



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	SAFEGWAY	KERR DRUG	TARGET
BASHAS	IGA	SAVE MART	LONGS	
BIG Y	INGLES	SCHNUCK'S	RITE AID	WHOLESALE/CLUB
BI-LO	KING KULLEN	SPARTAN	SNYDER DRUG	BJ'S
BROOKSHIRE	KROGER	STATER BROS	WALGREENS	
DEMOULAS	KVAT	SUPERVALU		DOLLAR
FIESTA	LOWE'S	UKROPS	MILITARY	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

Markets	<ul style="list-style-type: none"> ✓ Retailer defined trading areas and remaining markets ✓ Key Account, Corporate Totals, Banners and Regions
Products	<ul style="list-style-type: none"> ✓ Brand & item level detail for UPC products in SPINS-defined, industry-standard hierarchy ✓ Eight departments, 74 categories, 445 subcategories, 82 health conditions ✓ 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
Facts	<ul style="list-style-type: none"> ✓ Dollars, Units, Share, Distribution, Velocity, Promotion, Causal, Baseline/Incremental, Pricing and more
Periods	<ul style="list-style-type: none"> ✓ Weekly and quad-week data delivered every four weeks
Access	<ul style="list-style-type: none"> ✓ Certain accounts subject to retailer's approval