

Scintilla Case Study

Horizon Organic: Unlocking Opportunities Across Categories to Win with the Walmart Customer



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

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With the power of Scintilla,
it's helped us meet the
category needs efficiently.

- Barbara Tingle, Category Management | **Horizon Organic**





Barbara Tingle
Senior Category Manager
Horizon Organic



Brain Dixon
Sales Director, Team Lead - Walmart
Horizon Organic



Scintilla Case Study: Horizon Organic

The opportunity:

Despite a decline happening in the Kids Yogurt segment at Walmart, Growing Years yogurt from Horizon Organic was performing well—in fact, it was the fastest growing brand.

The Horizon Organic team set out to learn if they could use Growing Years' growth to reverse the segment trends and help Walmart stem this decline and gain its fair share of Kids Yogurt.

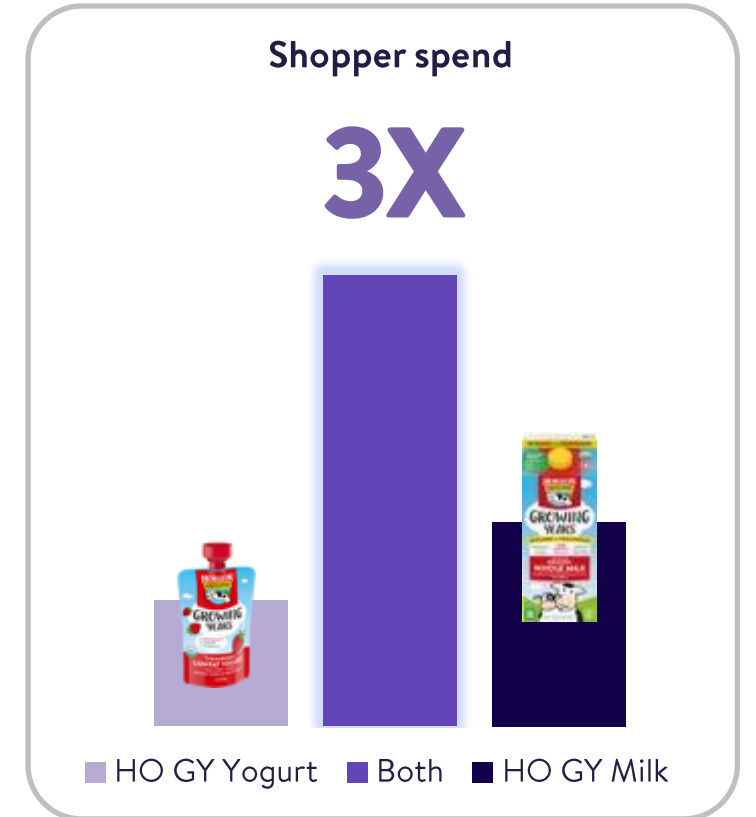
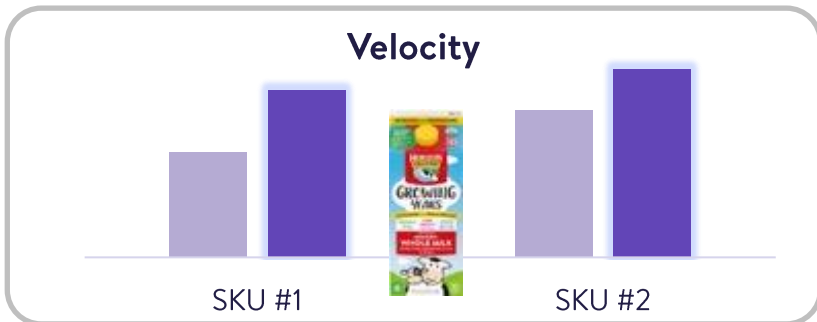
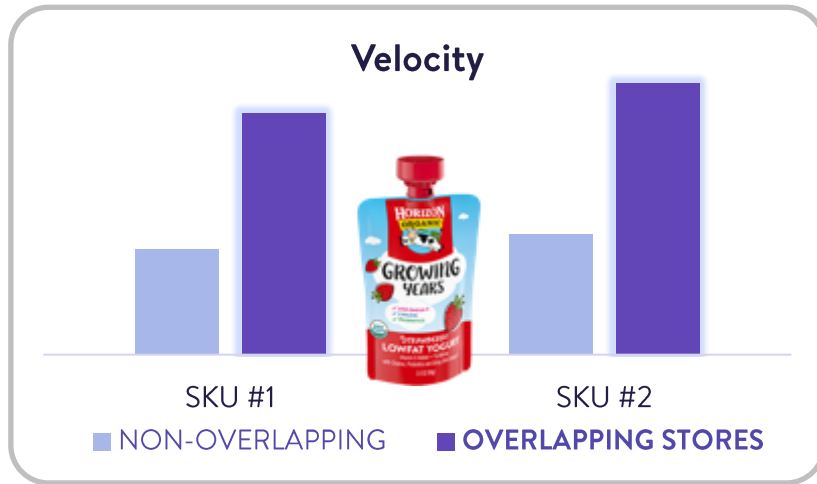




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The approach:

They began by using Scintilla to investigate trends and shopper behaviors and to gauge the potential power of matching the distribution footprint of two product lines, Growing Years Milk and Yogurt.



