

Always connected. Always in the know.

Crisp SKUtrak connects directly to your retail systems so you can seamlessly leverage your data in real-time in whatever tools you use. While many platforms offer sales tracking or basic summaries, Crisp SKUtrak delivers something more: the visibility, predictive insight, and integrated tools needed to drive smarter commercial and supply decisions - not just report on them.

From user-friendly dashboards to cloud platforms and BI tools, Crisp SKUtrak ensures uninterrupted access to your data.

Turn insights into action

Access to your data is only the beginning of the value we provide. With powerful analytics and best in-class integrations, Crisp SKUtrak helps teams across CPG uncover daily insights to make smarter decisions, improve retail execution, and drive performance at the shelf.

Retail Analytics

Intuitive dashboards which helps sales, supply chain and category management teams get insights at the store - and SKU level.

Applications

Crisp SKUtrak powers additional capabilities including data integrations, demand forecasting, predictive analytics, media measurement, promotion effectiveness, and much more.

Data Destinations

Crisp SKUtrak delivers daily granular sales and performance data which can be integrated within your chosen cloud environment and easily accessed through your BI tool of choice.

Regional availability

Crisp SKUtrak supports regional integrations for your retailer data including North America, the UK, Canada, Mexico, Europe, and more.

Crisp SKUtrak Compatible Data Sources

Retailer data systems Crisp SKUtrak can integrate with today.

Data source	Data type	Reporting frequency	Historical lookback
Amazon	Retailer	Daily and Weekly	Variable
Asda	Retailer	Daily	Variable
Co-op	Retailer	Daily	Up to 2 years
Iceland	Retailer	Weekly	Variable
Morrisons	Retailer	Daily	Up to 2 years
Ocado	Retailer	Daily and Weekly	Variable
Sainsburys	Retailer	Daily	Variable
Tesco	Retailer	Daily	Up to 2 years
Waitrose	Retailer	Daily and Weekly (store-level is available weekly)	Variable

Looking for a new retailer integration?

Crisp SKUtrak will work with you to build integrations with retailer systems you use today. To discover more, please speak to your Customer Success Manager.

Important note: Crisp SKUtrak does not sell or license retailer data. All data access is permissioned directly by the user or their organization. This list is not exhaustive and is updated regularly as new integrations are developed. Inclusion of a retailer does not indicate a commercial partnership, endorsement, or affiliation. Any use of retailer names or logos is solely for the purpose of identifying systems to which Crisp SKUtrak offers integration support. Crisp SKUtrak does not claim ownership of retailer brands or data, and we do not use logos or brand names in any way that implies unauthorized association or marketing rights.

Crisp SKUtrak Features Overview

Crisp SKUtrak combines powerful data collection, intuitive dashboards, and predictive intelligence to unlock the full potential of your retail performance. This outlines the core features available for Crisp SKUtrak using our Amazon and Ocado Connectors:

Features	Available
Data Collection and Management	▪ Automated daily collection ▪ Product data management ▪ Data grain SKU/Day ▪ SKU/Day
Actionable Insights	▪ Retailer Home Pages (Commercial and Supply) ▪ Performance Dashboards ▪ Supply Dashboards ▪ Commercial Dashboards ▪ Explore Dashboards ▪ SKUtrak Promote
Predictive Intelligence	▪ TruDemand AI Engine ▪ AI Agent Access
Data Exports and Integrations	▪ SKUtrak Marketplace ▪ Export to CSV/Excel ▪ SKUtrak Share

Please note: This guide covers all features available across the Amazon and Ocado Connectors. Some features may not appear in your setup, as availability depends on the individual connector's access to its data source. For full details, see the individual Connector and product guides.

Crisp SKUtrak Dashboards Overview

With Crisp SKUtrak's Amazon and Ocado Connectors, you can now bring online retailer data into the same trusted platform you already rely on for other major grocers. Benefits include:

- Automated data collection and reporting – save time and reduce manual work
- Advanced tools for promotions, pricing, and inbound service-level monitoring to help uncover new growth opportunities faster
- Harmonised data aligned across retailers – compare account performance and optimise strategic investment

Dashboard group	Dashboard Available
Retailer Home Pages	▪ Commercial Home Page ▪ Supply Home Page
Performance dashboards	▪ Sales Report ▪ Top Line Report ▪ Year to Date Report
Supply dashboards	▪ Supply Alerts ▪ Depot Inbound Report ▪ Availability
Explore Dashboards	▪ Estate Over Time ▪ Compare Metrics ▪ Compare Products ▪ Compare Time Periods

Crisp SKUtrak Metrics Overview

Metric	Measure	Available
Sales	Sales Value	✓
Sales	Sales Volume	✓
Sales	Rate of Sale	✓
Forecast	Sales Forecast	✓
Supply	Depot Inbound %	✓
Supply	Depot Ordered	✓
Supply	Depot Fulfilled	✓
Stock	Store Stock	✓
Range	Ranged	✓
Availability	Availability %	✓
Availability	Stocked	✓

Optimise performance and drive online growth
across leading eCommerce retailers.

Speak to your Customer Success Manager today or contact our team
at skutrak.com/contact-us

Contact Our Team

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