

Know Within 24 Hours Which Stores Actually Launched Your Promo

How a Malaysian convenience-retail operator used TreeAMS to connect campaign briefs, photo verification and POS uplift — turning a 7-day blind spot into a 24-hour intervention window across every outlet.

Pilot
Overview

CVS
Industry
Convenience Retail

80
Pilot Outlets Mixed
Geography

12
Campaigns
Tracked

14
Day Promo Cycle
Avg

1 The Challenge

HQ marketing launches a promo. A planogram PDF goes out on WhatsApp. Store crew print it, set up the shelf, and never report back. **Marketing has no idea if the promo actually went live across 2,700 stores until POS data arrives days later** — by which point half the campaign window has already burned out.

When the numbers underperform, the conversations turn into blame loops. Marketing blames the brief. Ops blames marketing. Nobody can prove what actually happened on the shelf, in which store, on which day. **The promo budget gets spent, but the execution remains invisible.**

Execution Invisible Until POS Catches Up

By the time POS sales data flags an underperforming store, the campaign window is half gone. Intervention comes too late to recover the promo cycle.

No Photo, No Proof, No Accountability

Store crew set up the shelf — or don't. There's no consistent record. When a store hits 60% of forecast, nobody can tell if it's execution, location or product.

Planogram Vendor Stops at the PD

The planogram team designs the layout beautifully. But the bridge from PDF to actual shelf, in 2,700 stores, on day one — that's where the value leaks

Marketing ROI Reported Weeks Late

Campaign learnings only surface in the post-mortem. The next campaign starts before the last one is understood. Patterns repeat without correction.



Promotional Execution Dashboard • Campaign Day 7

92%

Photo Compliance
vs 41% on paper baseline

26h

Time-to-First-Photo
Avg from brief release

+18%

Forecast Attainment
Day-1 vs Day-4 executors

6

Underperformers
Flagged for Day-2 intervention

2 The Solution

TreeAMS turned the planogram PDF into an assignable task with photo evidence. AI image recognition confirms the shelf matches the brief. POS uplift is read back from SAP and stitched onto the same dashboard — campaign, store, execution time, and revenue, in one view.

Data Streams that became connected

- Campaign planograms
- briefs &
- Photo verification (AI-scored)
- Task completion timestamps
- POS uplift per SKU (SAP)

Real time Information Gained

- Execution heatmap by hour
- Forecast vs actual per store
- Mid-campaign intervention
- Day-1 vs Day-3 lift gap

3 Campaign Execution Scorecard • "Slurpee 2-for-RM10" Day 7

Outlet	Setup Time	Photo Score	SKU Uplift	vs Forecast	Stock-Out	Status
KL-KLCC Twin Towers	T+18h	96%	+34%	+8%	No	On Track
Penang-Gurney	T+22h	94%	+31%	+4%	No	On Track
JB-City Square	T+44h	82%	+19%	-11%	No	Recover
Shah Alam-Sec 13	T+91h	61%	+8%	-28%	Day 4	Critical
Kuantan-Tanjung Lumpur	Not done	—	+2%	-38%	—	No-Show

4 Insights TreeAMS Surfaced • Q3 2025

Kuantan-Tg Lumpur • NO-SHOW

Zero photo • -38% vs forecast • Day 7

Promo not executed at all. Area manager auto-alerted Day 2. Recoverable revenue lost: ~RM 3,800.

JB-City Square • RECOVER

Setup T+44h • 82% photo • -11% vs forecast

Late but recoverable. Coaching note sent; mid-campaign POS refresh pushed for Day 8.

Shah Alam-Sec 13 • CRITICAL

Setup T+91h • Stock-out Day 4 • 61% photo score

Late setup + stock-out. Replenishment ticket auto-raised. Day-1 vs-Day4 gap: ~RM 2,100 deferred uplift.

Campaign Insight

Stores executing <24h hit 108% of forecast. T+72h+ hit only 65%

The first 24 hours are now provably the highest-leverage window in every campaign — and measurable.

Business Outcomes

+18%

Forecast Attainment
Day-1 vs Day-4 executors

6 days

Earlier Intervention
Day 1 vs week-end review

2.2×

Photo Compliance
41% → 92% in 90 days

Ready to see your campaign execution from one command centre?

See how TreeAMS turns every campaign brief into a measurable execution loop — proving promo ROI at the outlet level, in real time.

Purpose-built for multi-outlet convenience, F&B and franchise operators in Southeast Asia.



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