Wiser®

How an FMCG Brand Built a Perfect Store Strategy with Wiser

USE CASE: RETAIL INTELLIGENCE

About

An Australian FMCG brand aimed to boost sales and refine merchandising strategies by analyzing shelf layouts, product availability, and competitor positioning to address performance gaps, with market share varying over 20 points between top and bottom-performing stores. Using Wiser's crowdsourced shoppers, the brand conducted shelf-level analysis, correlating performance with planogram KPIs to refine strategies and close gaps effectively.

Challenges

The brand lacked SKU-level data on product placement, shelf share, and competitor arrangements, hindering planogram optimization and category growth.

Inconsistent shelf layouts and product positioning across stores led to inconsistent brand representation and sales losses. As assortment was meant to be standardized across all stores, the brand had no clear understanding of what caused the high variance in store-level performance.

Auditing thousands of stores required substantial time, manpower, and coordination. Store visits were labor-intensive, and the insights gained were often delayed or incomplete, making it difficult to get a real-time understanding of in-store conditions.

Benefits

Crowdsourced Data Collection

Wiser's mystery shoppers visited stores across the country, capturing high-res images and recording data at SKU level, providing valuable insights into both the brand's products, and their competitor's offerings.

Detailed In-Store Mapping

The data collected created a clear picture of in-store performance and merchandising execution.
- **Product Ranging:** Identified availability and placement gaps for top SKUs to ensure consistent shelf presence.
- **Shelf Layouts:** Evaluated aisle organization, brand blocking, and shelf flow to optimize product positioning.
- **Share of Shelf:** Measured shelf presence versus competitors at category and sub-category levels to improve visibility and allocation.
- **Macro-Space Indicators:** Assessed bay allocation across categories to optimize retail space and negotiate better product placement.

Results

Identified Key KPIs

The brand identified which shelf and merchandising factors most significantly influenced sales performance, guiding their focus on high-impact areas to drive improvements.

Enhanced Field Team Execution

Based on these, field teams addressed specific in-store execution issues, improving visibility and accessibility and directly increasing sales.

Established Recurring Tracking

Monitoring perfect store KPIs ensured consistent execution, while real-time insights enabled store-specific adjustments in merchandising and inventory management.

Improved Operational Efficiency

Automated data collection replaced manual audits, saving resources and highlighting macro-space elements as key sales drivers through Wiser's analysis.

Enhanced Collaboration

Leveraged insights for fact-based planogram optimization, ensuring fair shelf share and redefining the Perfect Store strategy to enhance shopper experiences and drive growth.