

Jargon busted

60 commonly used
'merchandising' terms every
emerging brand founder
should know.



Xdynamic merchandising™

trax®

Retailer Terms

- 05 Action Alley
- 06 Anchor Store
- 07 Big Box Store
- 08 Brick and Click
- 09 EDLP
- 10 Mystery Shopping
- 11 POS
- 12 Retail Marketing

Retail Metrics

- 13 ASP
- 14 Carrying Cost
- 15 DOS
- 16 Shelf Velocity

Distribution Terms

- 17 Distribution Center
- 18 Distribution Management
- 19 Pallet

Basic Terms

- 20 CPG

Display Terms

- 21 Banner Stands
- 22 Block Placement
- 23 Clip Strip
- 24 Cut Case Display
- 25 Digital Signage
- 26 Display
- 27 Display Cases
- 28 Display Tables
- 29 Dump Bins
- 30 Endcap
- 31 Fixture
- 32 Freestanding Display
- 33 Gondolas
- 34 Islander
- 35 MOD
- 36 POP Display
- 37 Quad
- 38 Sidekick

Inventory Terms

- 39 Back Stock
- 40 Dead Stock
- 41 OOS
- 42 OSA
- 43 Phantom Inventory
- 44 Quantity on Hand
- 45 Top Stock

Merchandising Terms

- 46 Color Break
- 47 Cut-In
- 48 Facing
- 49 Merchandising
- 50 Pack Out
- 51 POG
- 52 Retail Execution

Go-To-Market Strategy

- 53 Consumer Trial
- 54 D2C
- 55 Phygital Marketing
- 56 Product Distribution
- 57 Seamless Shopping
- 58 Unified Commerce

Product Terms

- 59 MSRP
- 60 Private Label
- 61 SKU
- 62 UPC

X dynamic merchandising™

Enabling micro-execution with speed and at scale means emerging brands seize opportunity, as it happens, where it counts.



On-demand retail support... Dynamically Different because you are.

Trax Dynamic Merchandising is a smart, fast and flexible merchandising solution that is dynamically different in every way. Fusing leading-edge technology with a mobile, tech-powered workforce, we are redefining retail execution and driving data-enabled performance on demand so you can execute retail imperatives with transparency, precision and speed.

Trax DMX is built for emerging brands – we understand your need to act and react at pace - your desire to drive growth by maximising every opportunity with the right person, at the right time.

100k

monthly store
visits

100k

quality
assurance

500+

customers

96%

monthly store
visits

Retailer Terms



Action Alley

Central aisle around a store (usually grocery, or big box) with lots of open space. Retailers prompt shoppers to make impulse purchases by positioning displays along this shopper path.

