HOW A RETAILER GREW SALES BY MERCHANDISING DIFFERENT PRODUCTS BY MARKET
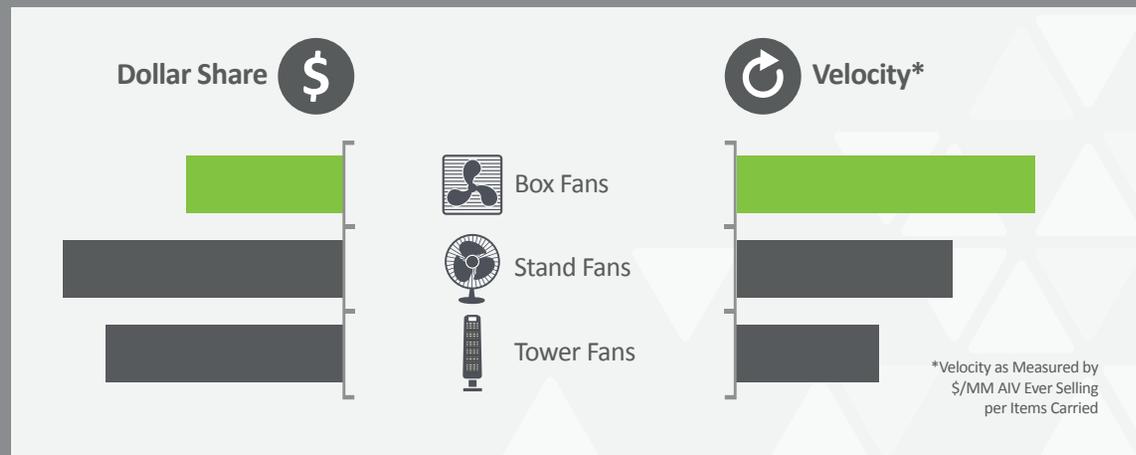
THE BUSINESS CHALLENGE

Consumers in different markets have different preferences. While that may seem obvious, knowing what will sell best market by market isn't always apparent. A retailer recently turned to us for help in its effort to ramp up sales in the **fan category.** Do consumers in densely populated areas prefer the adjustable height and oscillation of stand fans, or the space-saving, portable nature of box fans? Do shoppers in southern markets who may use fans year-round go for the quiet, sleek design of tower fans?

With a number of options to choose from, our client needed to know **how to merchandise** and **promote** stand fans, box fans, and tower fans—**in each market**. It needed concrete evidence to reach the right decisions.

HOW WE HELPED

Our **Store-Level Enabled tracking** provides the most granular view of the market, showing what types of fans sell fastest, and where. Since this information is processed at the store level, it provides visibility into **velocity**—the rate at which products are selling—below a national level.

While stand fans held the largest dollar share nationally, they also had the widest distribution—and volume doesn't always mirror productivity. Using the velocity metric, we compared all items based on where they were carried and noticed that *box fans actually sold at a faster rate* than stand and tower fans.

Dollar Share $

Velocity*

Box Fans

Stand Fans

Tower Fans

*Velocity as Measured by $/MM AIV Ever Selling per Items Carried

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THE OUTCOME

Store-Level Enabled data also **illuminated local preferences**. Box fans sold fastest in many urban markets, including New York and Chicago. Since city living often means space is at a premium, the fan's streamlined design, which fits in a window, may have helped it sell faster.

Armed with objective information in sales productivity and local market preferences, our client successfully **customized** its merchandising and marketing plans **by market, growing sales** by 25 percent.

ABOUT NPD'S STORE-LEVEL ENABLED RETAIL TRACKING

It's not just *how much* you're selling; *it's how fast.* By capturing store-level data feeds directly from retailers, we're able to offer new metrics, at new levels. We now measure **velocity**, which tells you **the rate** at which products are selling for a better measure of performance. And, we can report below a national level, so you can monitor sales by retailer, region, or territory. Want to know if consumers love what you make? Velocity can tell you. What's the upside potential, if any, of winning wider distribution for a particular item? Velocity can tell you.

LEARN MORE

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

Fastest Turning* Fan Type by Market

- Box Fans
- Stand Fans
- Tower Fans

*Velocity as Measured by $/MM AIV Ever Selling per Items Carried

HOW VELOCITY WORKS

Velocity tells you how well your product sells *where it's available for consumers to purchase.*

SALES

DISTRIBUTION
How widely available is your product?

ASSORTMENT
How many items are carried?

VELOCITY
How well does your product sell where it's available?