

Consumer Electronics Manufacturer Optimizes Promotional Efforts

USE CASE: IN-STORE EXECUTION

About

To mitigate the loss of potential sales opportunities and gain a competitive edge, a leading consumer electronics manufacturer recognized the need to ensure that their in-store promotions were executed precisely as planned across various retail outlets.

Challenges

The manufacturer encountered a complex challenge in achieving effective in-store visibility. Traditional methods were costly, slow, and prone to bias when relying solely on reports from their own field team. The brand was looking to restructure their field model to optimize cost, simultaneously improving their in-store execution, staff knowledge, and customer experience.

The absence of a sophisticated tracking system meant the brand struggled to monitor their in-market execution and effectively measure the ROI on their trade spend. This lack of clarity led to wasted resources, ineffective budget allocation, and the risk of missing vital sales opportunities. Additionally, the brand found it increasingly difficult to identify and focus on the most critical opportunities due to the broad spectrum of potential initiatives, stretching their limited resources even further.

Benefits



Real-Time Data Collection

Implemented systems for real-time data collection from stores, ensuring resource efficiency and optimization.



Full Visibility Into Promotion Execution

Comprehensive visibility into the execution of strategies and initiatives across multiple retailers.



Focused Store Visits

Advanced analytics ensure field teams focus on high-potential locations for increased sales opportunity.

Results

42%

Stores Out of Compliance

The manufacturer identified 42% of stores had non-compliant displays. This discovery helped them to prioritize the efforts of their field teams more effectively.

7%

Stores Lacking Displays

Data revealed 7% of stores had no display present at all, and sales teams could focus on quickly rectifying these sales-impacting occurrences.

13%

Compliance Improvement

Targeted intervention resulted in a 13% improvement in aligning price ticket displays with manufacturer expectations.

