INSIGHTS IN ACTION:

A Walmart Luminate Case Study

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ACCELERATE YOUR AHA MOMENTS:

Getting there first is foremost.

The market won't wait. But when merchants and suppliers have access to the same, rich retail data insights, they can make timely and transformative decisions together.

From modular shifts to new product concepts, add new speed and confidence to your strategy with **Walmart Luminate.**

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INSIGHTS IN ACTION: PRODUCT INNOVATION

Don’t get duped by designer toilet paper

Primary research has the power to steer product development. But the data is only as good as the **quality of your respondents**—and the **questions you ask them.**

That’s hardly a new idea.

But we’ve brought it to life in high-res, high-ply detail in this case study on toilet paper innovation.

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INSIGHTS IN ACTION: PRODUCT INNOVATION

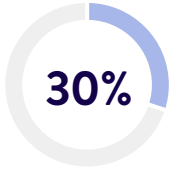
Let's start with the basics:

Online surveys are a great way to explore new concepts

They're relatively inexpensive and quick to execute in comparison to in-person research such as focus groups.

But they're only as good as your inputs

Panel fraud is rampant, thanks to speeders, cheaters, and bots.

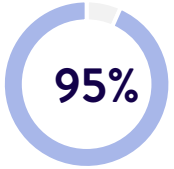


of online survey data is fraudulent[1]

And even the best respondents can return bad data when you ask them leading questions or overtax their attention.

And when they don't work... well...

The risk of bad response data reaches deep.



of new products fail[2]

$15MM

average cost[3] to bring a new product to market

1 https://www.greenbook.org/mr/insights/market-research-fraud-is-on-the-rise-lets-conquer-it-together/

2 https://www.inc.com/marc-emmer/95-percent-of-new-products-fail-here-are-6-steps-to-make-sure-yours-dont.html

3 https://www.forbes.com/sites/loracecere/2013/12/11/new-products-more-costly-and-more-important/

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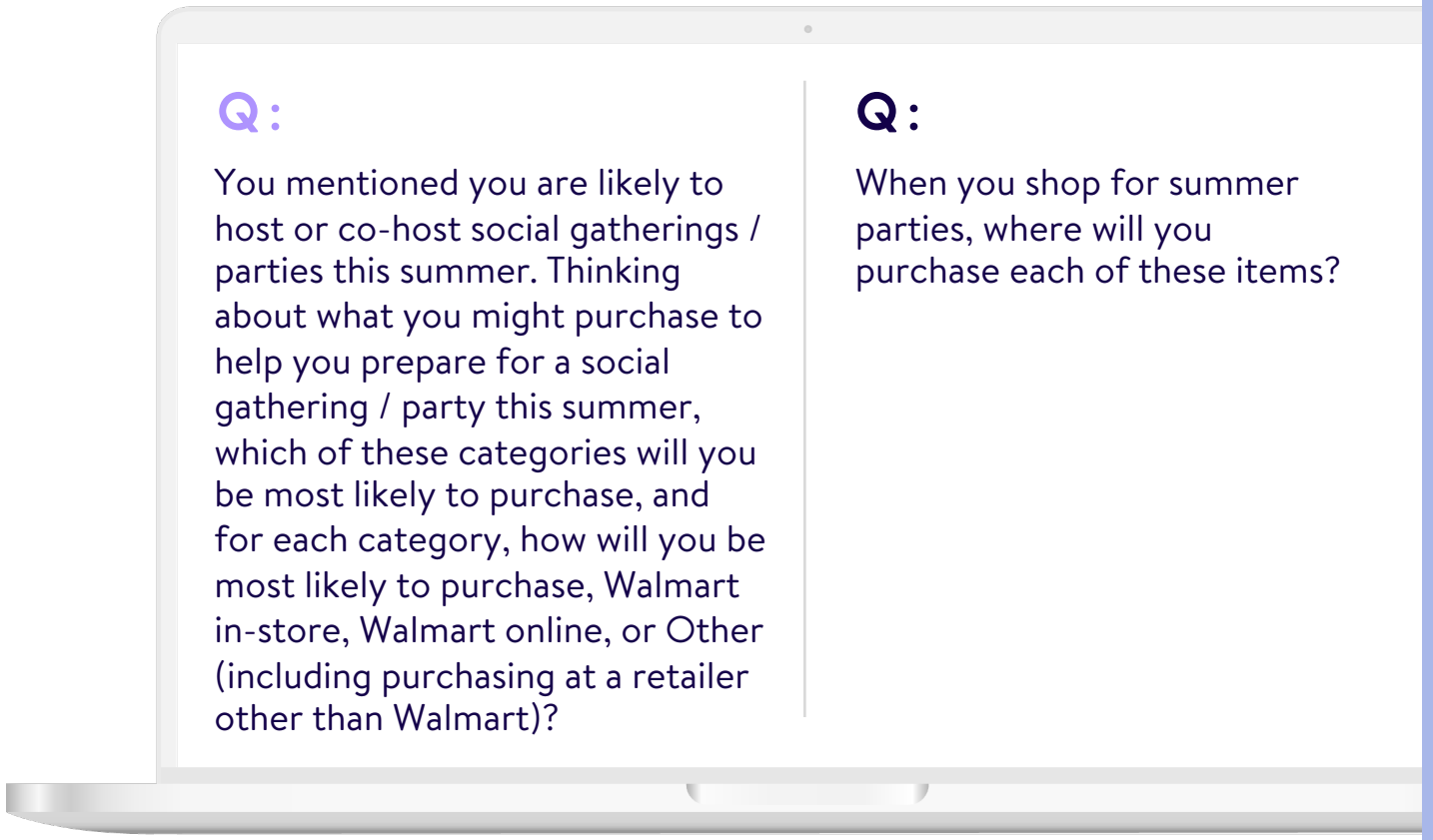
INSIGHTS IN ACTION: PRODUCT INNOVATION

