

HOW CHECKOUT TRACKING HELPED A MANUFACTURER SELL AN EXCLUSIVE PRODUCT TO A MAJOR RETAILER



THE BUSINESS CHALLENGE

Our client, a footwear manufacturer, wanted to win floor space for a premium product designed exclusively for a major retailer. The manufacturer needed to prove to the retailer that the return on the new product would be worth the incremental spend. Our client turned to us to build a compelling case.

The manufacturer's new product, a casual sneaker for kids that featured a premium, retro design, was designed to appeal to consumers who shop at the major retailer but purchase children's footwear at another retailer.

The manufacturer needed to prove to the retailer that the return on the new product would be worth the incremental spend.

How can we build a case to get in the doors of a major retailer for an exclusive product we designed specifically for the retailer?



HOW WE HELPED

We began analyzing data from a number of sources to weave together the facts that would help our client tell its story. Our point-of-sale data told us our client was a leading brand in kids' footwear. But we needed to dig deeper, so we turned to Checkout TrackingSM to learn the full story.

Checkout Tracking told us among the major retailer's consumers, 18 percent leave the retailer's store to make a children's footwear purchase at a competing retailer. Evidence from Checkout Tracking also showed customers buying our client's brand are critical to maximizing sales at the major retailer—they spend \$16 more per purchase and 12 percent more per buyer, compared to customers not buying the brand.

What if children's footwear buyers were enticed to spend more because our client's exclusive product were available in the major retailer's stores? This made a strong case for expansion.

This is an illustrative case study, inspired by our actual work with clients, but fictionalized to protect client confidentiality.

THE OUTCOME

Our client met with the major retailer to tell its story, using Checkout Tracking data to illustrate why giving the client the shelf space it wanted would be a win for the retailer.

“These insights aided us in obtaining a test at the retailer we were targeting in the spring of 2017!”

ABOUT NPD'S CHECKOUT TRACKING

Millions of receipts, from millions of people, processed at extraordinary speed, mined for insights, benchmarked to industry standards, and explained by the most experienced team in the business. Checkout Tracking is the most thorough information on consumer behaviors ever collected.

The Power of Receipts.

The Knowledge of Experts.

LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.