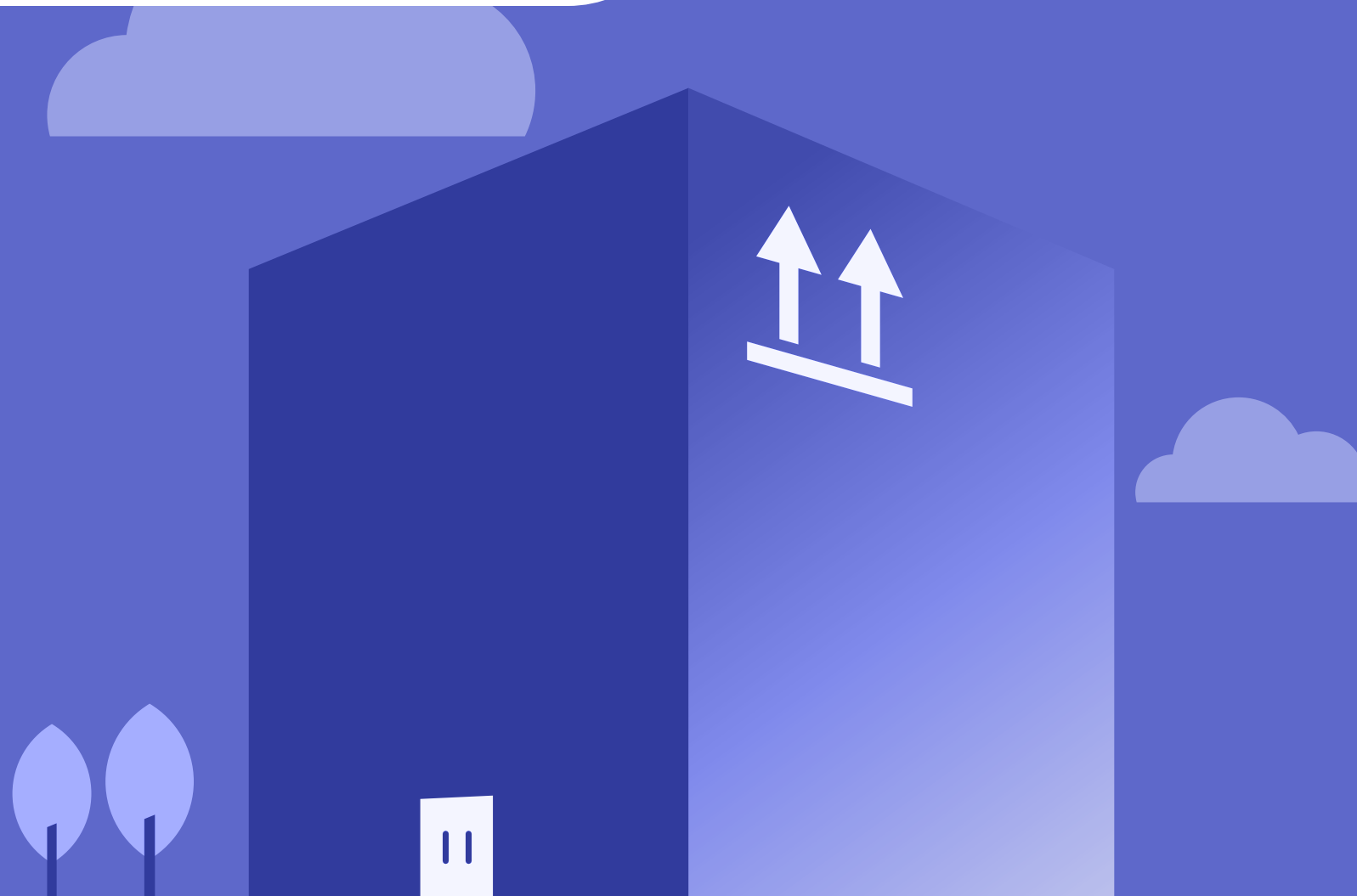
Retailer Terms



Anchor Store

An anchor store is one of the largest store in a shopping area. Typically a well-known department store or retail chain.

Retailer Terms



Big Box Store

Large store (often square or rectangular building), typically a major retail chain. Examples: Target, Walmart, Home Depot, Best Buy.

Retailer Terms



Brick and Click

Integrating brick-and-mortar stores with their e-commerce site. Usually includes web-to-store services such as in-store pick-ups and returns without any friction for the shopper.

Retailer Terms



EDLP

Everyday Low Pricing. A pricing strategy that promises consumers a consistently low price without the need for comparison shopping or waiting for sales. Popularized by Walmart.

Retailer Terms



Mystery Shopping

A decoy shopper sent to retail stores to evaluate product merchandising, customer experience, or store service levels.

