

Closing the Execution Gap: How Store-Level Insights Boosted Sales for This Beverage Brand

USE CASE: RETAIL INTELLIGENCE

About

A beverage company partnered with Wiser to improve visibility on fridges at grocery store checkouts, aiming to better understand the reality of execution. Checkout positioning is widely used to enhance visibility to shoppers and drive higher sales. Brands invest significantly to secure that space, as it can account for a substantial portion of sales when executed correctly.

Challenges

Despite excellent distribution, the brand was experiencing lower-than-expected sales and struggling to achieve the expected return from checkout fridge placements. With little visibility at store level, the team was unable to identify the source of the problem or specific locations that required attention, making it difficult to address the root cause of underperformance.

Turns out, the beverage brand faced inconsistent execution across the fridges within many stores. The brand's products were often grouped in a single checkout fridge, while others were left empty. This limited the shopper's exposure to the brand in key impulse-buy areas, reducing the likelihood of purchase.

Additionally, the lack of exposure to the brand's products across multiple touchpoints made shoppers more likely to notice and choose competitors' products. Execution errors that misaligned with the brand's impulse strategy negatively affected sales and contributed to low profitability in checkout fridges.

Benefits

Store-Level Visibility



Real-time data for each fridge helped identify execution gaps and improve product placement across checkout fridges.

Strategic Team Management



The team was able to reprioritize field visits to focus on stores with the biggest improvement opportunities.

Increased Sales Potential



This improved execution and alignment with their impulse strategy, creating more opportunities for unplanned purchases.

Results



80% of Stores Identified as Non-Compliant

Real-time shelf data and photos revealed retailers were not adhering to execution plans. This enabled the team to implement corrective actions and ensure more consistent product placement, capitalizing on missed sales opportunities.



Improved Planogram Compliance Across Retail Partners

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.



Significant Uplift in Annual Sales

Increased visibility ensured shoppers were consistently exposed to the brand's products, aligning with their impulse-buy strategy and driving more unplanned purchases.

