

HOW ANALYTIC REPORTING HELPED A GLOBAL BEAUTY BRAND AMP UP SALES

THE BUSINESS CHALLENGE

A strong sales team can be a critical cog in a resilient brand, especially one that spans multiple, diverse regions. When sales and market share are down, for instance, the C-suite often looks to its sales team—the front-line personnel—to figure out why. But feedback from the front line isn't always sufficient. The picture painted can be incomplete, lacking crucial colors. That's when our clients turn to us for our perspective.

In this particular case, our client, a leading beauty manufacturer and licensor, was losing share in a growing market—never a good sign.

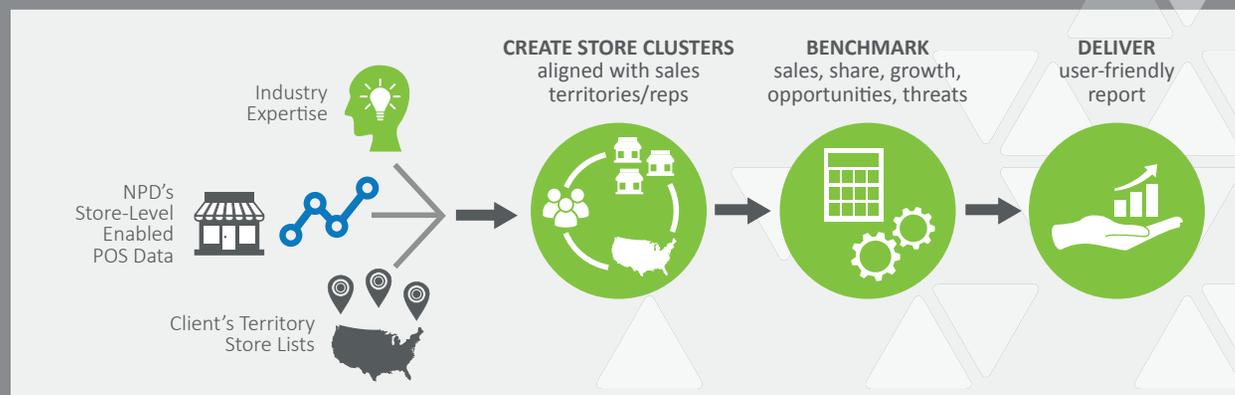
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HOW WE HELPED

Our **analytic reporting** solution was the right approach to help this manufacturer understand and resolve its share loss. Pairing our client's territory store lists with our Store-Level Enabled point-of-sale (POS) data, we created store clusters that aligned perfectly with each sales territory and each corresponding sales representative. Territory by territory, we benchmarked sales, share, and growth, and identified opportunities, competitive threats, and local market dynamics. As part of the process, we also augmented our POS data with detailed census information to create geo-demographic profiles for each territory.

HOW IT WORKS



This is an illustrative case study, inspired by our actual work with clients, but fictionalized to protect client confidentiality.

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WHAT WE FOUND

Our report established that our client's brands were underperforming in multicultural territories, indicating a need for more effective outreach to specific groups. It was clear, as well, that certain key competitors were expanding their distribution, a point we highlighted when identifying territory-specific threats. Something else curious caught our eye when we mapped this information.

The farther away a territory was from our client's corporate home base, the poorer their brands performed relative to the competition.

NPD'S ANALYTIC SOLUTIONS GROUP

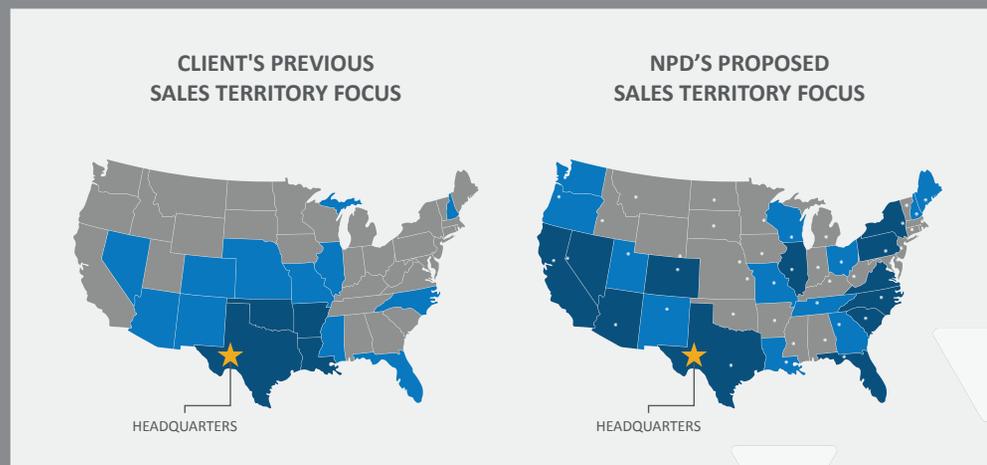
NPD's Analytic Solutions Group includes a team of senior leaders with extensive experience developing and delivering analytic solutions that address strategic marketing, sales, and planning issues. By investing in its information infrastructure and establishing new retailer partnerships, NPD now collects and delivers more granular information. And by combining its unique data assets and industry expertise with state-of-the-discipline research techniques and proprietary solutions, NPD is equipped to answer clients' most pressing business questions.

WHAT WE RECOMMENDED

We advised our client to concentrate its investment on two niche brands in territories with a higher penetration of urban markets (which were also tourist destinations). In two ethnically diverse territories, we recommended adding in-aisle and on-counter collateral aimed at driving engagement through communication, and suggested investing in a more sophisticated training program for counter associates and beauty experts.

We also inquired about the "distance-to-corporate" phenomenon and suggested that despite the long haul, it would benefit our client to visit those territories more frequently. Finally, we delivered the information in a simple, straightforward report and made it accessible to management at corporate headquarters and salespeople in the field.

The result? Our client transformed its approach to sales, which contributed to a double-digit increase in sales in lagging markets over the next two fiscal periods.



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