Retailer Terms

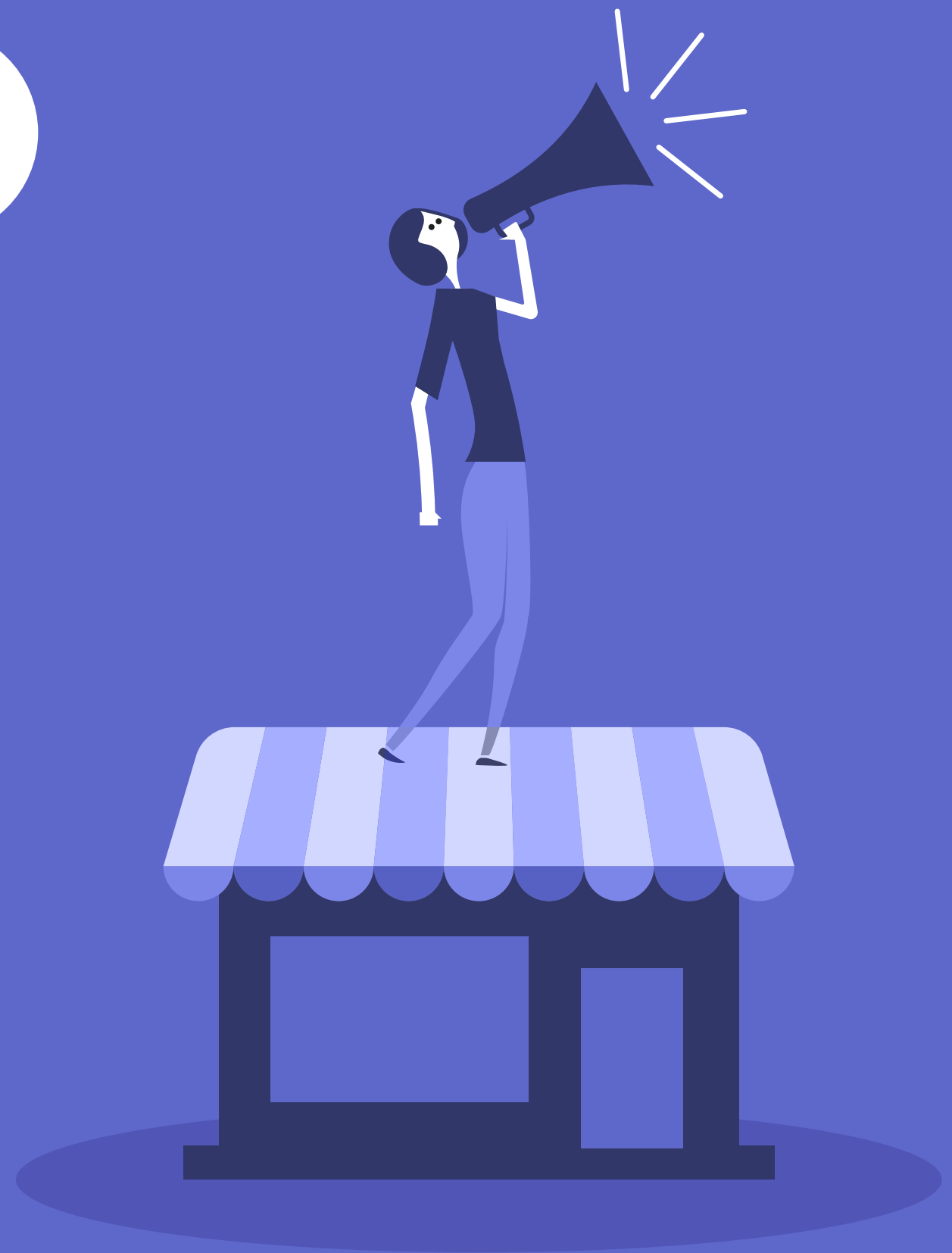


POS

Point Of Sale. Location of the purchase and payment. Usually a cash register, can also be a virtual sales point such as mobile device or laptop. This is where sales taxes are calculated and incurred.

Retail Marketing

All elements from interior to exterior promotions and offers, product placements, in-store advertisement, strategic placement in store, and the training, compensation and behavior of store representatives.



RETAILER METRICS



ASP

Average Selling Point: Companies that are entering a new market can use ASP to create their strategy on how they want to position themselves.



Carrying Cost

Cost of inventory and storage: It can help you determine if production should be increased or decreased, in order to maintain the current or desired balance between income and expenses.

RETAILER METRICS



DOS

Days of Supply. Amount of product inventory to keep up with customer demand between restockings.

Shelf Velocity

A stylized illustration of a shopping cart falling off a shelf. The cart is dark teal with a large white wheel and is shown in mid-air, having just tipped over the edge of a white shelf. Several diagonal lines radiate from the point of the fall, suggesting motion or impact. The background is a solid teal color.

Number of days or weeks a product is on a shelf before sale.



