

Walmart Luminate Case Study

American Greetings: Category Deep Dive



american greetings

Managing
the category
is complex
and requires a
high level of
partnership.



Mary Callender
Merchandising Director,
Celebrations, Walmart



Jessica Weese
Executive Director,
Walmart - American Greetings



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The opportunity: Grow in a shrinking category

Greeting cards and gift packaging is a **\$8.4B industry**.

American Greetings was eager to gain share and grow sales at Walmart—but the category was in decline year over year.

\$8.4B





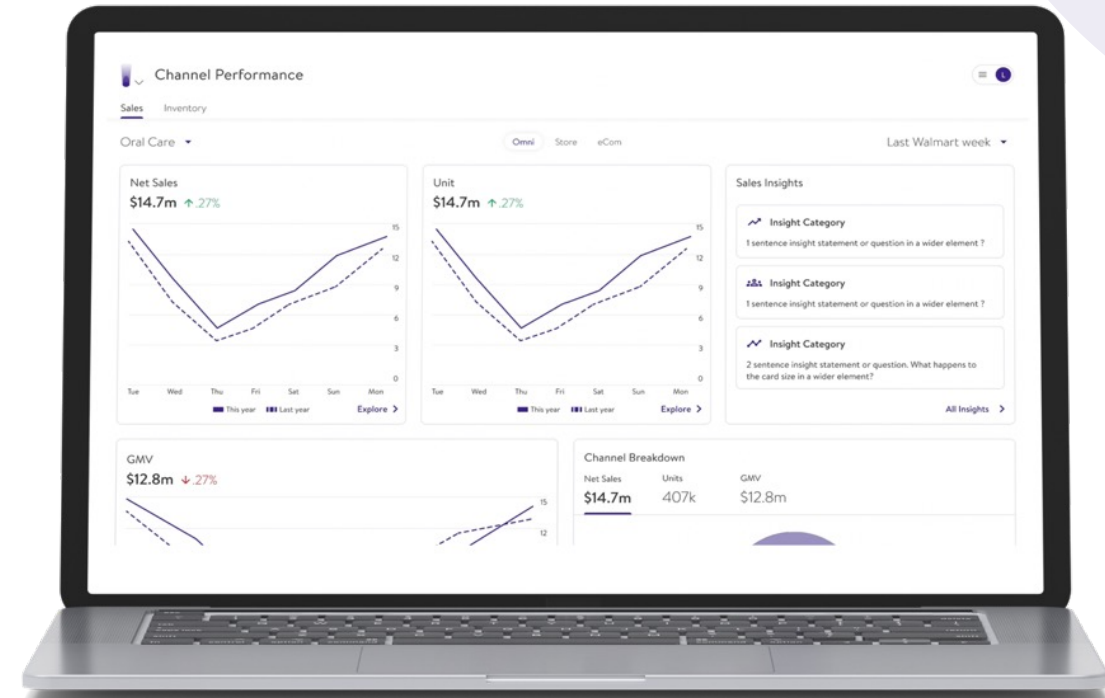
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The approach: Increased data transparency

Increasing households at Walmart is a complex goal for American Greetings. They are a Pay From Scan supplier and not on a modular, so they lacked visibility to inventory levels at stores. Plus, their assortment can include 10,000 SKUs and changes seasonally.

Walmart Luminate gave them access to data they've never experienced before with **real-time inventory feeds from Channel Performance Charter**.

This allowed American Greetings and Walmart to share the same visibility to store and SKU-level inventory. "We were singing from the same songbook," said Mary.





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The approach: Merchant deep dive

Through collaboration with their Merchant partners, American Greetings was able to delve into industry information, shopper research, and POS analysis—as well as Walmart-specific shopper behavior data from **Walmart Luminate**.



