Smart order work at Reckitt getting recognized in their Annual report FY20

"In 2020, Durex continued to democratize access, driving continuous improvement in availability even in the most fragmented consumer markets. In Russia, in partnership with **Fractal Analytics** – a leader in the use of Artificial Intelligence in decision making – Durex used leading edge machine learning to help us decide where our products should be sold, and in what ranges. Backed by vast quantities of data on consumer demographics, geographical nuances and commercial sales, these insights resulted in significant market share uplift as, for example, we adjusted pack sizes in certain 24/7 pharmacies located in close proximity to a nightclub."

Impact

- *30% increase in Unique Store Coverage Growth over LYSM*
- *20% growth in Visits Growth over LYSM*
- *4% Net Sales Growth % over Baseline*
- *10% Savings in Cost to Serve*