



Innovate with Confidence with **SPINS AttLab**

SPINS AttLab is the first solution *tailor-made for innovation*
& fueled with POS and product data.



SPINS AttLab enables Brand Managers, Category Managers,
and Innovation Teams to:

- ✓ **Ideate confidently.** Put data behind intuition.
- ✓ **Evaluate innovation opportunities.** Build the next category disruptor.
- ✓ **Stand out and sell-in.** Go from opportunity to shelf.

The first and only innovation solution fueled with data from the

Total Market	Total Store	Total Product
\$1.7T ALL COMMODITY VOLUME	116 CATEGORIES	350+ ATTRIBUTES
OF SALES VOLUME ACROSS CONVENTIONAL, CONVENIENCE AND HIGHLY INNOVATIVE CHANNELS LIKE NATURAL AND REGIONAL	INCLUDING POINT-OF-SALE DATA FROM EVERY AISLE	THE MOST IMPORTANT ON- AND OFF-LABEL CHARACTERISTICS ON MILLIONS OF ITEMS TO DECODE CONSUMER PREFERENCES

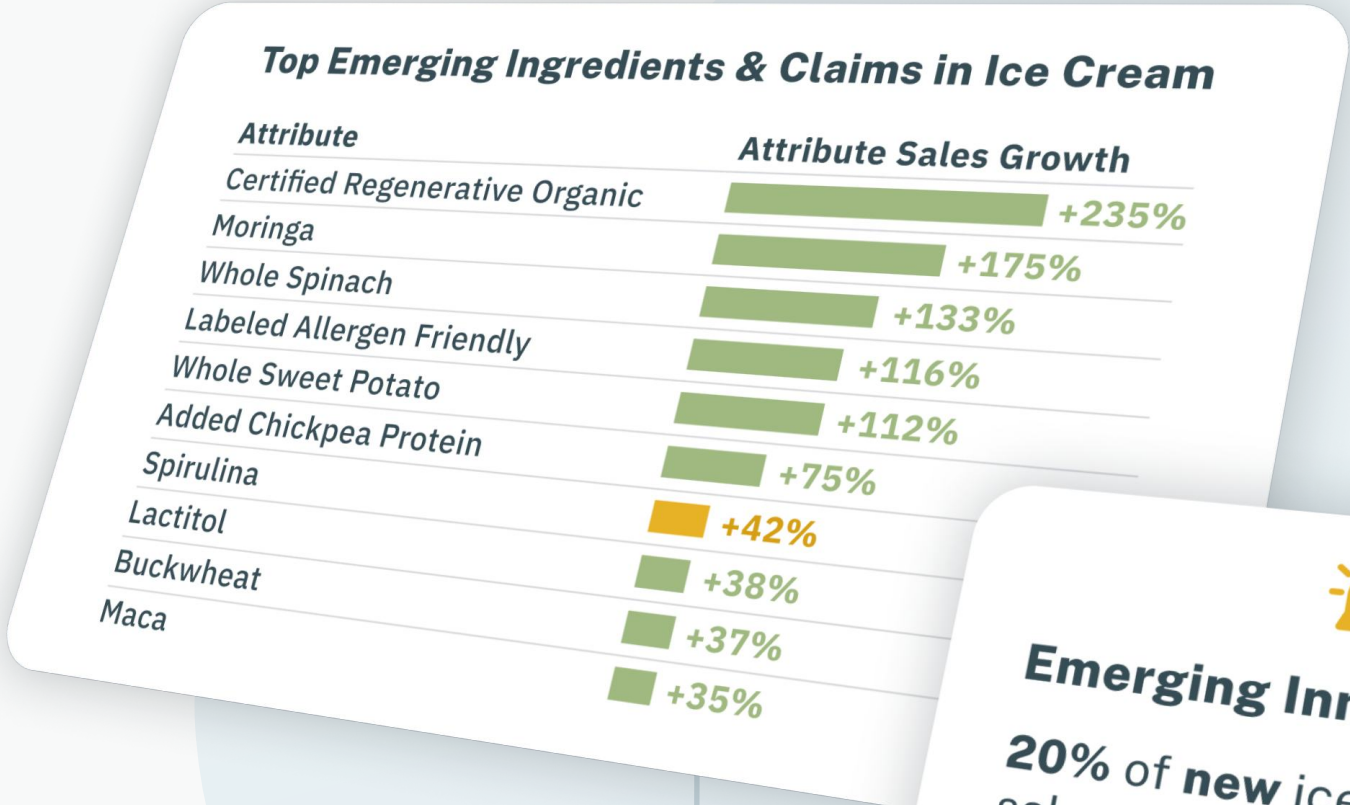
To learn more about SPINS AttLab, contact growth@spins.com

