

SCINTILLA CASE STUDY



Chobani®



Inspire
2025

This case study was shared live at Walmart Data Ventures Inspire Event, October 29, 2025.

Reimagining Retail Media: Performance Powered by Scintilla Insights

Overview

For its 2025 media strategy, Chobani adopted a proactive, data-driven approach. The team used real-time shopper insights to better understand and engage the Walmart shopper. By embedding Scintilla insights into regular business reviews with Walmart Connect, the team refined its targeting and optimized cross-platform strategies. They also aligned media plans for both performance and long-term growth. The results included growth in total category buyers and 1.3 million net new shoppers—clear evidence that data-led planning drives measurable impact.

Key Takeaways

- 1 Lead with data: Use real-time shopper behavior insights via Scintilla to guide strategy and refine audience targeting
- 2 Partner on performance with Walmart Connect: Embedding Scintilla insights into regular business reviews keeps your brand strategy agile and aligned to real-time results and long-term goals
- 3 Think full-funnel: Don't stop at conversion. A successful media plan should recruit new shoppers, retain loyal ones, and win back those who've lapsed—maximizing value across the entire shopper journey.



Shanteria Jones

Chobani
Director, Shopper Marketing



Krista Peccatiello

Walmart Connect
Senior Partner Manager

**By integrating Scintilla
within our media strategy,
we've been able to deliver
greater business outcomes.**

Shanteria Jones
Chobani
Director, Shopper Marketing



The Opportunity



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Reimagine Retail Media to Drive Category Growth

Chobani isn't just a brand—it's a story. To help them develop a plan that sustained category growth at Walmart and unlock new shopper opportunities, their team wanted to understand what's top of mind for Walmart customers when they think of Chobani.

category driver

innovative

greek yogurt

flavorful

only natural

future forward

creamer

fast growing

delicious

oatmilk

founder led

trailblazer

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Performance-Driven Media Activations via Shopper Insights

They set out to reimagine their Walmart Connect partnership as a catalyst for growth—leveraging Scintilla insights to drive larger baskets, increase incremental purchases, and create new day parts within their portfolio.



Are they effectively **recruiting** and **retaining** shoppers at Walmart?



How can they **leverage** **Scintilla** to track performance and optimize strategies that drive impact?



Where can they strategically activate Chobani's media to **drive meaningful purchase behavior** and **long-term growth**?

The Approach

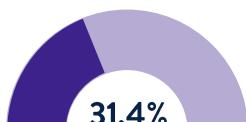
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Go Beyond the Surface to Uncover Opportunity in First-Party Data

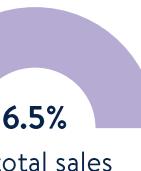
Shopper Behavior reports provided a deeper understanding of key areas on which to focus.

Shop Across Time

New Buyers



Lapsed Buyers



Switching

Cat. New/Lapsed Buyers

Gains \$1.45M
Losses \$880.87K
Net Difference \$573.51K

Cat. Expansion/Contraction

Gains \$56.88M
Losses \$36.4M
Net Difference \$20.48M

Group Switching

Gains \$30.84M
Losses \$25.79M
Net Difference \$5.04M

Over-Index: Supplier A- 158

Under-Index: Supplier B- 86

Performance in Detail

	Frequency of Purchase	Customer Penetration
Total Chobani	↑	↓
Price Sensitive	↑	↑
Mid-Market	↑	↑
Upper-Market	↑	↓

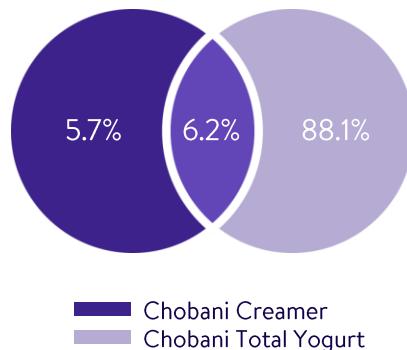
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Connect with High-Intent Shoppers at Walmart

To refine their targeting even further for specific attributes, like loyalty and price sensitivity, they continued in **Shopper Behavior** alongside **Insights Activation** and **Digital Landscapes**. This discovery led to clear opportunities that could help accelerate performance.

Audience Insights

Leveraged **Cross-Shop and Basket Analysis** to identify opportunities and inform targeting decisions



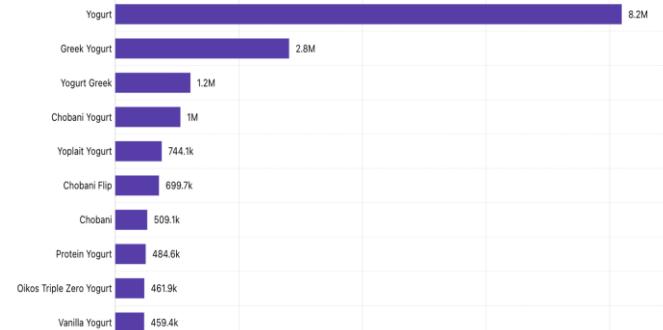
Precision Targeting

Uplevelled audience targeting through **Insights Activation** to reach customers based on deeper shopper behaviors

- Brand Loyalty**
Customers who are or aren't loyal to your products compared to your competitors
- Channel Shoppers**
Customers who make purchases through specific shopping channels at Walmart
- Cross-shoppers**
Customers who have purchased your products but have not purchased complementary product
- Lapsed customers**
Customers who have recently stopped purchasing your products
- Loyalty Migration**
Customers whose loyalty to your products has changed
- New shoppers**
Customers who recently purchased the category or subcategory
- Price sensitivity**
Customers who are or aren't sensitive to price changes within the category

Full Omni-Integration

Incorporate new **Digital Landscapes** enhancement to identify new and trending keywords to include in Search strategy to maximize demand



The Results



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Strategic Targeting, Stronger Results, More Effective Media

Scintilla helped them pair more impactful targeting with more engaging creative to help reach the right customers with the right message at the right time.

+1.3M Net New Shoppers



Shopper Retention +1.6pts



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Unlock Opportunities, Strengthen Your Partnership, and Expand Your Reach with Scintilla

Through the key takeaways listed below, Chobani was able to not just drive performance, but reimagine what's possible with retail media.



Lead with Data

Use **real-time shopper insights** to develop and refine target audiences



Partner on Performance

Integrate Scintilla insights into regular reviews **with Walmart Connect**



Move from Awareness to Loyalty

Build activations that **recruit**, **retain**, and **reactivate** across the shopper journey

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Thank you.

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