Distribution Center

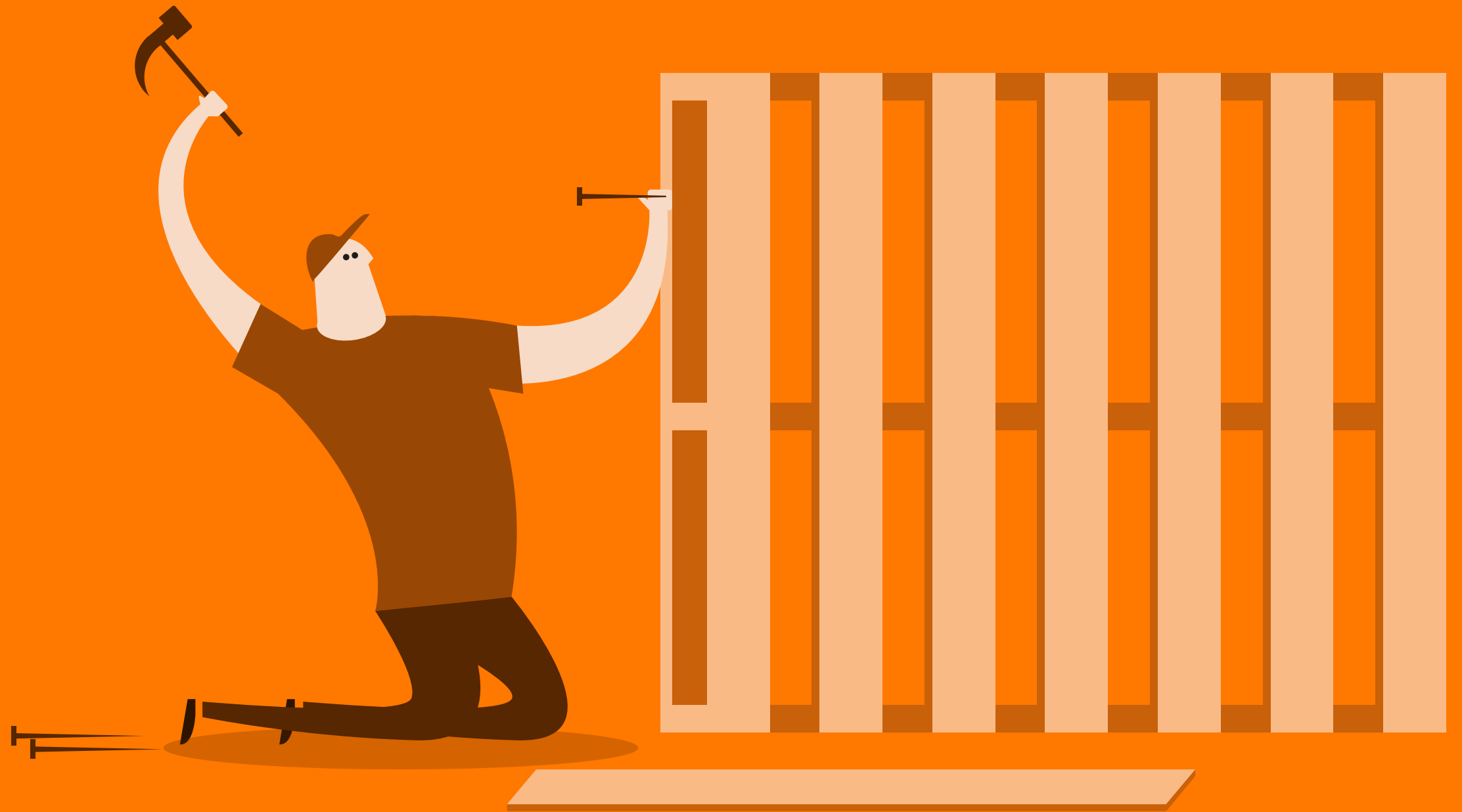
Includes free samples, smaller package sizing, promotional prices, give-aways, and bundle packs where shoppers are gifted one product, when buying their usual purchase.

Distribution Management

Process of managing the flow of product from supplier or manufacturer to point of sale.



DISTRIBUTION TERMS



Pallet

A wooden structure used to support and move goods.

BASIC TERMS



CPG

Consumer Packaged Goods.

DISPLAY TERMS



Banner Stands

Standalone signage placed throughout the store to feature a product or announce a promotion.

DISPLAY TERMS



Block Placement

Stocking related products from different categories together, such as beer and chips.



