

THE PROMOTION OPTIMIZATION INSTITUTE'S

2026 CONSUMER GOODS VENDOR PANORAMA

THE GUIDE TO ENTERPRISE PLANNING & RETAIL EXECUTION



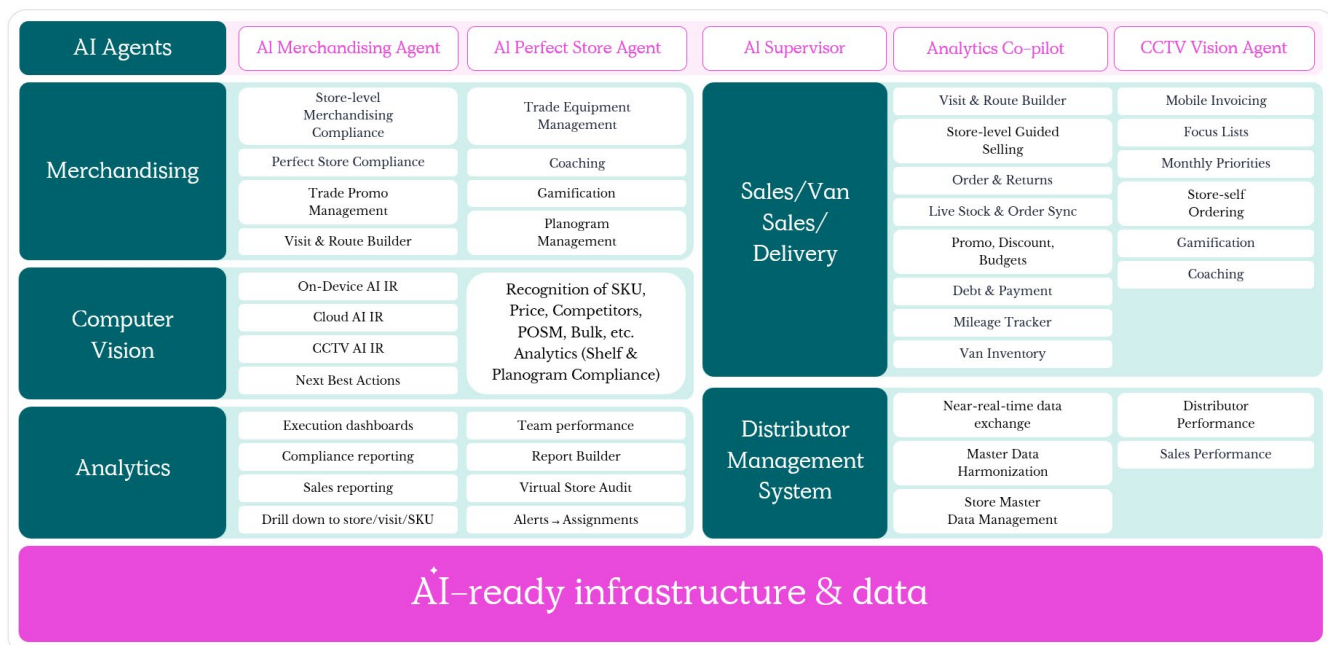
effie.ai
 [effie.ai Website](https://effie.ai)


Vendor Profile: effie.ai is a privately held Agentic Retail Execution platform provider, appearing in the POI Vendor Panorama for the first time in 2026. The platform pairs human field teams with AI agents in a real-time closed loop, turning shelf data into immediate actions and verified execution. AI agents consolidate store-level requirements, tailor the plan for each visit, guide execution step by step, verify completion, and report directly from the shelf to headquarters. It comprises a headquarters web portal (configuration, real-time monitoring, and reporting) and a role-adaptive mobile application (Android and iOS) that guides the user through the workflow in an agentic flow. effie.ai runs on Microsoft Azure and has offices in the United States, Poland, Ukraine, and Cyprus.

The platform was designed from inception around AI-ready data: execution data is verified at the source, structured in real time, and ready for AI agents and enterprise AI applications. Proprietary, in-house computer vision recognizes products at the SKU level in cloud, on-device, and hybrid modes, and AI agents run on the client's own data on private LLM deployments within Azure, so client data never leaves the secure environment.

Retail Execution Solution Offerings: Retail Merchandising, Van Sales, Distributor Management, Pure Order Entry, and Telesales/Self-Service Ordering.

effie.ai Ecosystem Graphic:



Geographic Presence: Europe (76%), Asia-Pacific (24%). effie.ai has established a North American office to support expansion.

Total Consumer Goods Users (Seats): ~23k total platform users.