Tip 1: It's about **what** you ask.

Ask yourself:

- Are you asking clear questions?
- Are your questions boring?
- Are your questions leading the respondent to a certain answer?
- Are you asking too many questions?

Your respondent's attention is a limited resource. Spend it wisely throughout your survey.



On the left: *A question that asks too much of the reader.*
On the right: *A simplified rewording.*

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Tip 2: It's about **who** you ask.

Here's where we have a little fun.

We ran identical surveys across two respondent bases:

- an **industry-leading panel**,
- Our verified, members-only,
  Walmart Spark Customer Community

Our survey asked questions that gauged whether the respondents were **engaged** and **paying attention**—then rolled up to a series of questions on a **new product concept of premium artistic toilet paper.**

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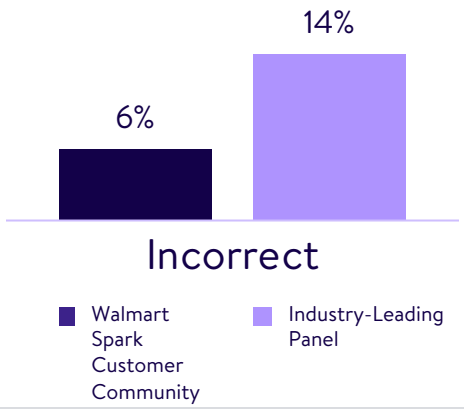
Tip 2: It's about **who** you ask.

Are your respondents paying attention?

Q. Which of these are states?

- California
- Texas
- Florida
- Tooth
- None of these



Takeaway:
Panel respondents got this attention question wrong **more than twice as often** as the Walmart Spark Customer Community.

Average Survey Completion Time

Walmart Spark Customer Community

6 min 29 sec

Industry-leading Panel

2 min 34 sec

Takeaway:
Our community members spent **2.5x more time responding to the full survey,** indicating greater thoughtfulness.

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We put our respondents to the test with a concept:

Announcing
Monet Toilet Paper.

The Same great quality bath tissue you need – now in color.

Available in blue, green, pink, and rainbow and other fun patterns to add an element of design to your bathroom spaces.

12 count and 18 count packages

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Q. What is your initial reaction to this concept?

	Walmart Spark Customer Community	Industry-Leading Panel
Avg. number of characters per response	87 characters	35 characters
Number of responses of three words or less (e.g., “it’s okay”)	32 responses (16%)	91 responses (45%)
Number of gibberish responses (e.g., “blahfhdind”)	0 responses (0%)	21 responses (10%)

Takeaway:
Our community consistently provided more data, while **10% of the panel responses were entirely unusable.**