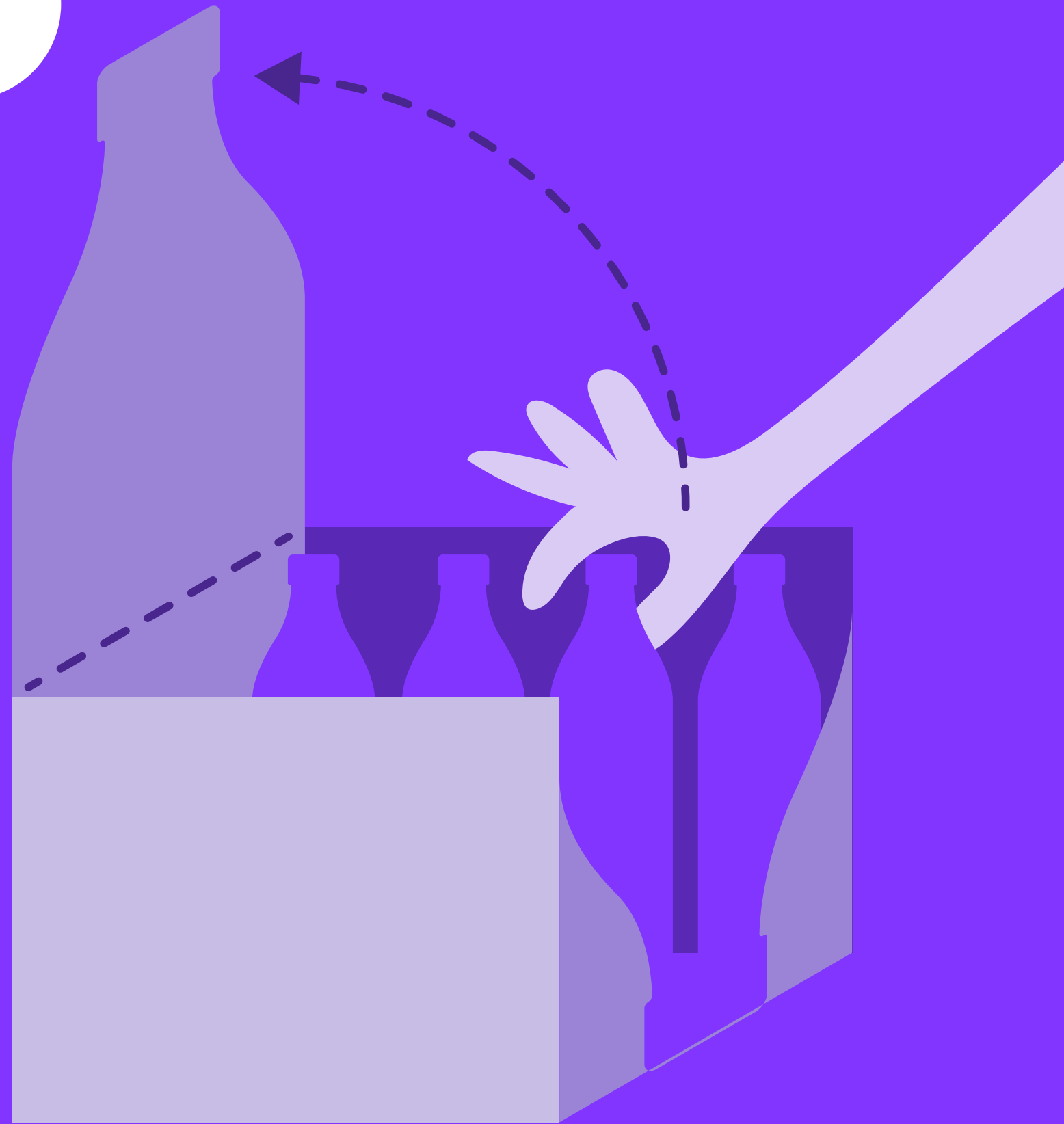
Clip Strip

A plastic or metal strip with hooks (clips) to hang products. Used for small items, and ancillary/complementary products.

DISPLAY TERMS

Cut Case Display

Original shipping package used to display product (top and/or sides of carton is removed).



Digital Signage



Digital installation that displays video or multimedia content. Usually shows info or advertising. Located in the store, mall, or physical location, including outdoors.

DISPLAY TERMS

Display



The presentation of products, sometimes paid for by manufacturers (focused on one product, brand, or the brand of that company), and sometimes used by retailers to entice customers, and inspire impulse purchase.

DISPLAY TERMS



Display Cases

Standalone display case with glass or clear plastic on all sides, and product inside the case.

DISPLAY TERMS



Display Tables

Simplest display type, still offers many opportunities for creativity in presenting product.

DISPLAY TERMS

Dump Bins

Oversized bins, standing on the store floor, often stocked with individually packaged products “dumped” into the bin. Ideal for impulse and seasonal products, usually placed in high-traffic areas.



DISPLAY TERMS



Endcap

Display located at the end of an aisle. They focus attention on products, as shoppers walk through the store. Front of store endcaps are located facing cash registers, and shoppers notice them when they walk into the store, and when checking out.

Fixture

Any piece of shelving, furniture or equipment in a fixed in position in the store, used as a display.