Tiers Represented: Specific tier percentages are not reported by the vendor.

Industries: Food/Beverages, including adult Beverages, Tobacco, Personal care/health and beauty/pharma OTC, Household products, Consumer semi-durables, and Consumer durables. Go-to-market modes include Modern Trade, Traditional Trade, and Pharma/OTC.

Configuration/Customization: effie.ai takes a no-code “constructor” approach: administrators configure processes, task types, visit steps, KPIs, calculation formulas, and BI analytics through the UI without development, and custom code is never taken out of the upgrade path; new requirements are configured or roadmapped, with hotfixes in days and development in three-week sprints. A workflow builder (Assignment Type Constructor) lets administrators create custom assignment types with full workflow logic across more than 30 parameters, and further constructors cover taxes, fees, and promotion mechanics. Development and support processes are ISO 27001 and ISO 27701 certified.

Technology Architecture/Delivery Options: Multi-tenant SaaS on Microsoft Azure, with analytics on Microsoft Power BI using dedicated compute capacities and isolated data sources. The platform is offline-first: the mobile client receives a full local working set at synchronization; order calculations and image recognition run on the device; and entity keys and timestamps ensure that synchronization never collides with or overwrites transactions. Financial statements and controls undergo annual external audits.

Service Partners: effie.ai performs its own implementations under a full-service model, with a dedicated business analyst per client; features developed for one client can become product features for all.

Technology Partners: Microsoft (co-sell, infrastructure, and AI technology partnership), Google (AI technology partnership and optimal route calculation via Google Maps).

Digital Content Management: Guides, standards, planograms, and files can be targeted to user groups, outlets, or individuals, linked to specific questions in the visit flow, and synchronized for offline use.

Data Management: effie.ai uses a multi-level entity model (users, roles, coverage, channels, chains, routes, products, assortment matrices, planograms, promotions, and agreements) with outlet metadata and client-schema-specific custom attributes, loaded via Excel import or API and optionally administered by effie.ai. Distinctive is the multi-party “Subject” model: the manufacturer, its agencies, distributors, and retail chains exist as scoped Subjects within one shared instance, linked by contracts. Operational data is stored once, each party sees only its own scope, and the manufacturer sees a consolidated view, with no separate systems or manual reconciliation.

Generative AI/Chatbot Assistant/Agentic AI: Agentic AI is the platform’s core and primary differentiator. Two AI agents are in production in the field. The AI Merchandising Agent consolidates store-level requirements, tailors the plan for every store, guides the representative step by step, and initiates workflows (supervisor, key account manager, or supply chain) for problems it cannot resolve in-store. Using on-device image recognition against the client’s rules and agreements, it generates Next Best Actions: a prioritized list of concrete corrective actions for the current store. The rep marks each action as Completed or Cannot Complete with a reason, re-photographs the shelf, and the agent re-checks and iterates until the shelf meets the standard, with before-and-after compliance; Cannot Complete reasons, including an incorrect-task marker, feed continuous agent improvement. The AI Perfect Store Agent applies the same closed loop where formalized agreements do not exist, converting unstructured inputs into general merchandising rules. The agents also automatically fill out the underlying questionnaires based on a few photos, with a human confirming the results.

The model stack combines custom convolutional neural networks for shelf recognition, automated Azure AutoML training per SKU and category, Vision-Language Models (OpenAI GPT and Google Gemini) that apply rule sets and generate Next Best Actions, and Azure AI Search with retrieval-augmented generation over client knowledge bases. At headquarters, AI Insights classifies business insights as critical, watch, or positive, with recommended actions and conversational drill-down; from an insight, a manager can direct the assistant to draft management communications, team messages, and prioritized to-do lists.

User Experience (UX):

Field User Perspective: The mobile application configures itself for each role and guides the person through the whole workday: a route view with store locations, facades, pre-visit KPIs, and gamified gold, silver, and bronze store rankings. Every visit begins with a GPS check that anchors analytics, serves as an anti-fraud control, and can block a visit starting outside the outlet radius. During the visit, the agent sequences the most important tasks first and overlays recognition results as color-coded polygons on the shelf photo, pinpointing the exact area each Next Best Action refers to. A Smart Camera grades photo quality in real time, coaching on angle and framing to protect recognition quality at the source. Image recognition runs in three modes per use case and connectivity: cloud, fully on-device for low- or no-connectivity conditions, and capture-and-process-later to next-day dashboards, covering more than ten execution processes (availability, facings, share of shelf, pricing, promotions, POS materials, displays, competitors, planograms, and standards).

