

SKUtrak Plans

Simple Pricing. Transformative Impact.

Trusted by hundreds of leading FMCG brands to automate reporting, resolve issues proactively and gain a competitive edge with predictive analytics.

FREE	SEED	CORE	GROWTH
<p>Get started on your Demand Intelligence journey.</p> <ul style="list-style-type: none"> Free 28-day summary dashboard view Automated daily data collection Daily metrics performance email Unlimited account users <p>Enquire today</p>	<p>Automate reporting, save time and do more with less.</p> <p>Everything in our Free Plan, plus:</p> <ul style="list-style-type: none"> Product data management Basic performance reports Data exports 3 years of data <p>Enquire today</p>	<p>Unlock powerful insights and predict shopper demand.</p> <p>Everything in our Seed Plan, plus:</p> <ul style="list-style-type: none"> TruDemand engine Full analytics suite Outbound connectors Dedicated customer success manager <p>Enquire today</p>	<p>Turn insight into action and drive growth with data-led decisions.</p> <p>Everything in our Core Plan, plus:</p> <ul style="list-style-type: none"> Our new App Suite including SKUtrak Promote <p>Enquire today</p>

Don't just take our word for it, hear from our customers using SKUtrak to transform their operations:

“

Since its introduction, SKUtrak has completely transformed our short term forecasting. Suddenly, we could see which products were flying off the shelves and which were languishing.

Jo Henderson,
Collaboration Manager, Britvic

“

We've had a few people on the retail side actually messaging us and thanking us for pointing things out that they'd otherwise have missed. That's a huge validation for SKUtrak and what we're trying to achieve.

James Heller,
UK and Ireland Sales Director at Famille Perrin

Plan features

	FREE	SEED	CORE	GROWTH
Data Collection and Management				
Automated daily collection	✓	✓	✓	✓
Product data management	✗	✓	✓	✓
Data concepts	All	All	All	All
Data grain	Category/Day SKU-level alerts	SKU/Store/Day SKU/Depot/Day	SKU/Store/Day SKU/Depot/Day	SKU/Store/Day SKU/Depot/Day
Actionable Insights				
28-day summary	✓	✓	✓	✓
Performance	✗	✓	✓	✓
Insight Dashboards				
Supply	✗	✓	✓	✓
Commercial	✗	✓	✓	✓
Explore	✗	✗	✓	✓
SKUtrak Promote	✗	✗	✗	✓
TruDemand Predictive Analytics				
New for 2025 - access to our TruDemand machine learning engine	✗	✗	✓	✓
TruDemand basic metrics (base price, promo detection, fall-back baseline)	✗	✗	✓	✓
TruDemand advance metrics (baseline forecast, decomposition)	✗	✗	✓	✓
Data Exports and Integrations				
Download data to CSV/Excel	✗	✓	✓	✓
SKUtrak Share				
Reader Account (managed account configuration)	✗	✗	✓	✓
Direct Share (to your own Snowflake account)	✗	✗	✓	✓
Region replication	✗	✗	POA	POA
SKUtrak Marketplace				
Partner connectors	✗	✗	✓	✓
Training and Support				
Support live chat	✓	✓	✓	✓
Support email	✓	✓	✓	✓
Dedicated customer success manager	✗	✗	✓	✓
Account Administration				
Unlimited users	✓	✓	✓	✓
Unlimited data sources	✓	✓	✓	✓
Retailer-based access control	✓	✓	✓	✓
Retailer Data Source Access				
Asda	✗	✓	✓	✓
Co-op	✓	✓	✓	✓
Iceland	✗	✓	✓	✓
Morrisons	✓	✓	✓	✓
Sainsbury's	✗	✓	✓	✓
Tesco	✗	✓	✓	✓
Waitrose	✓	✓	✓	✓