

Quickly Identify Attributes Driving Performance

Efficiently tap into total store attribute trends to **understand top differentiators and identify key opportunities to innovate**. As shoppers continue to purchase based on their lifestyles and beliefs, SPINS values-oriented data add deeper nuance and granularity to these analyses for actionable insights.

Actionable Insights that Enable Differentiation

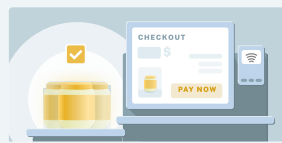
Easily understand which ingredients, certifications, flavors and more are driving sales growth.



Get on Shelf

Identify Your Competitive Advantage

Benchmark your brand vs. key competitors to identify your brand's top differentiators and gaps



Succeed on Shelf

Boost Your Retailer Sell Stories

Demonstrate to buyers your expertise on consumer attribute trends, as well as brand-specific differentiators



Innovation

Inspire Your Innovation Pipeline

Scan all categories across Total Store to identify whitespace to build a data-driven innovation pipeline

Benchmark Performance and Discover Your Next Innovation Opportunity

Activate **hundreds of attributes** to uncover new opportunities for growth and innovation across total store.

Dashboards include:

Category Landscape

Understand growing attributes to determine your brand's biggest advantages in your category

Cross-Category Compare

View any attribute's growth across **all** categories in Total Store

Brand Compare

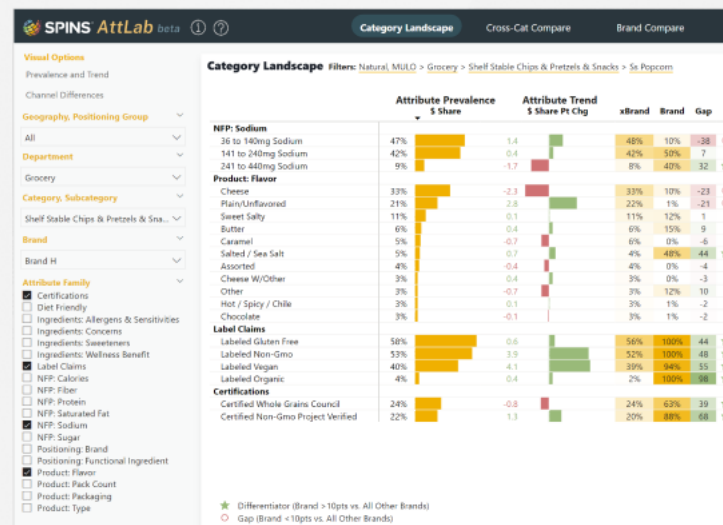
Compares attributes in your brand portfolio vs. key competitors, side by side

Innovation

Stay ahead of the game and be the first to know about unique attributes driving sales

Brand Deep Dive

See the leading brands for any attribute to learn who owns the space and who's growing it



Access the AttLab Beta Now

To learn more about how you can participate in the AttLab beta, reach out to your rep or growth@spins.com