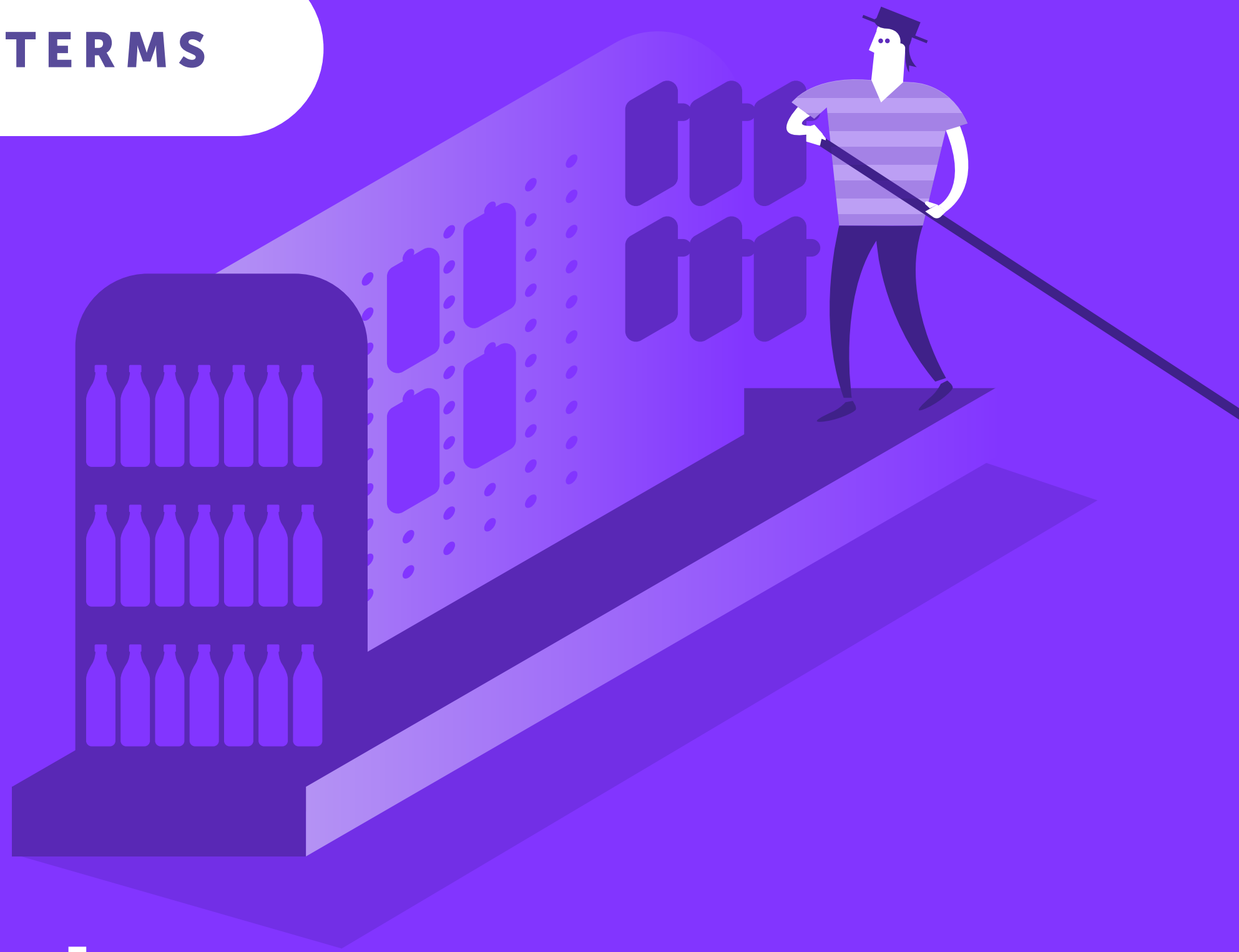


Freestanding Display

A display, often made of cardboard, standing on its own in a store (in aisle, next to wall near cash registers), used to highlight a product or brand. Often used to launch SKU's, drive trial, or drive volume (via promotions).



DISPLAY TERMS



Gondolas

A shelving unit that is freestanding fixture, with shelves, pegboard, hanging rods, etc as required to display product.

DISPLAY TERMS



Islander

A standalone display, positioned on the floor in the store's main aisleway.

DISPLAY TERMS

MOD

Short for Modular. Refers to a 4-foot section of an aisle focused on one category, or a planogram (POG) is considered a MOD.

DISPLAY TERMS



Try
me

POP Display

Printed or digital displays placed close to the merchandise it is promoting, placed where shoppers make purchase decisions.

DISPLAY TERMS



Quad

A display with four sides of merchandise.

DISPLAY TERMS

Sidekick

Smaller displays designed to hang on the sides of an end-cap display or fixture. Often shipped pre-packed for quick setup.



INVENTORY TERMS



Back Stock

Inventory in the back room of a store, to replenish inventory on the sales floor.



Dead Stock

Product that is expired or obsolete (has spent too much time on shelf).

INVENTORY TERMS

OOS

Out of Stock. When product is sold through on shelf, leaving an empty slot (empty facing). There is sometimes back of store inventory, to replenish shelves and displays.