Meet SPINS Attlab

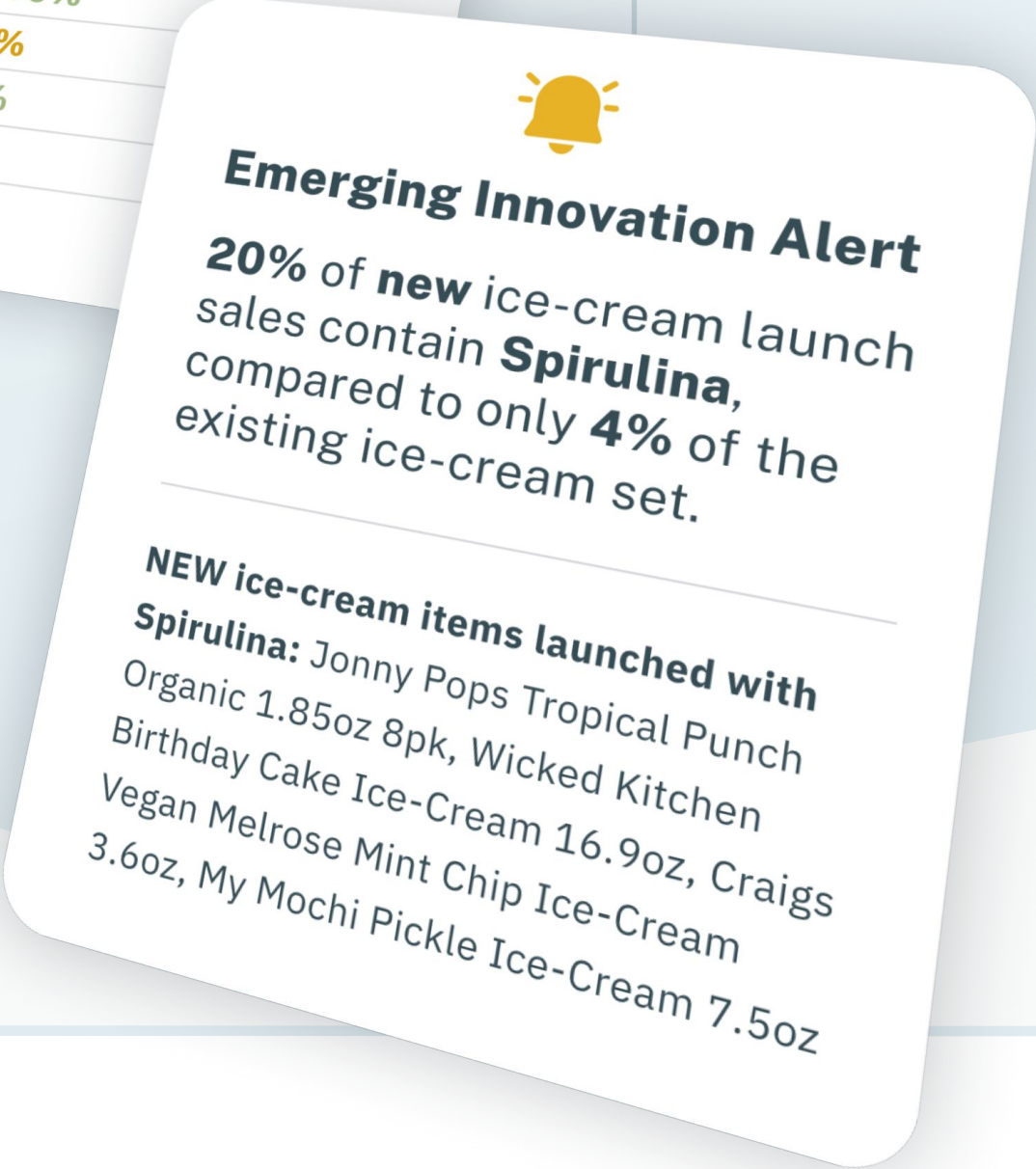
Powerful and easy to use insights tool designed for product innovators.

Track Consumer Trends

Inform your innovation pipeline with a continuous view of consumer purchase trends and new item launches.



