

THE BUSINESS CHALLENGE

A home-textiles manufacturer found itself facing an increasingly common, and dangerous, problem with distribution. As consumers moved more of their shopping online, brick-and-mortar retailers in the space were closing stores and cutting back on inventory.

The manufacturer learned one of its key retail partners was rethinking its strategy and looking to reduce the number of items it carried in its bedding department. Buyers at the retailer hinted that the manufacturer's linen brand might be delisted in the process.

The manufacturer turned to Checkout TrackingSM for help.

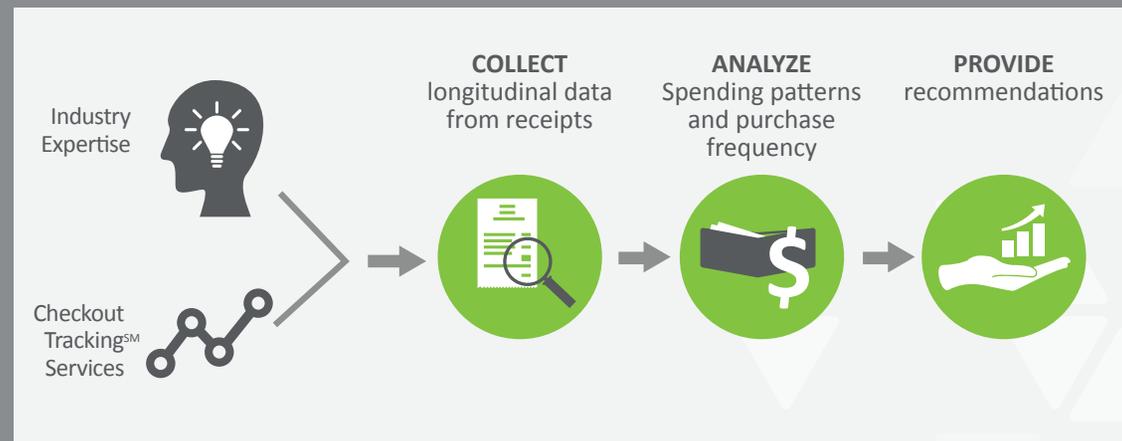
HOW WE HELPED

When a client is threatened, we use all the data at our disposal to try to help. But we've learned over time that a handful of data applications can quickly prove how valuable a brand is (or isn't) to a retailer.

The key is the longitudinal nature of Checkout Tracking's data. By examining the purchase behaviors of real people, across all retailers, in all categories, over time, we can uncover the hidden patterns of the people who buy any brand.

We mined thousands of receipts for bed linens, amassing information on purchase frequency, the average spend per purchase, and attachment rates. Within a week, we presented our findings to the manufacturer.

HOW IT WORKS



HOW A HOME-TEXTILES MANUFACTURER AVERTED DELISTING AND BUILT A BETTER PARTNERSHIP WITH A KEY RETAILER



WHAT WE FOUND

The news for our client was good. The retailer needed its brand.

And as a bonus, the news was good for the retailer, too. Checkout Tracking revealed buyers who purchased our client's brand tended to spend more on other items at the retailer, compared to buyers of competing brands.

OUR RECOMMENDATION

We urged our client to meet with the retailer and share our findings. We also suggested the client could work with the retailer to find ways to boost that already-impressive attach rate by offering promotional tie-ins with other bedroom items, like pillows.

ABOUT NPD'S CHECKOUT TRACKING

Millions of receipts, from millions of people, processed at extraordinary speed, mined for insights, benchmarked to industry standards, and explained by the most experienced team in the business. Checkout Tracking is the most thorough information on consumer behaviors ever collected.

The Power of Receipts.

The Knowledge of Experts.

Our Client's Brand vs. Competing Brands



+8%

Purchase Frequency



+\$14

Average Spend Per Purchase



+15%

Attach Rates

LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.