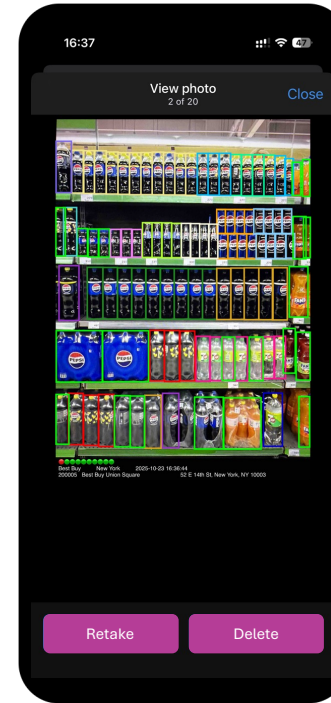


# AI Image Recognition

Today's AI models analyse images faster and more accurately than any human, making traditional merchandising workflows obsolete.

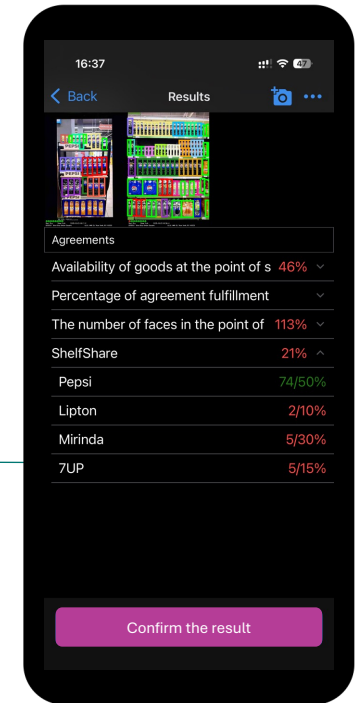
A merchandiser's job is demanding: comparing shelves to 200-SKU planograms, checking store-specific requirements manually, and creating an action plan. By the time the analysis is done, execution time is already lost.

Effie's next-gen AI Image Recognition transforms this process with instant shelf insights.



Smart detection of all product categories — no matter the packaging size or format

Instant shelf performance insights: availability, share, and brand-level metrics



## AI Image Recognition Capabilities

- > 3 sec from image to data
- > >95% accuracy
- > on-device and Cloud
- > Augmented Reality (from 2026)
- > SKU, Prices, POSM, Competitors
- > Next Best Actions
- > Shelf Analytics (Planogram, Perfect Store, Shelf Share)

## Why It Matters

- 60% faster shelf audits
- Accurate, real shelf data — no manual counts, no human error
- Significant reduction in store execution costs
- Consistent execution across all stores

Ready to empower your merchandisers with AI/ML?  
Contact us at [sales@effie.ai](mailto:sales@effie.ai)