

# HOW THE NPD GROUP AND MOBEE IDENTIFIED A \$40+ MM REVENUE OPPORTUNITY FOR GOPRO THROUGH IN-STORE DISPLAY COMPLIANCE ANALYSIS

## THE BUSINESS CHALLENGE

### GoPro In-Store Display



Without Box

With Box

GoPro, a leading consumer electronics brand and maker of world-class cameras, invests heavily in merchandising its products through specialized in-store displays across thousands of retailer locations. GoPro counts on these displays to connect with consumers. And in order to maximize their intended impact, these displays need to be **fully executed** and **fully functional**.

Unfortunately, maintaining full compliance of in-store displays is a challenge all brands face; broken and incomplete displays are a fact of life in retail. But when GoPro’s brand team visited several retailers, the state of its in-store displays were cause for concern. The team observed consistent problems:

- a) Retailers were not installing acrylic security boxes, resulting in incomplete or disorganized displays.
- b) Television monitors meant to stream GoPro content were often broken.
- c) Some display lights, designed to draw attention to products within the display, were turned off.

Although GoPro shared these concerns with retailers, it needed a more compelling way to generate buy-in from retail partners. Its team sought to produce a credible, trustworthy estimate of sales dollars lost as a result of incomplete compliance.

To do this, GoPro needed to fully **track the degree of non-compliance** in specific stores, and then tie those non-compliant stores to **sell-through rates**.

GoPro turned to Mobee and NPD for help.

## HOW WE HELPED

Our partners at Mobee, via their MobeeApp, created a systemic, in-store program using the power of the crowd to capture offline data and images about the “health” of GoPro’s display—across the mass merchandise, electronics, mobile, and sports retailer categories. Their weekly mission: snap photos and answer a brief survey about GoPro displays in each store. Meanwhile, our team compiled point-of-sale (POS) data for **the same stores**, for the full time period the GoPro displays appeared.

We then mapped out decision trees that compared display-compliant and non-compliant stores.

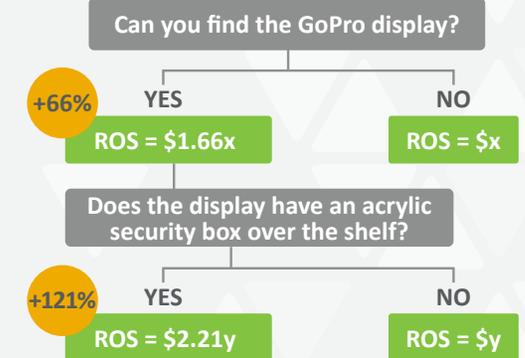
We analyzed the **rate of sales** for stores by making the following direct comparisons (holding all other factors constant):

- Acrylic Box: Yes or No
- TV Monitor: On or Off
- Display Light: On or Off

This enabled us to calculate the sales impact of non-compliance at individual retail locations.

GoPro displays with the security box performed 121% better than those without.

### Security Box Decision Tree



ROS (Rate of Sale): GoPro Dollar Sales per \$1MM Technology Sales in store.

Source: Mobee/audit data and The NPD Group/Retail Tracking Service



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## THE OUTCOME

Working in partnership with Mobee, we found a strong correlation between in-store merchandising compliance and GoPro product sales (all other factors being equal). Specifically, we identified the **mass merchandise** channel as the greatest opportunity for compliance improvement, translating to more than \$40 million in potential sales. Moreover, we identified **acrylic box** use as the biggest driver of incremental sales.

We worked with GoPro to take action on these findings in two important ways:

- 1 By putting a dollar value behind a broken display screen or missing acrylic box, we've equipped GoPro with the **upside potential** for retailers to fix these issues, and a research-backed strategy to persuade them to fully implement and maintain GoPro displays.
- 2 GoPro is using the results to optimize future in-store marketing initiatives. Its brand team will be making more data-driven decisions on **which types** of displays are right for **specific retailers** and **stores**. Furthermore, when designing displays for these stores, GoPro now knows **which elements** of display are critical for success.

## ABOUT 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.

## ABOUT MOBEE

Mobee is an offline data and insights platform that uses crowdsourcing to collect, organize, and analyze casual, in-store data at scale. Mobee deploys custom "missions" to collect thousands of data points and photos via its mobile app, and delivers real-time analytics and insights to its enterprise call business intelligence dashboard. Geo-fencing, persona-based alerts, and data integration with customer workflows streamline store operations, and improve the performance of merchandising and marketing tactics.

## LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).