

Leading Confectionery Manufacturer Increased Stock Volume by 40% with Wiser Real-Time Insights

USE CASE: RETAIL INTELLIGENCE

About

A leading confectionery brand in Australia aimed to boost sales through monthly half-price promotions at key retailers. By placing discounted chocolates in high-visibility locations like aisles and gondola ends, they sought to drive impulse purchases. However, maintaining the Minimum Display Quantity (MDQ) - the required stock level to ensure visibility and effectiveness—proved challenging, impacting the promotions' ROI.

Challenges

Despite the popularity of their promotions, the manufacturer observed sales were falling short of expectations, largely due to inadequate stock levels during high-traffic weekend periods. Poor availability in high-traffic areas, was a critical challenge. These locations, essential for driving impulse purchases, frequently experienced stockouts, leaving shelves unappealing and reducing the promotion's ROI.

Inconsistent stock monitoring further complicated efforts to ensure promotional success. Without reliable, real-time data, the manufacturer struggled to assess store-level execution, leading to missed opportunities to correct stock issues.

Limited weekend insights created additional gaps. As weekends are crucial for retail promotions, the lack of actionable data during these periods left the brand unable to react to stock shortages at the times when demand was highest.

Benefits



Real-Time Stock Level Data

SKU and store level data, focusing on product placement in key areas, allowed the brand to pinpoint where stock levels were insufficient to meet consumer demand.



Stock Availability Trends

The analysis on fluctuations in stock levels from weekdays to weekends provided an understanding of when and where availability issues were most pronounced.



Stores Below MDQ Identified

Wiser identified stores below the Minimum Display Quantity, helping the brand prioritize interventions for maximum ROI.

Results



40% increase in stock volume

Leveraging Wiser data, the brand successfully negotiated a 40% increase for the next promotional period, addressing availability challenges.



Proactive issue resolution

The partnership enabled the brand to identify and address stock shortages during critical sales periods, ensuring shelves remained stocked and maximizing the return on investment for future campaigns.



Critical shortages identified

Data collected by crowdsourced mystery shoppers revealed that by Saturday of the promotion week 45% of stores had stock levels below the Minimum Display Quantity (MDQ) in aisles and over 60% of stores failed to meet MDQ requirements at gondola ends, impacting visibility and sales potential.