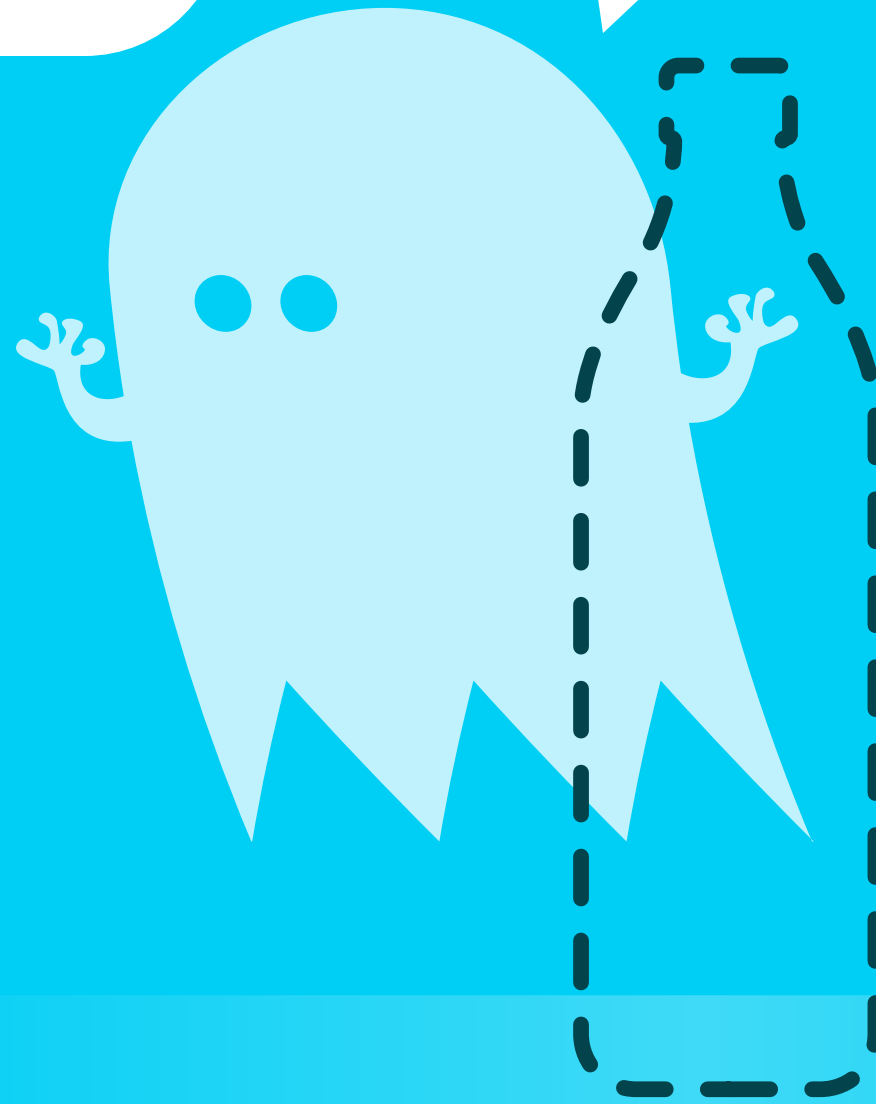
INVENTORY TERMS



OSA

On-Shelf-Availability. Metric used by manufacturers/brands, to track the availability of product to shoppers.

Boo!



Phantom Inventory

Goods that are listed as available on-hand in store inventory software, but not actually present. At the store level, phantom inventory is a key reason for outof-stock issues.

INVENTORY TERMS



Quantity on Hand

Physical inventory at the store.

INVENTORY TERMS



Top Stock

Additional inventory stored above store shelves for quick re-stocking.

Color Break



Visual merchandising design tactic: placing products with contrasting package colors next to each other to stand out on shelf or on displays.

MERCHANDISING TERMS

Cut-In

Moving or removing merchandise to make space on shelves for new and/or promotional products. Cut-ins typically occur between category resets, and allow flexibility and speed to introduce new items.



Facing

One position at the front of a shelf. Each SKU has one (or more) facings. Example: Three flavors side-by-side on a shelf are three facings of the brand. Ten chocolate items, one behind the other, are ten items of one facing. Facing also refers to pulling product to the front of the shelf.



