



# SPINSscan Conventional

## Key Account Data

### The industry standard for retail measurement of Natural & Organic Product sales in Conventional Key Accounts

Track your sales performance at Food, Drug, Mass, Club and other accounts with SPINSscan Conventional Key Account Data. SPINS low-cost, syndicated reporting allows you to analyze your business at more than 56 retailers spanning 123 corporate totals and retail banners. SPINS' applies its industry-standard categorization and definitions against Nielsen Scantrack data to produce the most insightful Natural and Organic product reporting available.

#### Access 123+ SPINSscan Conventional Accounts, including:

GROCERY			DRUG	MASS MERCHANDISER
A&P	HARRIS TEETER	RALEY'S	CVS	KMART
AHOLD	HOMELAND	ROUNDY'S	DUANE READE	PAMIDA
ALBERTSONS	HY-VEE	SAFEWAY	KERR DRUG	TARGET
BASHAS	IGA	SAVE MART	LONGS	
BIG Y	INGLES	SCHNUCK'S	RITE AID	<b>WHOLESALE/CLUB</b>
BI-LO	KING KULLEN	SPARTAN	SNYDER DRUG	BJ'S
BROOKSHIRE	KROGER	STATER BROS	WALGREENS	
DEMOULAS	KVAT	SUPERVALU		<b>DOLLAR</b>
FIESTA	LOWE'S	UKROPS	<b>MILITARY</b>	DOLLAR GENERAL
FOOD LION	MARSH	WAKEFERN	DeCA	FAMILY DOLLAR
FRESH BRANDS	MEIJER	WEGMAN'S		FRED'S DOLLAR
GIANT EAGLE	PENN TRAFFIC	WEIS		
HANNAFORD	PRICE CHOPPER	WINN DIXIE		
HARP'S	PUBLIX			



#### Service Offering

<b>Markets</b>	<ul style="list-style-type: none"> <li>✓ Retailer defined trading areas and remaining markets</li> <li>✓ Key Account, Corporate Totals, Banners and Regions</li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>✓ Brand &amp; item level detail for UPC products in SPINS-defined, industry-standard hierarchy</li> <li>✓ Eight departments, 74 categories, 445 subcategories, 82 health conditions</li> <li>✓ Eight proprietary position-based and 16 label-based attributes, including Brand Positioning, NOP Organic, Primary Functional Ingredient, Gluten-free, Equivalent Unit of Measure and more</li> </ul>
<b>Facts</b>	<ul style="list-style-type: none"> <li>✓ Dollars, Units, Share, Distribution, Velocity, Promotion, Causal, Baseline/Incremental, Pricing and more</li> </ul>
<b>Periods</b>	<ul style="list-style-type: none"> <li>✓ Weekly and quad-week data delivered every four weeks</li> </ul>
<b>Access</b>	<ul style="list-style-type: none"> <li>✓ Certain accounts subject to retailer's approval</li> </ul>