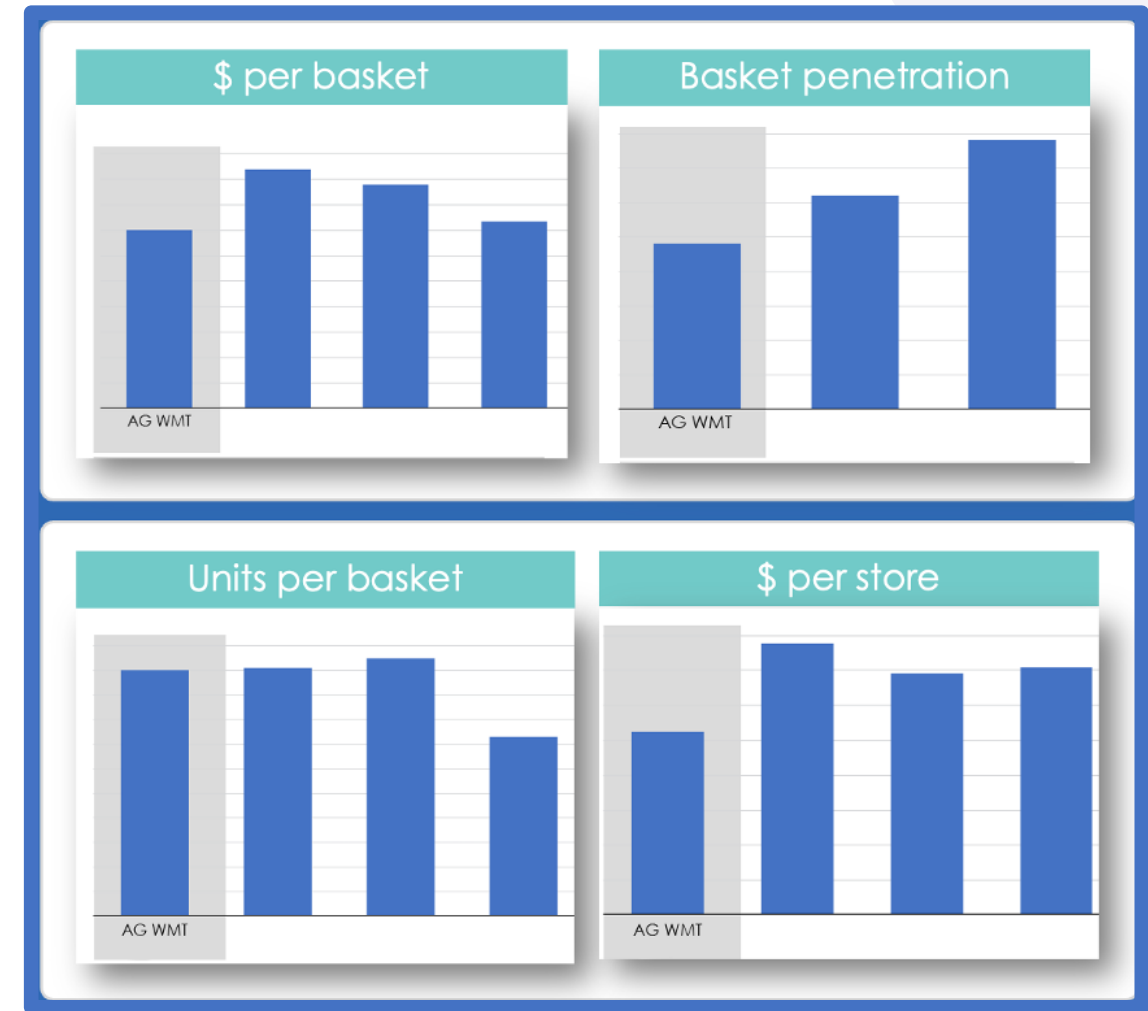
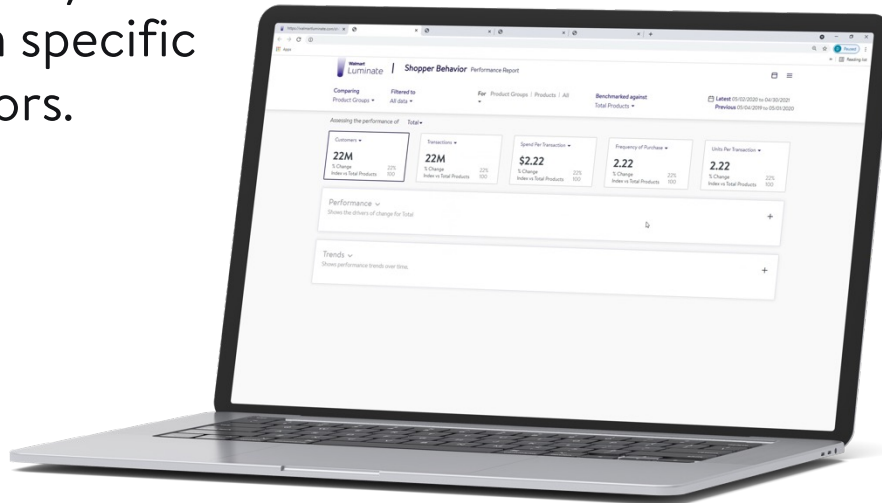


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Results: A narrowed focus

The winning combination proved to be access to key metrics in **Shopper Behavior** that illustrate the difference-drivers in market share—and elimination of paths that weren't leading to actionable insights.

Benchmarking against other retailers revealed opportunities to capture share by narrowing-in on specific shopper behaviors.