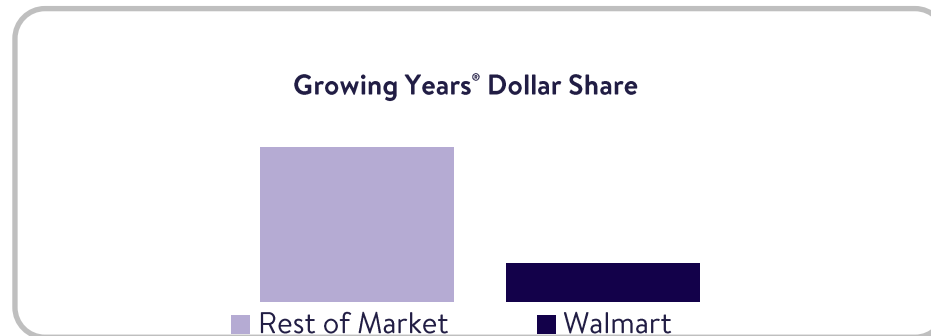
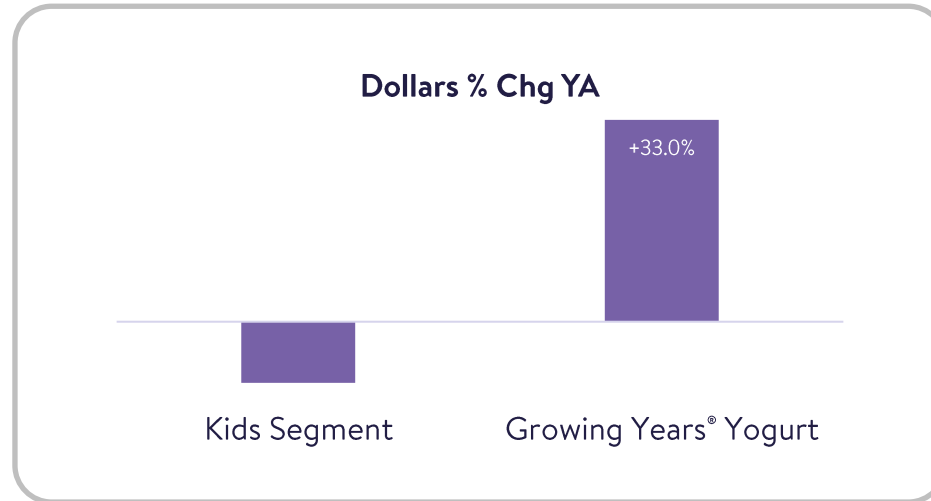
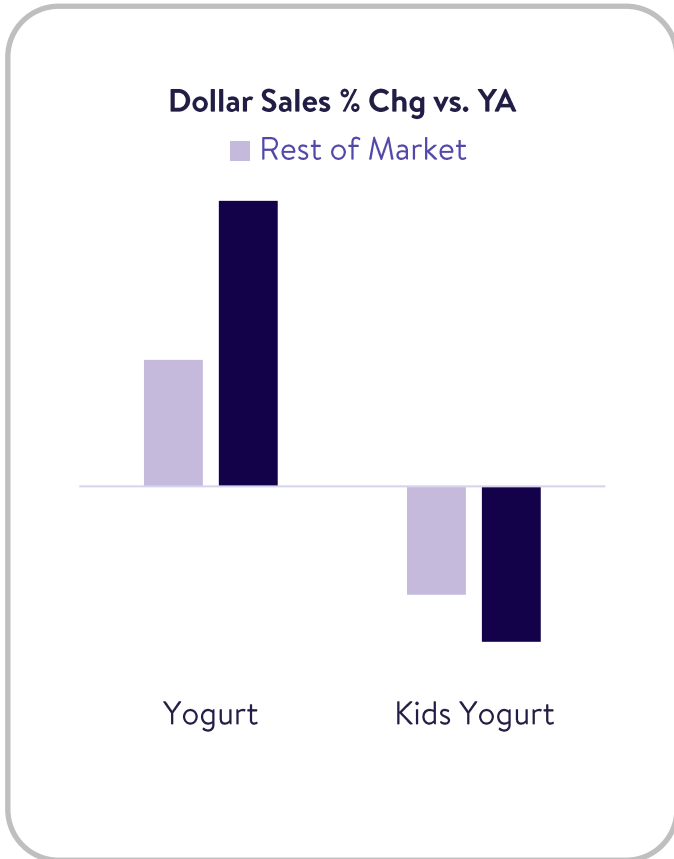


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The approach:



Horizon Organic learned that Kids Yogurt customers had a low conversion rate, and conversion had dropped a point in the last year.



