



emnos introduces a new Category Diagnostic Solution for Retail - emnosNavigator Brings an intuitive click and discover approach to category root cause analyses

Chicago, 11.12.2017 - *emnos*, the retail analytics and shopper insights organization introduces [emnosNavigator](#), its latest solution stemming from the company's new Solutions-focused strategy.

[emnosNavigator](#) is a game-changing category diagnostic solution that allows retail category managers to uncover the root cause analysis of unusual category movements *within three clicks*.

Analyses can now take days to perform with some unusual category movements not being understood until significant losses have built up. [emnosNavigator](#) solves for these key issues through pushed guided insights that greatly reduce the time while greatly increases the understanding, both leading to increased sales and loss mitigation.



“We have invested our years of experience and retail insights expertise into the creation of [emnosNavigator](#). Its self-adaptive model provides intelligent insights leaving the category managers to focus on decision making. This is a game changer in today's ‘instant analytics’ environment” said Jesus Garcia, COO.

emnos is rolling out new Solutions in the retail insights and category management space and moving to continue its history of industry-leading solutions for retailers and their suppliers. With retailers already facing multiple challenges such as an omnichannel world, understanding millennial behavior, and manufacturer collaborations, they are actively looking at solutions which can simplify their business operations and make better decisions that result in growing consumer satisfaction and increasing shareholder value.

“*emnos* has remained at the forefront of innovative shopper science solutions and ideas, from which our clients have benefited, for years now. [emnosNavigator](#) is the next step in our journey with retailers. Soon they will be able to realize the difference this and our other new Solutions can bring to their business.” said Florian Baur, CEO.

About emnos

emnos enables retailers to transform shopper data into tangible growth through its retail insights solutions focused on Category Management and Personalized Marketing. Driven by powerful analytics, years of retail insights expertise and intelligent technology, *emnos'* quick-to-deploy SaaS based solutions enable retailers to best engage their customers and drive growth.

With offices in five countries, *emnos* works with some of the leading global retailers spread throughout Europe and the USA. *emnos* is part of Loyalty Partner GmbH, a subsidiary of American Express.

For more details, visit <https://www.emnos.com/Navigator>.

For inquiries, please contact: press@emnos.com