Scintilla Case Study

Henkel: Do you know who the DIY shopper is?

Inspire 2024

This case study was shared live at **Walmart Data Ventures Inspire Event**, October 1, 2024.

Marty Moss
Senior Key Account Manager
Henkel

Liz Gunness
Senior Category Leader,
DIY at Walmart
Walmart

"

When your org embraces Scintilla, you're going to see drastically different results.

- **Marty Moss**, Senior Key Account Manager | **Henkel**

Scintilla Case Study: Henkel
The opportunity:

Henkel and their Merchant started pre-planning an upcoming Mod with a straightforward question: How can they do a better job of capturing the DIY shopper and accelerate their sales at Walmart?

They determined the best way forward was to start with the basics, and leverage Scintilla insights to evaluate the entire category, segments, and their brands.

Scintilla Case Study: Henkel
The approach:

Henkel kicked things off with in-store audits and **Scintilla Shopper Behavior** reports to perform space to sales analysis and determine performance by modular size. Then they examined what each of their brands brought to the category.
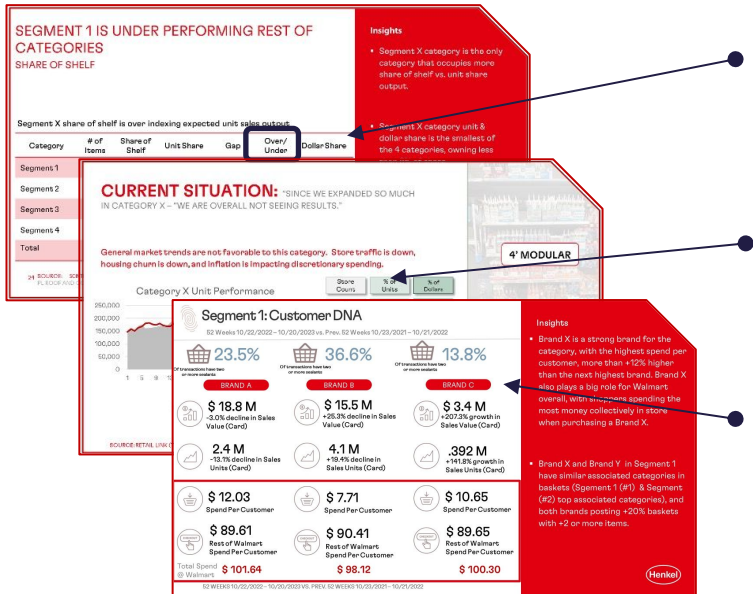
Performance In Detail

Performance in Detail

- Performance in Detail
- Retailer Loyalty
- Market Basket
- Price Sensitivity

What segments have opportunities?
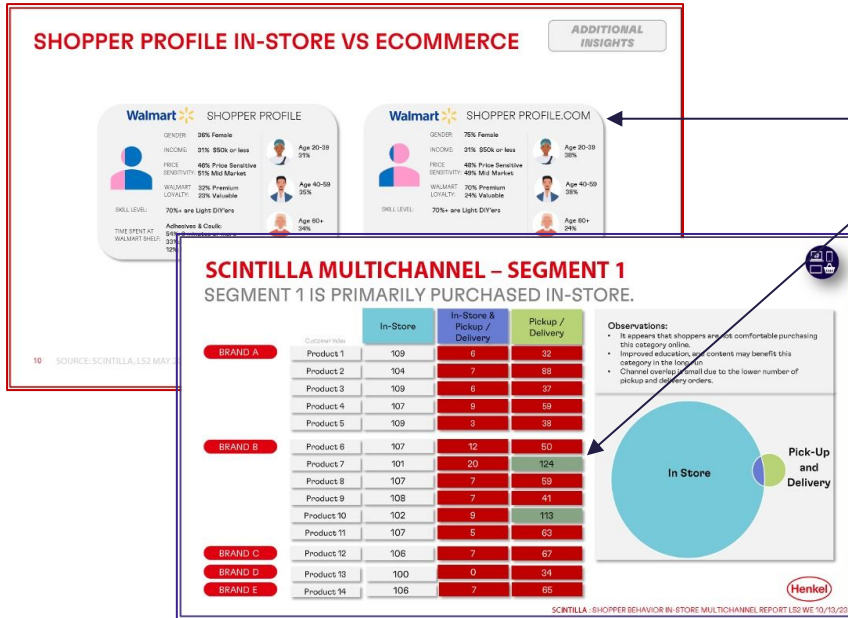
Is it isolated to a specific modular type?

How are brands influencing the basket?

