


Scintilla

Case Study

Solenis: Using data for deeper conversations





We used Scintilla to have conversations with our Merchant team to challenge the need to delist.

Margaret Denny

Walmart Director at Solenis



Scintilla Case Study: Solenis

The opportunity: Strengthen the case to keep a product on the shelf

When HTH Spa, a Solenis brand, heard rumblings that their products might be delisted, fast action was crucial.

The US-based maker of pool and spa products fits in a uniquely seasonal space. The implications of their spa assortment being removed from shelves could be devastating. Their main modular is relatively small—about four and half feet of shelf space—but it represents almost the entirety of the brand.





Scintilla Case Study: Solenis

The approach: Work with their Merchant to Leverage Scintilla and avoid delisting

The first step was to turn to **Customer Perception** to hear directly from verified shoppers in the Walmart Spark Customer Community.

And it turns out, their spa customers had a lot to say. They liked the brand's affordability, availability, and the convenience of one-stop shopping at Walmart. And they indicated a high level of brand loyalty that would take them out of Walmart to purchase these products.





Scintilla Case Study: Solenis

The approach: Work with their Merchant to Leverage Scintilla and avoid delisting

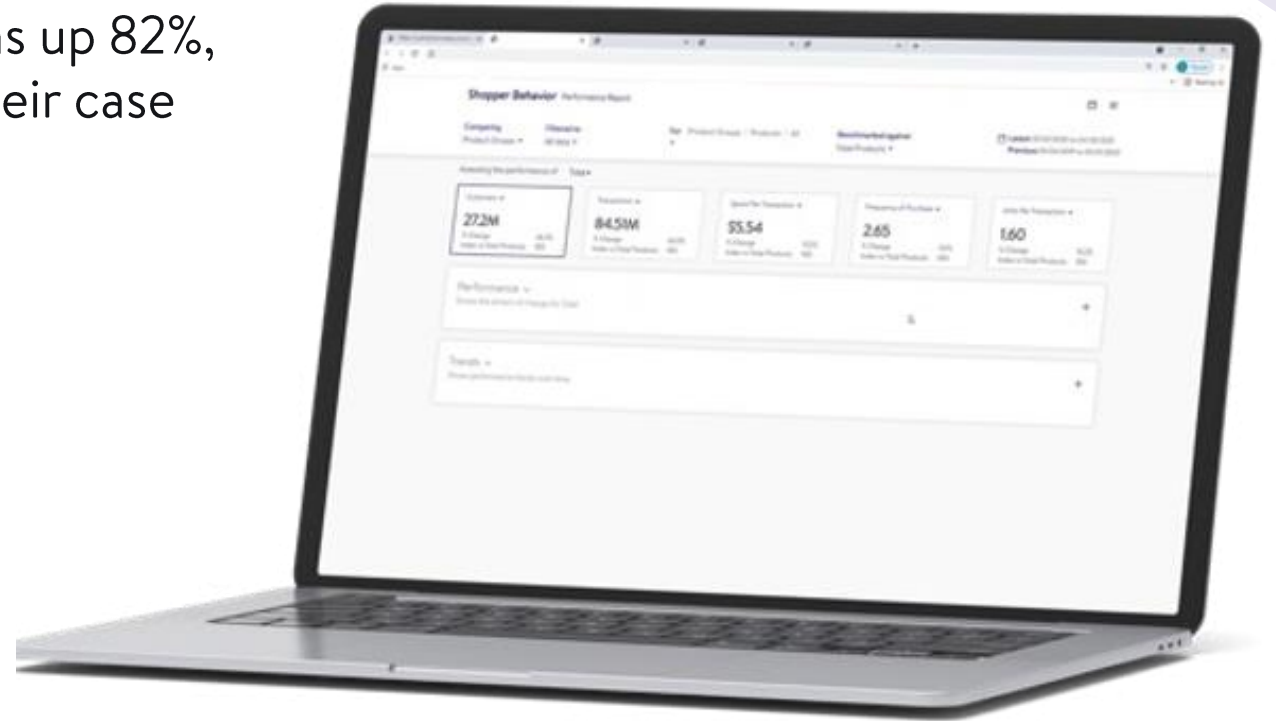
Next, Solenis and their Merchant analyzed business performance in **Shopper Behavior**. Along with the feedback gathered in **Customer Perception**, this affirmed that their assortment was performing well. Total business was up 82%, and customer share was 80%. This helped prove their case for staying on the shelf.

New items
already
16% share

Shopper Behavior

New items
driving
+68%
more
customers

Shopper Behavior



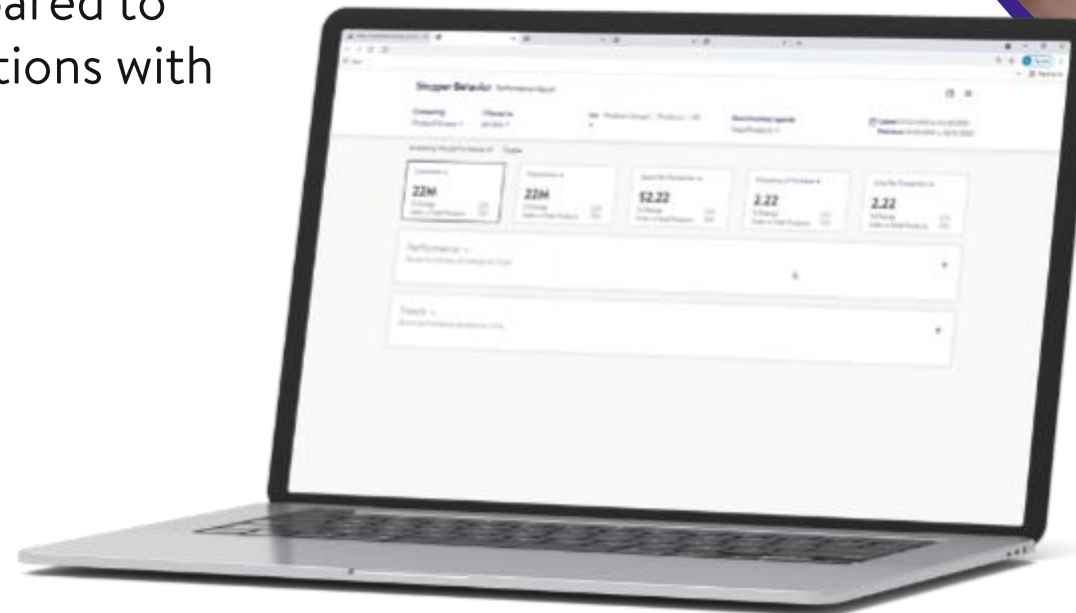


Scintilla Case Study: Solenis

The result: Staying on the shelf

Data gleaned from Scintilla helped Solenis remain at a majority of stores, which helped save the brand—all in about one week.


Looking ahead, they will be able to utilize **Shopper Behavior** in real time to analyze performance and be better prepared to have more meaningful conversations with their Merchant.



Game
time
decisions

Assortment
kept in
majority of
the Stores

Will be able to
utilize Shopper
Behavior in real
time to analyze
performance



Scintilla provides a direct line
to the Walmart consumer
that we've never had before.

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Walmart Director at Solenis