **attention right now** and why?

PRIORITIZED STORE ACTIONS - THIS WEEK



[Full action list →](#)

Retail execution & field ops

See which stores need attention right now and fix issues inside the window. Visits get prioritised by revenue at risk, so the field team works the stores that move the number.

RGM & Commercial Excellence

Execution benchmarking • Future planning

How does our execution **compare to category** and why is value being left behind?

EXECUTION SCORE VS CATEGORY BENCHMARK



■ Your brand ■ Category avg

[Download QRB pack →](#)

RGM & commercial excellence

Benchmark execution against the category and see where value is left behind. Price gaps and compliance trends feed the next cycle of pack, price and promotion decisions.



09 · CUSTOMER STORY · AG BARR

How AG Barr cut store audit time by 50%

AG Barr, the UK drinks maker behind IRN-BRU, Rubicon and Barr, set out to give field teams their time back and connect store-level reality directly to commercial decisions.

50%

Faster store audits

300+

SKUs digitised

96%

Data accuracy

Working with Neurolabs and Aforza, AG Barr built image recognition into the field app reps already use. A rep photographs the shelf or display and instantly gets SKU detection, layout and compliance feedback, while head office sees execution as it happens.



“

Neurolabs transformed our field operations: faster, more accurate and fully digitised. Our reps spend more time selling and we have far greater confidence in our data.

Keir Stewart · Head of Performance Analytics, AG Barr

Read the full story at neurolabs.ai/case-studies.

MORE PROOF

Proven across the industry

SAGRA TECHNOLOGY · SFA

In-store recognition, live in seven days

7d

launch time

>98%

accuracy

5s

to results

Onboarded 25 near-identical pharmaceutical SKUs and embedded recognition directly in the field workflow.

RANDSTAD · FIELD MARKETING

Store visits made eight times faster

8×

faster visits

95%+

recognition

Cut audit time across stores in Spain and freed field teams to spend their day selling, not counting.



6 tablets



12 tablets



20 tablets

Near-identical packs, told apart every time: the 6, 12 and 20 tablet variants differ only in small print and recognition still calls each one correctly.



Neurolabs not only managed to deliver a viable solution to our challenge in an unprecedentedly fast and efficient manner, but they also did so with near-perfect accuracy.

Sagra Technology

Deploy in weeks, not quarters

Getting started is fast. Run your EAN codes through the platform and we identify which SKUs already exist in our library of 100,000+ and which to add.

To add a product, upload its artwork or capture it with ZIA Capture in seconds. We build the digital twin and your catalogue goes live: no in-store photos to collect, no models to retrain, no overhead.



<4 wks

To go live, fully catalogued and reading your stores.

<1 min

To add a new SKU with ZIA Capture.

100k+

SKUs already in the library, ready to match.

Built to fit the way your teams already work

Recognition drops into the field app your reps use today and connects to your reporting through a real-time data feed. No rip-and-replace, no new process to learn.

LET'S TALK

Let's close your execution gap

See what your field teams could do with their time back. Whether you want a walkthrough or a straight answer on ROI, we're ready.

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[Request a walkthrough →](#)

Neurolabs is the Execution Intelligence platform for CPG brands. We help commercial teams see what's really happening in store and act on it before it costs them.

neurolabs.ai

BEER & SPIRITS · SOFT DRINKS & BEVERAGES · ENERGY DRINKS · SNACKING

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