For selling, a redesigned, image-first order view presents products as visual tiles with photos, prices, promo badges, and assortment-list tags, toggling to the classic grid; this internet-store look and feel stood out in POI's 2026 evaluation as a genuine user experience differentiator, and Power SKU filtering focuses the rep on priority products. The Sell More Engine combines recommended orders (from the client's system or calculated from sales history, store stock, and multipliers), a promotion module with budgets at the company, chain, store, or employee level, a multi-jurisdiction tax calculator, and real-time validation in one workflow. Van sales run back-to-back with pre-sales, with mobile invoicing, receipt printing, payment splits, debt collection to the invoice level, and returns with reason codes; an emergency offline mode keeps a rep selling even if the morning synchronization fails.

Manual and classic flows remain first-class on the same platform: smart surveys branch adaptively on prior answers, QR and barcode scanning drives equipment inspection and inventory with automatic tickets for missing or unidentified assets, and reference files appear in context within each question, so a manufacturer can run simple, lower-cost flows in one market and fully agentic execution in another on one platform and one analytics model.

Retail/Customer Perspective: effie.ai extends ordering beyond the field visit via two self-service channels that feed the same order pipeline. Store Link is a passwordless, personalized web catalog accessed via a unique per-store link: the retailer sees only its own assortment and prices, reorders with a Repeat button, and checks out with auto-calculated taxes and promotion logic. A configured store mobile app lets store employees place orders and complete photo-based self-audits, and telesales runs as a visit type with central verification and approval, all within a single-window model. Promotion mechanics can reward self-service behavior, with shared goals linking rep targets to these stores. Effie Shelf Control extends monitoring to fixed CCTV cameras that photograph the shelf on a schedule, recognize issues, notify the in-store employee, and verify the fix before closing the case. Comparing on-shelf recognition against in-store stock distinguishes phantom out-of-stocks. Through the Subject model, chains self-audit, agencies audit independently, and consolidated, recognition-verified results flow back to the manufacturer.

Back-Office (HQ): The web portal is the central HQ workspace, featuring a role-based interface and a configurable widget homepage. Capabilities span route and visit-step configuration, survey and chained-questionnaire builders, promo calendars, a real-dimension planogram editor, equipment management, incident analytics, photo galleries, and role administration. Standard dashboards work out of the box, built entirely on mobile-user behavior with no manual setup, with up to seven levels of drill-down from region to the individual visit (timings, GPS traces, photos, answers, and device telemetry). Supervisors shift from operational firefighting to value creation: the agent resolves most issues in-store, while a training and coaching module supports structured coaching with scored questionnaires and progress tracking. Schedules and routes are managed centrally, including sick-leave replacements reflected in expected route completion, and configurable KPIs drive automated notifications by email or chatbot.

Advanced Analytics: Analytics runs on Microsoft Power BI with dedicated compute and isolated data sources; dashboards update daily without human intervention. A standard dashboard library spans coverage, activity, sales plans, equipment, and facing compliance, with custom authoring: clients with Power BI skills build on the standard datasets, and effie.ai builds custom reports as a service. Two dashboards stand out: AI/NBA Statistics analyzes every Next Best Action, completion rates, and Cannot Complete reasons, giving HQ a management view of agent performance and a basis for improving process and technology, and the Retail Execution Scorecard operates as a command center, combining compliance across all store-level agreements with drill-down from geography to the unit of measure, using each client's own agreement definitions rather than a single imposed metric. Shelf photos and derived insights are compiled into verified visit reports, and Power BI content is exported to PowerPoint with embedded images and insights.

Enterprise Integration: REST API is the core integration method, with Excel import and SFTP file exchange through configurable rule schemas; recent ERP integrations include SAP, Odoo, Microsoft Dynamics, and CODA. Promotions and discounts are native entities with conditions, per-outlet budgets, prices, and bonuses, synchronized to mobile in real time as plans change; external TPM and ERP integration runs via API or file exchange, and data can be shared outward to other BI stacks. Accelerated deployment includes base processes configured in hours, Excel import, and ready-made connectors.

Strengths and Key Differentiators: effie.ai's defining strength is operationalized agentic retail execution: AI agents that execute the visit (except the physical tasks) rather than merely recommend, in an instant closed loop at the shelf (detect, decide, act, verify within a single visit). The AI-ready data foundation, verified at the source, creates a live digital twin of retail execution and the second pillar of value: HQ data trust and visibility, with granular store-, merchandiser-, and SKU-level data ready for agents and enterprise AI. Proprietary, in-house image recognition runs in cloud, on-device, and hybrid modes, with a synthetic dataset tool that onboards new SKUs from a small set of sample images. The internet-store ordering experience is a differentiator, and the platform scales from manual flows to fully agentic execution on a single platform and a single analytics model, supported by a full-service model with a dedicated business analyst per client.

