HOW A MOBILE BRAND DEFENDED ITSELF AGAINST COMPETITORS' HIGH-PERFORMING PRODUCTS

THE BUSINESS CHALLENGE

As reliance on smart phones increases, so does consumer demand for mobile chargers in all shapes and sizes. Whether USB cable, portable power pack, battery case, or other form, U.S. consumers are buying a range of charging devices for use at home, at work, and on the go.

As a brand, it's hard to stand out in the noisy mobile power space. That's why a leading mobile power manufacturer recently approached us.

The manufacturer ranked top in its category in dollar sales and share, and had maintained this strong performance over several quarters.

THIS CLIENT ASKED US,

" In order to confidently defend our position, we need to better understand the competitive landscape. We're seeking out greater indicators than sales alone to determine how to more meaningfully track our competitors' performance. "

HOW WE HELPED

Total sales and market share only tell *part* of the story. Our Store-Level Enabled data enables us to calculate the rate of sales by showing how products are selling *in the stores that are selling them*. Sales rate, also known as **velocity,** identifies the fastest turning products, not just those that are the highest selling because they have the best distribution.

Examining our Store-Level Enabled data, we learned our client's mobile power brand ranked lower on the list (#5) in terms of velocity. Though it had a much greater distribution and assortment, our client's brand actually turned at a slower rate than did four competing brands. One particular mobile power competitor with the greatest velocity, Brand J, caught our attention; while it had lower sales than our client, it turned more than twice as fast as our client's brand.
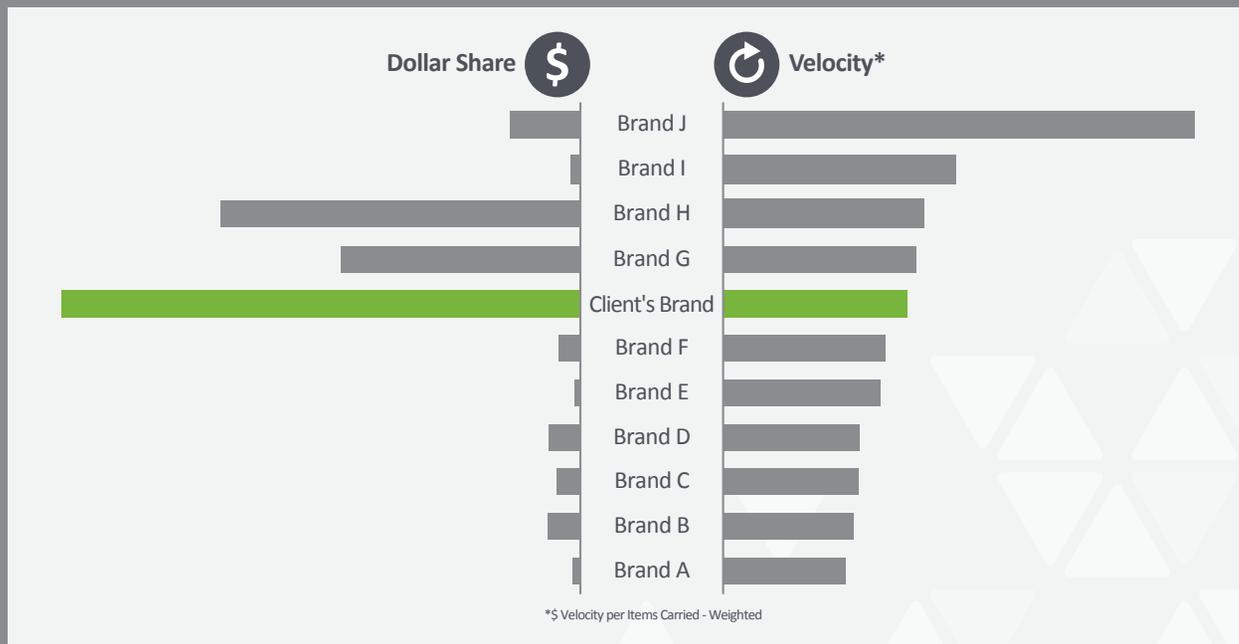
This is an illustrative case study, inspired by our actual work with clients, but fictionalized to protect client confidentiality.

Dollar Share $ ↻ **Velocity***

Brand J
Brand I
Brand H
Brand G
Client's Brand
Brand F
Brand E
Brand D
Brand C
Brand B
Brand A

*$ Velocity per Items Carried - Weighted

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THE OUTCOME

By looking at performance through a different lens, our client was able to identify "silent" threats, otherwise hidden if assessing the competitive landscape by share alone. In addition, our client noticed Brand J's sales had grown 47 percent year-over-year, with an average price point much lower than our client's mobile power products. By approaching the market in terms of velocity, our client came away with food for thought for its own pricing strategy and started more closely monitoring marketing activities of the top-turning mobile power brands. To this date, our client has defended its high rank in the marketplace.

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.

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?