



The cutting-edge tool for Trade Marketing

GU Trade is an outstanding multi-platform app to help you maximize the effectiveness of your team on the ground.

It provides you with the essential information for a successful and smart decision-making process.

We have an edgy team, fully involved in updating and improving the app. In this way, our customers are always at the forefront in a market in continuous development.

GU Trade has a Solution for every Challenge



Challenges

Solutions

Team on the ground effectiveness maximization and work routes optimization



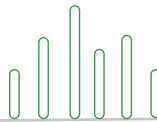
Geolocation of your work team, automatic check-in and check-out by Point of Sale and execution timing measurement

Versatility to "be present" by Point of Sale to achieve outstanding executions



Online information complemented by photographic records to easily correct deviations

Presence optimization by Point of Sale



KPI's generation for a quick follow up ensuring an accurate decision-making process

Get and manage key information to drive sales growth and increase competitiveness



Visualization of trade contracts, promotions, Point of Sale materials and planograms for a quick verification

Agile and intuitive tracking functions for pricing, out of stock and facing monitoring, as well as accurate share of shelf measurement



Why choosing us?

Market dynamics have changed in recent decades. Companies need to incorporate new tools that help them keep up and be one step forward in terms of competitiveness. How am I positioned in the market? How do I evaluate my competition? Are trade contracts and planograms fully and correctly executed by Point of Sale? Am I taking advantage of all possible business opportunities in the market place?

GU Trade has a Solution for every Challenge

They choose us

National and international brands trust us



Are these your challenges?

Contact us

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