

POP Installs & Audits

Using our nationwide team of project-knowledgeable field personnel, Alta360 Research can efficiently install point of purchase (POP) materials both inside and outside your store locations. With our experience managing all kinds of field work, we have the organizational, reporting, and photo documentation procedures needed to verify that your POP is installed to spec and investments in POP materials are paying off.

Alta360 Research also performs on-site audits of POP materials to report if they are present, installed correctly and in good condition. These POP audits can be hybrid programs in which our field personnel, after completing the audit, are authorized to take corrective action by installing missing POP and/or making sure all POP is up to spec before leaving the site.

Program Features

- Field personnel knowledgeable of your POP program specs
- Photographic documentation of work completed or POP audited
- Instant reporting on your customized Celestial Reporting & Analytics™ platform
 - Custom reporting options
 - Action Plan Dashboard
 - Mobile ready reporting
 - Control what information is accessed by users
- Large and small project management experience
- Install, Audit, or hybrid programs available

Program Benefits

- Ensures your POP investment is being properly utilized
- Use your internal sales data to compare sales performance at locations where POP is present and installed correctly vs. locations that score poorly on POP audits.
- Relieve your site employees from the burden of installing and maintaining POP materials