

How A RTD Beverage Brand Prevented \$1M+ in Losses with Wiser's Retail Intelligence

USE CASE: RETAIL INTELLIGENCE

About

A Ready-To-Drink (RTD) beverage brand partnered with Wiser to improve visibility and compliance of their products in convenience and grocery stores across the Asia Pacific region. In the FMCG industry, it's a common practice to offer branded fridges to retailers in exchange for exclusivity of use or a higher share of shelf. This strategy secures in-store space, boosts brand awareness, and drives impulse purchases through eye-catching merchandising. The brand aimed to address execution gaps and fully leverage the impulse-buy potential of their branded fridges at checkout, a critical driver of sales.

Challenges

In spite of a strong market presence, the brand struggled to appropriately track their branded fridges across retailer stores. While fixed assets could be managed in systems, understanding their actual condition and placement in the field was a completely different challenge.

Without regular field audits, the brand risked "ghost assets" - fridges that were misplaced, unused, or unaccounted for - leading to costly asset disposal and a direct negative impact on sales results.

Additionally, conducting in-store audits with internal teams was both time-consuming and inefficient. The brand needed a faster, more reliable solution to collect and analyze field data effectively.

Benefits

Crowdsourced Asset Tracking



Wiser deployed mystery shoppers across convenience stores throughout Australia to locate branded fridges, report asset numbers, and verify their in-store placement.

Comprehensive Data Collection



Shoppers also provided detailed insights on equipment condition and any maintenance issues, ensuring a complete overview of fridge performance.

Efficiency and Cost-Effectiveness



By leveraging crowdsourcing, the brand was able to collect data twice as fast, achieving more affordable asset mapping compared to traditional in-house audit methods.

Results



\$1M+ at Risk Recovered

By leveraging Wiser Retail Intelligence, the brand avoided writing off over 400 branded fridges, protecting the company's bottom line and preserving key assets worth over \$1M AUD.



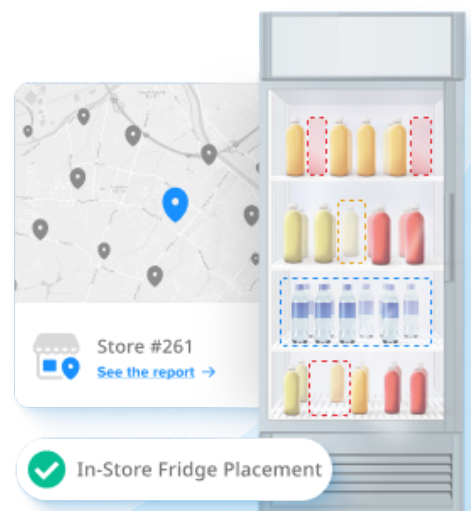
400+ Branded Fridges Audited

By ensuring that products were consistently placed in high-visibility checkout locations, the brand reduced the chance of competitors capturing impulse purchases and strengthened its presence across critical touchpoints.



Critical Fridge Issues Resolved

Missing, misplaced, or non-functioning fridges represented lost opportunities for impulse sales. Wiser's data empowered the brand's field teams to address these gaps quickly, ensuring their fridges were visible, operational, and driving revenue where it matters most.



In-Store Fridge Placement