Speed is the new currency in the consumer packaged goods (CPG) world. The ability to act fast is key to winning in a retail market where a new product hits the shelves every two minutes. Agility is possible only with reliable, data-driven information and real-time insights. If retailer’s (and retailer’s competitors) use account level data on your pricing and promotional strategies, you need to be prepared, proactive and equipped with reliable intelligence to succeed.