

How we unlock smarter growth in the Convenience Channel

The UK symbol and independent convenience market delivered £26.7 billion in sales in 2025, making it one of the most valuable channels for brands. Yet, with nearly 40,000 outlets and historically limited data compared to grocery, driving ROI has been challenging.

At CPM, we've transformed this landscape. By combining **granular store-level EPOS data from 11,000 stores**, our ***shopt digital retailer app** (reaching over 20,000 outlets), and **syndicated plus dedicated field resources**, we deliver dynamic, data-led deployment that achieves **30%+ higher ROI** than traditional models.



HOW WE DO IT



Weekly EPOS by SKU enables remote monitoring and triggers alerts for non-selling SKUs.



Where EPOS coverage is incomplete, ***shopt audits stores digitally**, reducing costly field visits that are only auditing performance.



Targeted offers via *shopt close distribution gaps identified by alerts.



By blending EPOS, app and field data, we predict ROI for every visit - deploying field teams only when the opportunity is right. **Maximising their reach and returns.**



IMPACT



Over 290,000 distribution points gained in 2025 without a single store visit - equivalent to the output of a 100-person field team.



Rewards paid only when SKUs are verified on shelf, ensuring accountability and efficiency.



Average 34% uplift in sales from the same budget, driving **£12m incremental sales** in 2025 that would have been lost under a traditional field-only model.

This is precision retail execution at scale - powered by data, technology, and intelligent deployment. We don't just visit stores; we maximise every interaction to deliver measurable growth for our clients.

If you want us to unlock your growth in Convenience, [contact us](#).