MERCHANDISING TERMS

Merchandising

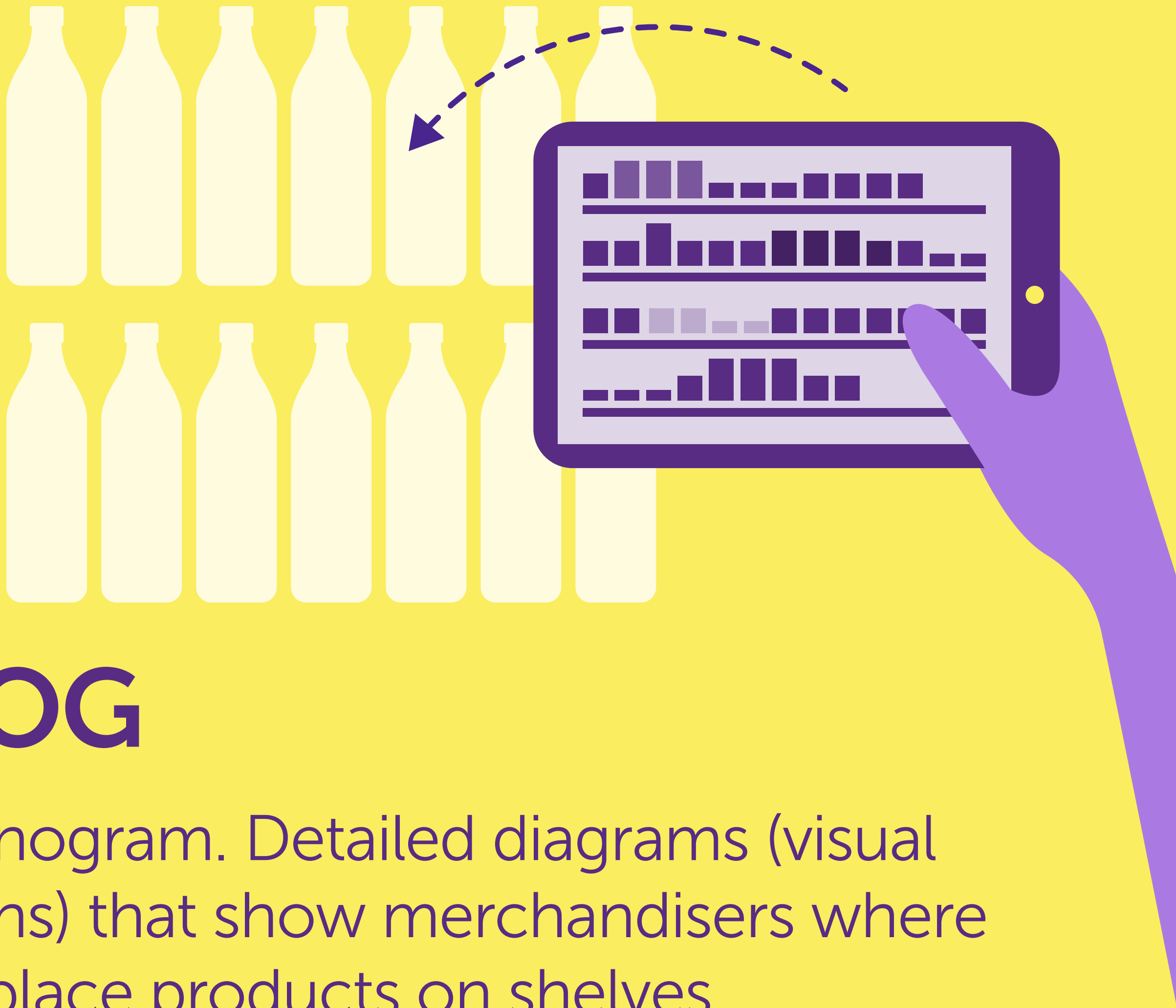
Promotional and marketing activities that contribute to selling products to customers in a brick-and-mortar retail store. Includes shopper marketing strategies, display design, and promotions/ discount offers.

Pack Out

Packing out refers to the process of filling the store shelves with replenishment products from the store's backroom supply.



MERCHANDISING TERMS



POG

Planogram. Detailed diagrams (visual plans) that show merchandisers where to place products on shelves.

Retail Execution

Business process to bring a brand strategy to life in retail stores, within the retailer's guidelines. It is often outsourced to 3rd party merchandisers, as stores are under-staffed.



Consumer Trial

Includes free samples, smaller package sizing, promotional prices, give-aways, and bundle packs where shoppers are gifted one product, when buying their usual purchase.



GO-TO-MARKET STRATEGY

D2C

Printed or digital displays placed close to the merchandise it is promoting, where shoppers make purchase decisions.





Phygital Marketing

Bridge the digital and physical world with technology. Goal is to provide a unique interactive experience for the shopper.



Product Distribution

Expanding the retail footprint, so shoppers can discover, find and purchase a product. Distribution involves transportation, packaging, and delivery.

Seamless Shopping

The shopper sees the same branding, structure, values, and tone across stores and online. By integrating customer data, all consumer interactions are personalized. The shopper journey is uninterrupted: online to offline and back again.



Unified Commerce

Multi-channel retail strategy that includes online and offline retail channels. Top brands focus on a consistent and personalised experience every time a shopper interacts with the brand.



MSRP

Manufacturer's Suggested Retail Price
– Pricepoint recommended by the manufacturer. Retailers will follow or adjust the price-point, based on their own retail and shopping strategy.

Private Label

Products manufactured or packaged for the retailer's brand. Only available in that retailer's stores.



PRODUCT TERMS



SKU

Stock-Keeping Unit. Each unique product. Different flavors and sizes/pack sizes are unique SKUs. SKU numbers are usually eight alphanumeric digits for tracking and managing inventory.

PRODUCT TERMS

UPC

Universal Product Code. UPC codes are placed/printed on products by the manufacturer, and apply across all retailers.

