



THE LOOKOUT

Share of Shelf — where you are absent

Share of Shelf shows which of your clients' competitors an operator already sells — and where you are missing from the shelf.

Covers /dashboard/whitespace · for rep, dmc

The steps

01 Open Share of Shelf

The market intelligence view that answers "who else are they selling, and am I on the list?"

02 Pick one of your properties

The screen starts with one question. Choose a property and RepBud finds its comparable set — the properties it is really competing with for a slot.

03 Read the shelf

For each property, the operators selling it. That is your share of the shelf, counted rather than guessed.

04 Find the gaps

Whitespace is the other half: operators selling the category who are not selling you. Those are the calls worth making.

05 Follow the chain

The distribution chain shows how a property reaches the market, so you can see where you are being left out rather than only that you are.

06 Bring your contacts in

Where you already know somebody at an operator, the contact is shown beside it — so a gap becomes a person to call.

07 Take it into the meeting

Walking into a review with the shelf counted is a different conversation from walking in with an opinion about it.

Questions

How does it know who my competitors are?

You pick one of your properties and RepBud finds the comparable set — the properties competing for the same slot — then shows which operators sell them.

What is "share of shelf"?

How many of the operators selling a category are selling your property, against how many are selling somebody else's. It is the retail idea applied to travel distribution.

What counts as whitespace?

An operator selling the category who is not selling you. It is where a new listing is most likely to be won.

Which plan includes it?

First Class, with the other market intelligence views.

Where does the coverage data come from?

From what operators publish about what they sell. It is designed to assist, not replace, your professional judgement — check a target before you act on it.

Can I see who I already know at a target?

Yes. Your own contacts are shown against the operator, so a gap on the shelf becomes a person you can call.