Track new item launches



Deep-dive a single category, or look across total store

Evaluate leading drivers of growth in any target category

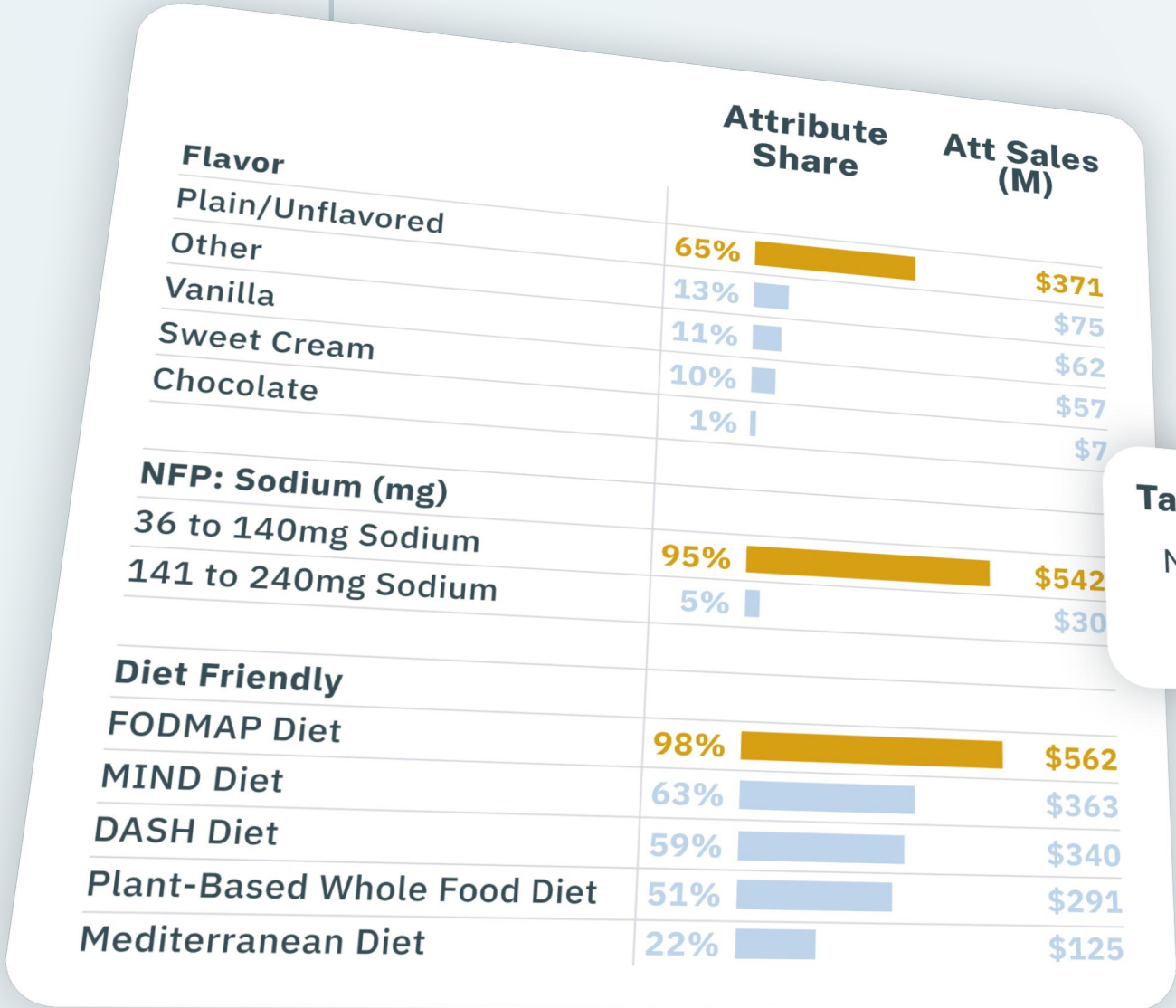


Table Stakes Characteristics

Need to innovate with a **plain, FODMAP-friendly, low sodium** item to compete.

Build the winning formula to compete & win

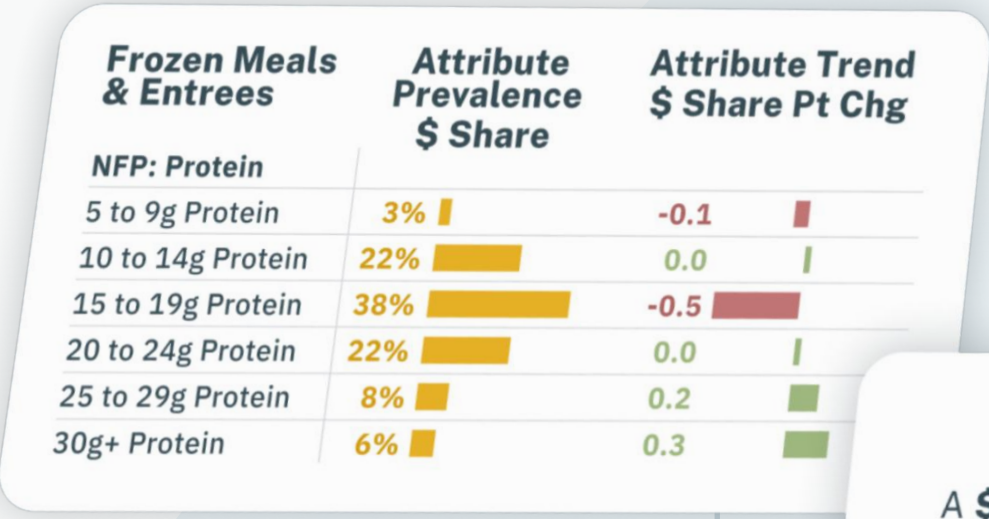
Enter New Categories

Identify essential attributes needed to successfully enter and compete in a new category.

Easily showcase your advantages vs rest of category

Sell-In with Data

Build winning sell stories rooted in consumer trends and category data.



A \$38 million shift towards higher protein options

Identify and articulate consumer trends to share with retailers

