

CLIENT CASE

# **HOW TO KEEP TRACK OF YOUR IN-STORE EXECUTION THROUGHOUT EUROPE?**

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**ROAMLER &  
CLUSE**

# CLUSE



220 POS VISITS



CROSS-COUNTRY



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**ROAMLER ALLOWS US  
TO SEE THE  
PRESENTATION OF OUR  
POS SHOP WINDOWS  
ABROAD, QUICK & EASY.**



*Birke Human*  
Sales Manager at CLUSE

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CLUSE is a modern watch and jewelry brand, based in Amsterdam. The growth of the company brought international opportunities, resulting in cross-country POS. Products are now available in Belgium, France, Germany, Italy, Spain and several other countries.

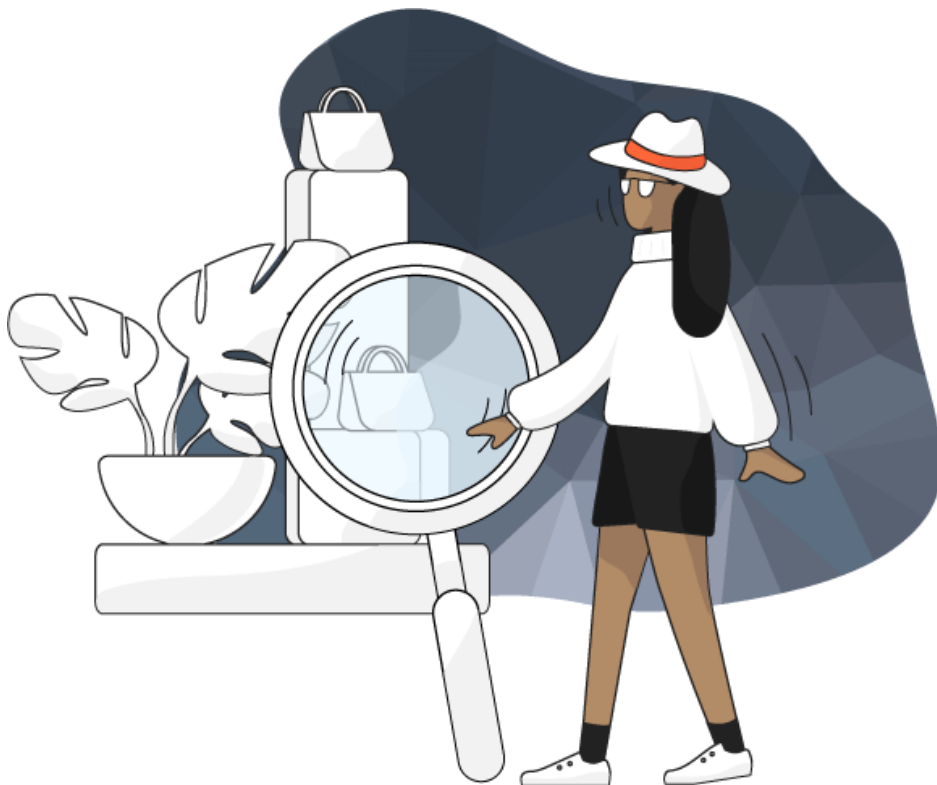


The internationalisation of the brand has brought up a challenge when it comes to visual merchandising: ***“how to keep an eye on the shop windows and guarantee sufficient store execution in all countries?”*** CLUSE called on Roamlar to perform on-demand audits at several POS shop windows, with a specific focus on France and Germany.

# OBJECTIVES

CLUSE wanted to check several elements related to the display of its watches in-store, including:

- 1 The **presence** of products in the shop window.
- 2 The brand **visibility** in store.
- 3 The product **location** at POS.
- 4 The product **position** (e.g., eye level).



## SOLUTIONS

Our community of trained **on-demand auditors** visited **220 POS**, of which 120 were located in France and 100 in Germany. Besides reporting on the aforementioned KPIs, the auditors uploaded **qualitative photos** of the products through the Roamler app.

The uploaded data allowed us to create comparison reports of all audits, giving CLUSE a clear overview of the in-store execution in different countries. Besides, the insights were turned into valuable input for future team briefs.

## RESULTS

Thanks to the implemented solutions, CLUSE could:

- 1 **Optimise their merchandising strategy**, based on the complete overview of the inventory at POS.
- 2 **Adapt team briefs** thanks to insights from the field study.
- 3 **Set up corrective actions in-store**, to guarantee the correct execution of its product display in-store.



*Birke Human* – Sales Manager  
at CLUSE

*“Roamler allows us to see the presentation of our shop windows abroad. Quick & easy, I recommend.”*





## CONTACT OUR EXPERTS

Benefit from real-time insights across all your POS, and make effective data-driven decisions when and where it matters.

Contact our experts. They will tell you all about the possibilities for your organization.

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