Scintilla Case Study: Henkel
The approach:

They dug deeper with the **Shopper Behavior Multichannel** report and with shopper profiles to understand who their customer was for each channel, segment, brand, and product.

Henkel found significant differences between in-store and online shoppers. And by looking at each shopping channel and profiling the customers, they developed two distinct channel strategies.

They discovered significant gaps where the modular was not servicing some of the key shopper groups. This allowed Henkel to zero in on a solution to meet the missing group's shopper needs.

Next, Henkel turned to the **Customer Decision Tree and Customer Priority reports in Shopper Behavior Assortment Deep Dive** to understand how customers shopped and the decisions they made in each channel. They also looked at each component by modular type, both in-store and online.

Scintilla Case Study: Henkel
The approach:

Surveying verified Walmart shoppers with **Scintilla Customer Perception** helped them learn more about the behaviors, habits, and sentiments of their customer.
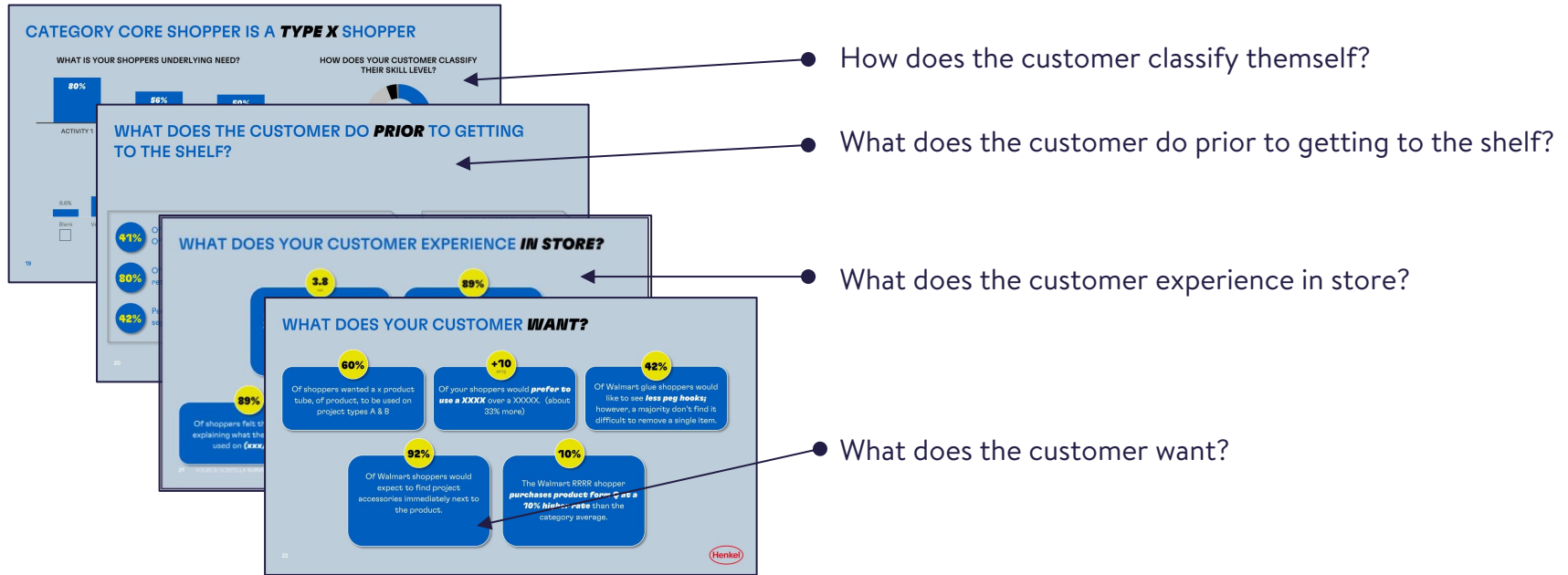
- How does the customer classify themself?
- What does the customer do prior to getting to the shelf?
- What does the customer experience in store?
- What does the customer want?

Scintilla Case Study: Henkel
The results:

Henkel shared their learnings with their internal team as well as their Walmart Merchant and set out to create solutions that would help them capitalize on assortment strengths and close assortment gaps.

Walmart | **Henkel**

Met with their merchant to share various insights and find shared objectives

Gathered key stakeholders to find winning and sustainable solutions that are targeted to the Walmart Shopper

After alignment, we proposed a solution based on the shoppers needs

We gathered further insight from the Walmart customers to deeply understand their needs and frustrations

Discussed full category solution and additional shopper insights

Proposed a shopper focused solutions that capitalize on current assortment strengths and close the existing assortment gaps based on shopper insights and data.

Merchant and team working to implement key findings