



Sell more in-store with sophisticated (*but simple*) AI.

CB4 Spotlight is the easiest, fastest, and most rewarding way for grocers to sell more product & satisfy shoppers.



"It was one of the simplest implementations our team has been involved with." —Wade Judd, CIO of Associated Food Stores.

How it Works

Once a week, Spotlight sends stores a list of SKUs that they can sell much more of now. Each store's unique selling patterns and operating conditions determine the list—so no two stores get the same recommended products.

Sometimes products are underselling they're in the wrong place. Sometimes there's a labeling issue or inventory discrepancy. Sometimes they're plain out of stock.

We don't slow you down with irrelevant, stale insights. We only highlight SKUs that will add significant revenue now. Stores make quick, easy fixes—like taking a product out of backstock or ordering more units—to gain new sales and satisfy shoppers.

"Implementing the solution is a quick and strategic win."

—Jeff Heinen, Co-President of Heinen's

How Spotlight is Different

Grocers already use a few methods to try and uncover opportunities to sell more. But what do void reports, slow sellers lists, zoning, and store walks all have in common?

They're a drain on labor, don't provide insights at the speed you need, and can't account for the local differences at each individual store in your chain. Spotlight overcomes these limitations. And with Spotlight, communication goes two ways.

Stores respond to recommendations by sharing what they found and how they fixed it. Spotlight's algorithms use this to learn more about how each store operates and send more actionable, higher value recommendations over time.

Speaking of algorithms, you can't find our patented AI and machine learning algorithms—developed by leading scientists at the University of Tel Aviv—anywhere else.

Stay One Step Ahead

When you carry a lot of SKUs and inventory turns over fast, small mistakes add up in a hurry. Spotlight sends on-time insights that keep up with your business.

45 Minutes/Week

Store teams spend about 45 mins/week on Spotlight. Every minute they spend earns them an **additional \$41** on average in net new sales.

Time Well Spent

Get up-and-running in two weeks and onboard up to 300 stores a day with zero IT legwork. See **ROI in three months or less**, and make 0.5% to 2% in net new sales.

Prioritize What Matters

We find the biggest revenue opportunities weekly at every store. You choose how many we send. Stores that get 20 recommendations make **~\$146,000 in net new sales/year**.

Ask Less, Get More

We don't drain store teams' resources and they appreciate it: **84% of store managers like Spotlight** and see its value.

Your Shoppers Will Thank You

78% of shoppers say being able to get everything in one visit determines where they choose to shop. **Sell an extra 3,165 items/month per store** with Spotlight.

These grocers sell more with Spotlight:



How can we *drive sales* in your grocery stores?

Let's find out! It takes a few days to run an impact assessment. Or **to learn more, go to CB4.com** to watch a short demo or set up a call.

