



**FOR IMMEDIATE RELEASE**

## **GOLIATH Solutions Celebrates 100 Millionth Day of Display Tracking and Launches Next Generation Consumer Shopping Insights Portal**

**Wilmington, DE, April 20, 2010** -- GOLIATH Solutions announced today the launch of GOLIATH Insights Portal 2.0, which will enable retailers and consumer packaged goods (CPG) companies to maximize sales from in-store displays and increase promotion display execution and compliance. The patented, proprietary GOLIATH system provides unprecedented marketing intelligence by directly measuring consumer response to in-store displays and advertising.

The GOLIATH Insights Portal 2.0 was designed in response to retailers' requests for a simple but complete picture of in-store display performance. Managing display performance while a campaign is still running is critical for both retailers and CPG companies, who spend an estimated \$17 billion on in-store advertising annually.

The GOLIATH Insights Portal 2.0 provides daily insights about consumer response to displays and can measure not only whether a display has been executed but where in the store it is most effective. The new portal also enables retailers to compare a display's impact on sales to GOLIATH's historical database, which includes more than 100 million reads of display performance generated from around the United States in just over a year. Insights drive decisions including:

- Display Optimization
- Location Optimization
- Timing Optimization

"This new and exciting reporting portal enables us to simplify the delivery of information, and at the same time, tell a more comprehensive story," says Chip Messick, CEO of GOLIATH Solutions. "The information can now be used for performance management and planning."

The investment in tracking a display's performance using the GOLIATH system is less than \$0.10 per day and subscribers have access to ongoing actionable daily information. Other auditing strategies are much more expensive and provide limited data.

"We are pleased to be able to continue to provide more economical solutions for display tracking," says Rob Mead, founder and President of GOLIATH Solutions. "The investment required to participate has continued to decline, while retailer performance on display execution and merchandising effectiveness has continued to improve. This is the perfect combination."

GOLIATH Solutions will be announcing several new RFID technology developments and EPC solutions in the coming months. For more information, visit [www.goliathsolutions.com](http://www.goliathsolutions.com).

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## **About GOLIATH Solutions, LLC**

GOLIATH Solutions is a marketing intelligence company that tracks consumer response to in-store promotional displays, signs and merchandising fixtures by integrating sales data with in-store display execution and location information. Retailers and CPG companies invest \$17 billion annually in in-store advertising and merchandising, but until recently, they had very little information about consumer response to the displays. By using patented long-range RFID technology to track displays within a retail store and combining that information with store sales data, GOLIATH Solutions has been able to deliver the marketing intelligence retailers and CPG companies need. For more information about GOLIATH, please visit [www.goliathsolutions.com](http://www.goliathsolutions.com).

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