Category Buyer Conversion

49%

-1.0 points

+1 point of buyer conversion **\$4MM**

Less than 1/2 of Kids Yogurt shoppers purchased at Walmart, and this was declining.



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The approach:

Using the Performance in Detail report and the Where Sold Report in Shopper Behavior, Horizon Organic was able to understand who their Milk and Yogurt customers are and where their products are located with store-level data:



Customer
base is

40%

Spending
is up

+47%

**Repeat
is up**

These customers fall in Walmart's Premium, Valuable, and Up-Market customer segments—shoppers who spend more and make more trips than the average Walmart shopper. This is an important customer segment worth growing.

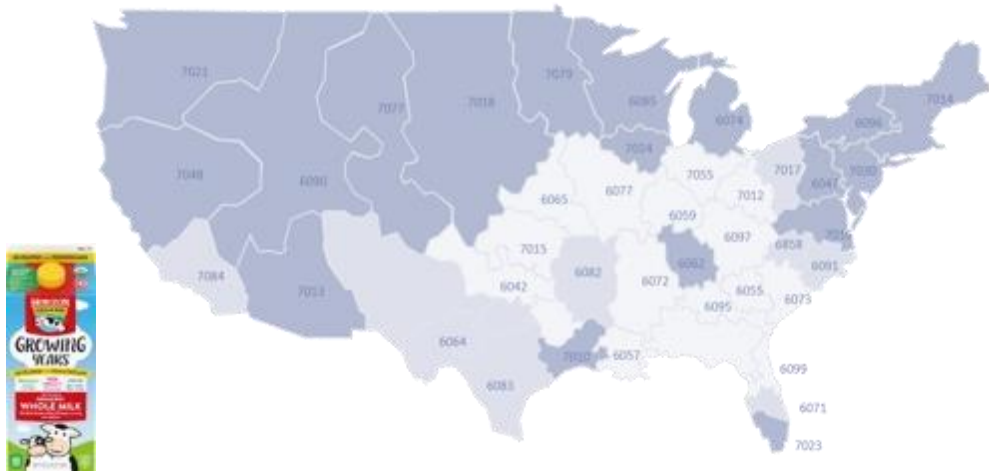


Scintilla Case Study: Horizon Organic

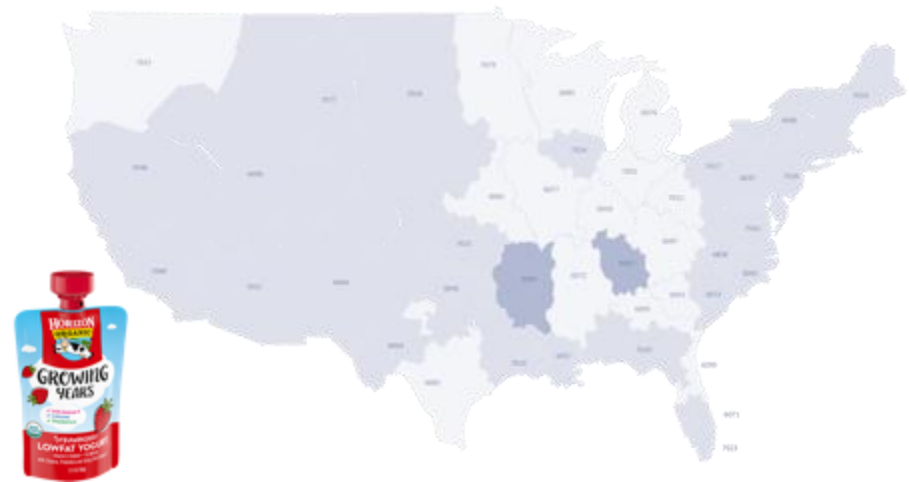
The approach:

They also discovered a large discrepancy in distribution. Growing Years Milk is distributed in half of all Walmart stores, while Growing Years Yogurt is in a fraction of that.

Growing Years Milk distribution



Growing Years Yogurt distribution





Scintilla Case Study: Horizon Organic

The results:

Evolving the single-product shopper to a dual-product shopper would provide tremendous value to Walmart. With the right distribution and brand support, Horizon Organic learned that Walmart can increase category conversion, maximize shopper spend, and begin to gain fair share of the category.

They shared these findings with their Walmart Merchant:



Demonstrated performance drivers



Brought to life the opportunity for cross-category purchasing and highlighted the power of dual category shoppers



Provided clear recommendations with estimated impacts to drive category growth