

Use case: stock level tracker

How a leading confectionery manufacturer drove higher sales by leveraging real-time stock level data during promotion periods



Context

A global leader in the confectionery space, runs a 'half price' promotion monthly at key retailers.

During the campaign, half-priced chocolates are displayed across multiple locations in store to encourage impulse purchase and drive higher sales. Each location has a minimum display quantity (MDQ) believed to maximise the promotion ROI.

Challenge

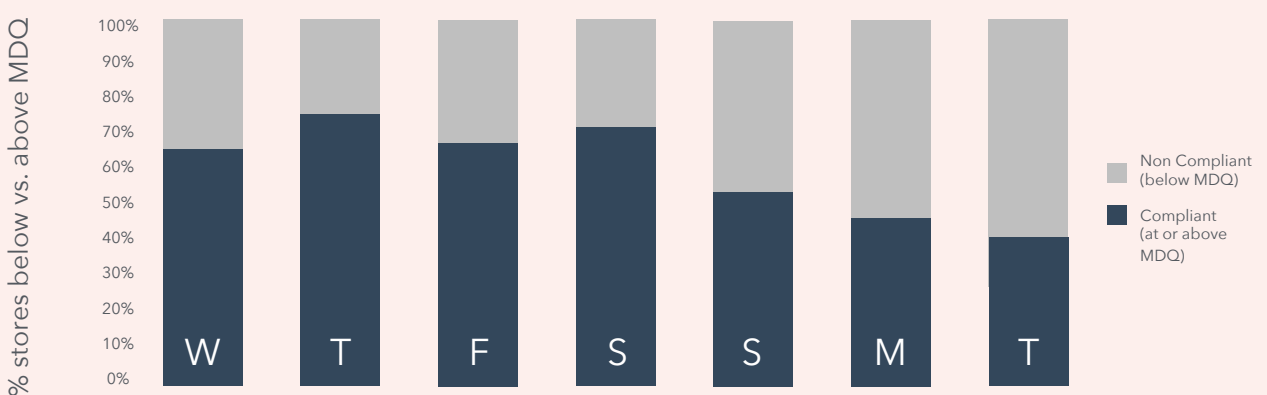
The manufacturer noticed that the promotion wasn't delivering the expected sales uplift and believed it was due to poor availability on shelf and gondola ends, especially on weekends when their field team wasn't available to take actions.

How Snooper helped

Snooper was brought in to track and monitor the impact of their promotion on stock levels in multiple locations across the stores.

Our Snooper community visited a sample of stores (representing half of the retail network) over the duration of the campaign, to assess impact of day of visit on stock levels.

Stock level compliance by day of week



The stock levels reported by shoppers declined over the week, and showed 45% of stores were below the MDQ in aisle and over 60% of stores were below MDQ in gondola ends as of Saturday.

Results

The confectionery manufacturer leveraged the Snooper data, collected at SKU and store level, to discuss a 40% volume uplift for the next promotion period.

Snooper and the manufacturer continually partner to monitor stock levels during key promotion weeks.