Opportunities: effie.ai's footprint is concentrated in Europe and Central Asia, and the new North American office positions its agentic capabilities and traditional-trade depth for expansion into new regions and tiers. Product white space from POI's evaluation includes configurable landing dashboards with leaderboards and gamification, AI-assisted dynamic route substitution that respects business constraints, self-service widget configuration, deeper linkage of realogram results into category management, and evolving AI Insights that perform root-cause analysis before surfacing recommendations.

Vendor Trends and Outlook: effie.ai is investing aggressively in its agentic direction: the near-term roadmap deepens the AI agent (must-do versus nice-to-have prioritization, multi-photo iterations read as one category), extends on-device recognition to shelf share in absolute linear units (cm/m), matching how retail agreements are written, and adds planogram recognition by scenes so large fixtures can be scored from overlapping captures. A live augmented reality mode, rendering recognition results and issues in the live camera view, is in pilot and targeted for general availability in the near term. An agentic flow for the sales role is planned next, with the supervisor experience rebuilt around insight-led value creation in co-development with a global CPG manufacturer. In POI's view, effie.ai's articulation of AI-ready data as the deliberate foundation for agents is among the clearer agentic visions in the RetX landscape, and the company moves roadmap items into production quickly.

Adjacent Offerings: Store Link self-service eCommerce ordering, Effie Shelf Control (fixed-camera CCTV shelf monitoring with image recognition), trade equipment management, telesales order management, and embedded Power BI analytics with custom report services.

Evaluate effie.ai Retail Execution When: Seeking an agentic platform in which AI agents plan, guide, verify, and report the store visit in a real-time closed loop at the shelf. You operate in traditional trade or low-connectivity markets and need full offline execution, including on-device image recognition and pricing. Your

go-to-market relies on multi-stakeholder coverage (field force, agencies, distributors, and chains) executing and self-auditing on one shared instance with scoped visibility. You value HQ data trust, verified AI-ready data, out-of-the-box analytics, and a full-service partner model with a dedicated business analyst. Also evaluate effie.ai to scale from manual flows to fully agentic execution on one platform, matching capability and cost by market. The current deployment base is concentrated in Europe and Asia-Pacific, with a North American presence in its early stages.

POI's 2026 Best-in-Class Category Distinctions: RetX Advanced Imaging Technology (IR/AR), RetX Analytical Insights, RetX Guided Selling, RetX Predictive & Prescriptive Analytics (AI/ML/Agentic), RetX Retail Merchandising.

About the Authors



Pam Brown is POI's Chief Commercial Officer. In this role, she creates and executes the POI strategy, advisory, and research. She elevates practices and CPG and Retailer relationships.

Pam has over 30+ years in the CPG industry. She began her career in retail execution and, through promotions, advanced to leading retail execution & key account teams for Unilever. For Kayser-Roth, she led all Sales and Broker teams west of the Mississippi. In her 13 years with Del Monte, she carried many roles. She was the Director of Sales Strategy and Operations, which included: Sales Systems and Reporting, Sales Operations, BI Analytics, Sales Training, and Sales Policy. Pam's final role at Del Monte was the Director of IT Governance and PMO, which included planning and leading enterprise-wide technology engagements. Pam has current, extensive knowledge in TPM, ROI, Revenue Management, Advanced Analytics & Optimization, Change Management, Sales and Sales Effectiveness, Demand Planning, Supply Chain, Organizational Effectiveness, Sales Training, and other relevant best practices areas.

Over the years, she has researched, designed, and deployed enterprise-wide solutions to meet business needs. She understands how to execute and gain user adoption of new systems for physical retail and eCommerce. She has advised solutions providers on enhancements to core capabilities and partnered with other CPG manufacturers to share, learn, and drive best practices in today's challenging retail and consumer goods environment for mutual benefit.

Pam Brown can be reached at pambrown@p-o-i.org or connect with her on LinkedIn <https://www.linkedin.com/in/pam-brown/>

About the Authors



Jack Harnedy is POI's EVP of Commercial Operations and Industry Research. In this role, he leads POI's industry research, including the annual Vendor Panorama and its Best-in-Class Category Distinctions, POI's State of the Industry Report, and serves as POI's Revenue Growth Management expert across advisory, training, and member programs.