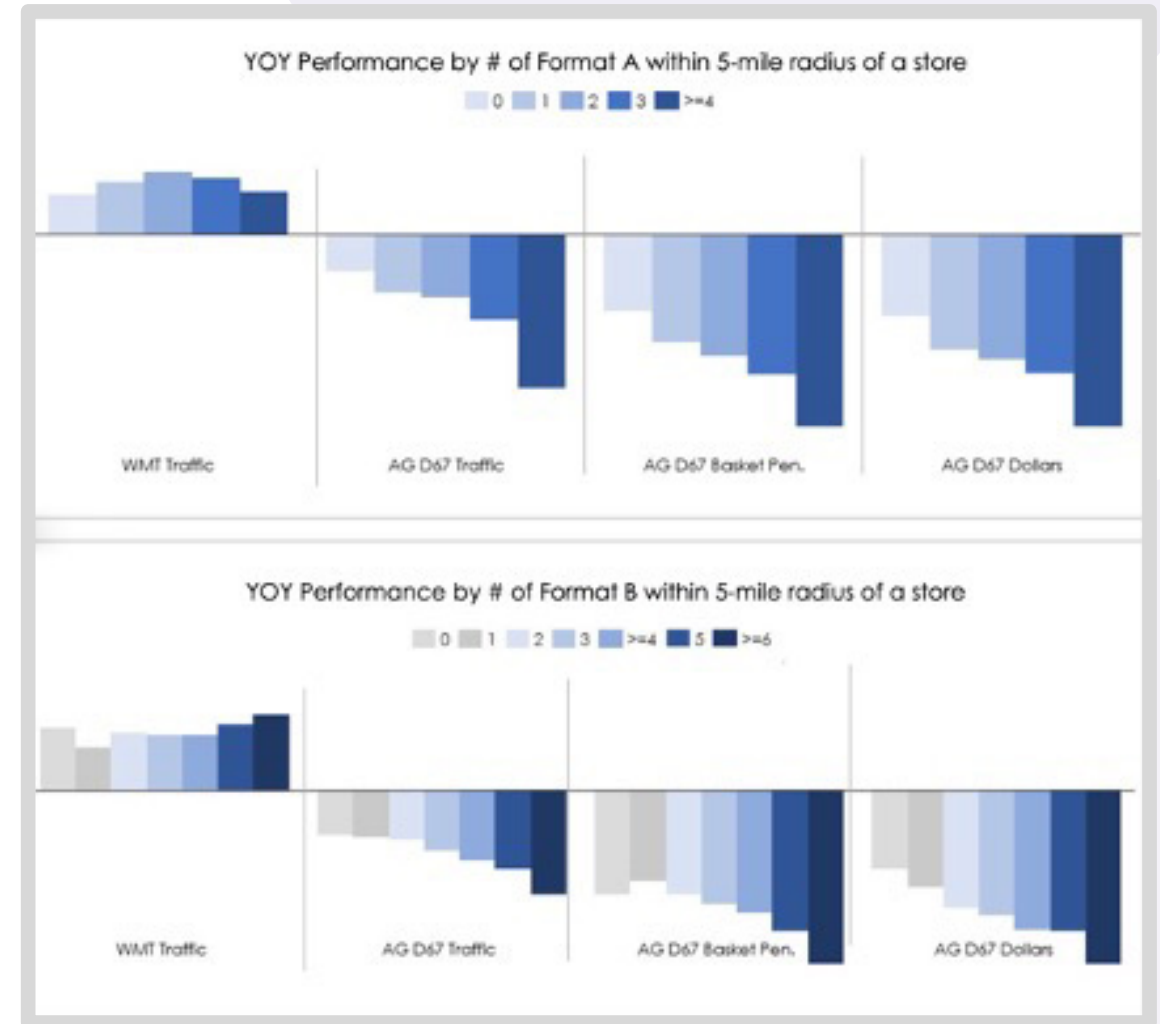


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The approach: Trend spotting

Shopper Behavior showed that Walmart traffic trends tend to be consistent, but American Greetings noticed decreased traffic, basket penetration, and dollars in some stores.

The takeaway: Time to slow leakage. When they can identify key customers, American Greetings can then target efforts to get those shoppers into the cards and gift packaging department in specific stores.





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Results: The right investments in the right places

Now armed with data and actionable insights, American Greetings can focus on where they can grow—and win.

Engaging in open and transparent conversations with their Merchant partners has already informed the rollout of a new assortment initiative. And they are eyeing other new opportunities to grow in the category, like tapping into firsthand shopper feedback in **Customer Perception** to explore how to attract Value/OPP shoppers at Walmart—and better convey the EDLP message to all Walmart shoppers.



“Walmart Luminate
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missing puzzle
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