

KPIs & Core Retail Metrics

Results Count ... everything else is conversation!



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HOW RETAILERS USE THEM

Open-To-Buy planning
 Replenishment buying
 Category management
 Buyer effectiveness

Assortment planning / mix
 Market segmentation
 Store / market investments
 Store replenishment

Ad / marketing planning
 Open-To-Buy management
 Investment criteria

Open-To-Buy planning
 Replenishment buying
 Category management
 Buyer effectiveness
 Engagement & Cross Selling

CORE RETAIL CHANNEL METRICS

Inventory

- Low stocks
- Weeks of supply (turns)
- **Units of inventory/outlet**

Sales Velocity / Productivity

- % sold through
- **OSP - Outlet Sales Productivity**

Marketing Effectiveness

- Actual vs. plan
- Incremental sales (uplift)
- **Investment ROI**

Profitability

- Rule of 100 / GMROI
- Direct product profitability
- **CTS - Cost To Serve**
- **Market Basket "Attach"**

HOW MANUFACTURERS USE

Demand forecasting
 Product launch planning
 Risk assessment
 Assessing retailer productivity

Demand planning
 Life Cycle management
 Hot sellers vs. dogs
 Ad/Merchandising investments

Retailer performance
 Investment potential/criteria
 Demand forecasting

SKU/Product line performance
 Performance as vendor partner
 Category Management
 Indicators of retailer execution
 Solution Selling