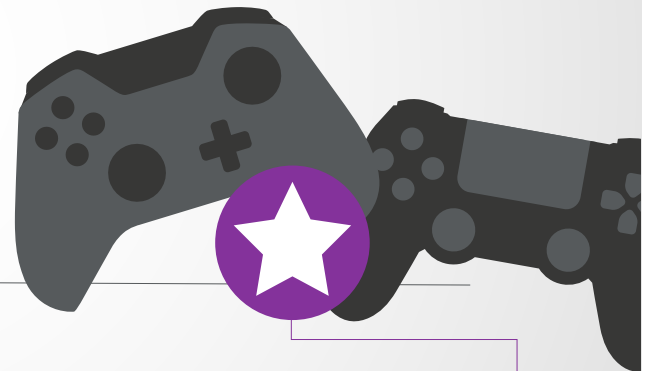


Tell Your Gaming Product's True Story Using Velocity Measures

A gaming accessories manufacturer needed to make a strong case for expanding distribution of its new product, Controller X. The gamepads market had quarterly declines year over year, and the product needed to show more promise than its sales figures alone. **How could the manufacturer convince national retailers to carry this new controller?**

We began by using Store-Level Enabled data to put context around sales volume and uncover evidence to make Controller X's case.

Store-Level Enabled measures control for distribution differences between products, making an apples-to-apples comparison.



Because Controller X sells in relatively few retailers, it has low market share and didn't appear in the top-ranking sales against so many well-established, widely distributed competitors.

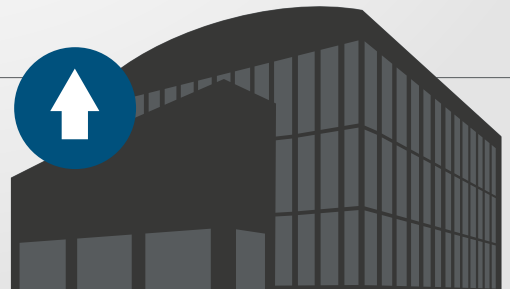


By exploring Controller X's performance where it's sold, instead of across the total marketplace, we confirmed Controller X is a top seller!

Controller X had more upside potential by expanding its retail footprint.

Store-Level Enabled data allowed us to tell Controller X's true story.

The manufacturer shared these velocity insights with its retail partners to secure distribution in their stores.



What stories could you tell with a true look at performance? Let us show you how our Store-Level Enabled data, paired with distribution and velocity measures, can work for your business.

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