Jack has over 25 years in the CPG industry, all on the manufacturer side. He built his career in sales, trade, and revenue management roles at Newell-Rubbermaid, Kimberly-Clark, Colgate, Hostess, and Smucker. Most recently he was Vice President of Revenue Growth Management at Nutrabolt, where he built, led, and grew the RGM Mindset and Function for the C4 Energy and Bloom brands. Jack has extensive knowledge in Revenue Growth Management, Pricing and Price-Pack Architecture, Trade Investment and TPMx, Retail Media, Retail Execution, Advanced Analytics, Agentic AI in commercial workflows, and Commercial Operating Model design. He has selected, deployed, and driven adoption of the platforms evaluated in this report, and he brings a practitioner's view of what it takes to turn capability into results.

At POI, Jack leads the U.S. RGM Share Group, delivers the RGM Training and Certifications, and advises manufacturers on RGM and TPMx strategy, vendor selection (via POI's 4-Phase advisory), and team design. He is the lead author of POI's upcoming white paper, The Next Phase of Revenue Management, which deep dives into Total Commercial Investment Optimization (TCIO). Jack is also the author of Snap & Go, which applies the discipline of competitive athletics to CPG commercial leadership, drawing on his years as a Division I long-snapper and offensive lineman at Northwestern University.

Jack Harnedy can be reached at jharnedy@p-o-i.org or connect with him on LinkedIn www.linkedin.com/in/jack-harnedy-4a43848

About the Authors



A special thank you to **Sarah Meyer**, who has been a POI Affiliate and partnered with Pam Brown on POI Manufacturer Advisory for over 7 years. She participates in the Enterprise Planning vendor process, supporting the creation of the document you have enjoyed. As a POI Affiliate, Sarah works with companies to optimize profit through effective planning, specifically in TPM and trade optimization. Sarah has over 20+ years of experience in the CPG and Food industry. She worked for 15 years with Rich Products Corporation, where she began her career in Finance and transitioned over to Sales to lead the trade management practice and TPM. She has led Sales Account Planning and business implementations of TPM process and technology. She has worked closely with Retailers to lead collaborative planning efforts and drive insights to change.

Marketing & Design



Madelyn Grau has led POI's marketing, communications, and design department since 2023. Under her leadership, the team has transformed POI's communications, including the weekly POI Pulse Newsletter, marketing for POI events and webinars, white papers, research reports, and more.

Madelyn led the visual development and execution of POI's 2026 Vendor Panorama, shaping the report's presentation from concept through publication. Her work ensures POI's extensive research and insights are presented in a polished, cohesive, and accessible format that makes the content easier to navigate, understand, and utilize. The continued evolution of the Vendor Panorama strengthens its value as a resource for leadership presentations, business cases, and strategic enterprise planning decisions.



Maya Miller joined POI in 2024 as Manager of Marketing and Communications. With a background in Marketing from Texas Tech University, she brings experience in content development, strategic communications, and market research.

She has been instrumental in the publication of POI's Vendor Panorama report by managing vendor communications, coordinating participation and deliverables, and overseeing aspects of the publication, launch, and promotion process.

If you haven't seen the new [POI Pulse Communication](#), please do. It contains details about upcoming POI events, webinars, research, and more. POI looks forward to supporting your journey.

About the Promotion Optimization Institute

POI brings together manufacturers, retailers, solution providers, analysts, academics, and other industry leaders with the specific objective of collaboratively improving the promotion and distribution of consumer goods. Members of POI share cross-functional best practices in both structured and informal settings.

Additionally, members benefit through our industry alliances, the Certified Collaborative Marketer (CCM)[™] and RGM Foundation[™] programs, and industry-leading summits around the globe.

POI aims to instill a financial and metrics-based discipline not typically found with other trade groups. The goal of our innovative approach is collaborative Holistic Enterprise Planning. The focus is on the customer/shopper through sales, marketing, and merchandising strategies.

Executive advisory boards keep us apprised of industry needs and help us provide desired outcomes for members, sponsors, and academia.

[Click Here For More Information](#)

POI Leadership



Michael Kantor

Chief Executive Officer - Founder
Promotion Optimization Institute

914-319-7309
mkantor@p-o-i.org



Pam Brown

Chief Commercial Officer - Partner
Promotion Optimization Institute

707-332-0450
pambrown@p-o-i.org



Jack Harnedy

EVP of Commercial Operations
and Industry Research
Promotion Optimization Institute

479-381-2820
jharnedy@p-o-i.org

All rights reserved, Promotion Optimization Institute, September 2026. No part of this material may be copied, photocopied, or duplicated in any form or by any means, redistributed, or used as a basis for consulting without the prior written consent of The Promotion Optimization Institute, LLC.