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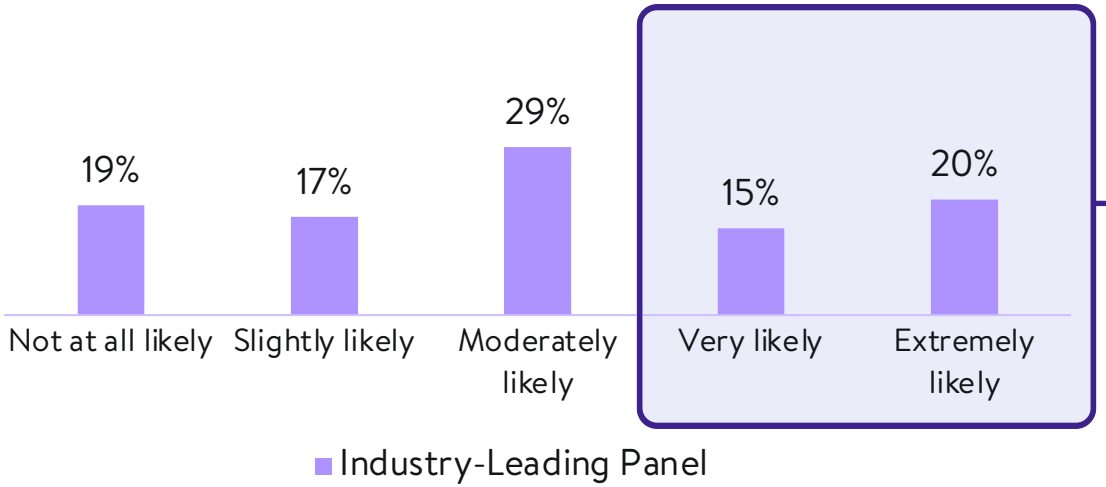
Q. How likely would you be to purchase this product?



Let's pause here with just the panel data.

35% say they're very to extremely likely to purchase. That's a positive signal to continue down the bright-colored path of Monet toilet paper. Maybe we should invest in more research and a limited roll-out.

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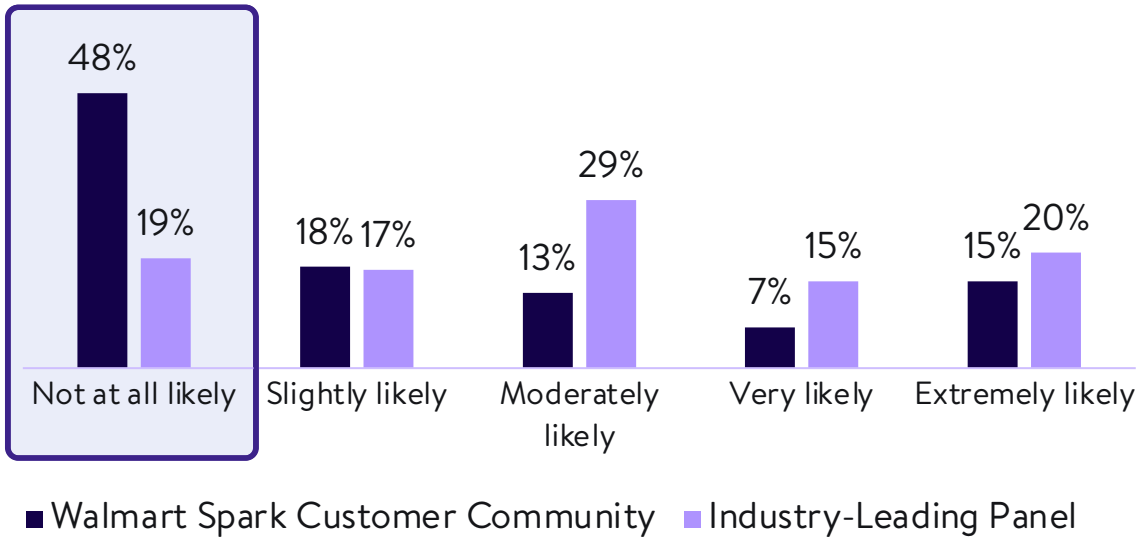

Our community data brings us back down to earth.

Among respondents who are answering thoughtfully, spending time, and paying attention, **nearly 1 out of 2 are not at all likely to purchase.**

Think of the time and dollars saved by discovering this insight now versus later.

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Ready to bring this insight into action?

Don’t get duped by designer toilet paper—or any other new product you’re exploring.

Reach out to us at **walmartdataventures.com** for a demo of Customer Perception.

With Walmart Luminate Customer Perception:

Ask the right questions:

- Customize and deploy our expert-reviewed survey templates
- Have your survey reviewed by a market research expert prior to launch

Ask the right respondents:

- Tap into our vast Walmart Spark Customer Community of verified shoppers with proven purchase behavior
- Declutter your survey by skipping qualifying questions with audience hyper-targeting on 800+ variables
- Enjoy richer analysis capabilities through custom data enrichments delivered with your survey results

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