FMI Associate Member Search Results

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If you find information that needs to be updated, please email membership@fmi.org.

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InContext Solutions

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Website:	www.incontextsolutions.com
Email:	info@incontextsolutions.com
Products / Services:	Research; Technology Services
Company Description:	InContext Solutions is the global leader in enterprise mixed reality (MR) solutions for total retail optimization and shopper engagement. In a time when tech-savvy consumers are driving retail innovation, we have revolutionized the way companies understand shopper behavior and bring their new ideas to life. Founded in 2009, we provide a unique, in-depth perspective on what consumers see on the shelf, how this impacts their purchase behavior, and why. Our virtual solutions are powered by ShopperMX™, an enterprise simulation, collaboration, and decision-support platform for retail merchandising. InContext takes an holistic approach to brand and retail challenges, and provides the solutions and insights needed to make faster, smarter, more profitable business decisions.
Primary Contact:	Erin Feeney Chief Product Officer & President, Digital Content and Software Platforms