



Scintilla completely transformed the relationship with our Walmart merchant. We can all bring big, bold ideas — grounded in category and shopper insights — into the conversation and work together to deliver an exciting, relevant assortment for Walmart customers.

- Susanna Valerius, Vice President of Sales Strategy | DUDE Wipes



The ability to reach our target audience and hear directly from Walmart shoppers to bring their voice into the earliest stages of innovation is invaluable. It's not just product feedback — it's insight-driven collaboration that fuels smarter, faster decisions with confidence we wouldn't have otherwise.

- Susanna Valerius, Vice President of Sales Strategy | **DUDE Wipes**



Scintilla Case Study: DUDE Wipes

Taking a fresh approach to product innovation with Scintilla

Founded in a Chicago apartment in 2010 by childhood friends Sean Riley, Brian Wilkin, Ryan Meegan, and Jeff Klimkowski, the brand went on to secure an investment on ABC's Shark Tank in 2015, and in 2017, Walmart selected DUDE Wipes for nationwide distribution as part of its Open Call program. Today, DUDE Wipes has 20+ items across six departments sold on Walmart.com and in Walmart stores throughout the country.

Since subscribing to Scintilla last year, DUDE Wipes has gained unique visibility into aggregated customer trends to help inform their retail strategy and transformed the way they collaborate with their Walmart merchant. They've gone "all in" on data and insights, enabling more informed decision making and ways to validate new growth opportunities. One notable example of this is the recent launch of Lil' Dude Wipes.



Scintilla Case Study: DUDE Wipes

The opportunity: Launch in a new category with Scintilla



When their merchant first approached DUDE Wipes with the idea to launch a flushable baby wipe, their team used Scintilla to further explore the opportunity and understand the unique customer needs in this new category.



Shopper Behavior



Customer Perception

Scintilla Case Study: DUDE Wipes

The approach: Dig into the data to understand what customers really need

DUDE Wipes used Shopper Behavior and Customer Perception to verify the opportunity and better understand purchase drivers ahead of launching their new product.



Shopper Behavior

- Customers who purchase wipes often cross-shop across multiple categories—baby, toddler, and even adult wipes
- Performance in Detail revealed DUDE Wipes attracted younger, higher income shoppers and Sponsored Brands confirmed many of them were also purchasing baby wipes
- Basket analysis revealed that baby and toddler wipes are 3x more likely to appear in a basket with DUDE Wipes than in the average basket



Customer Perception

- Surveyed verified customers to understand general sentiment around DUDE Wipes within the baby wipe category
- While developing the new product, surveyed shoppers about key purchasing drivers, including pricing, pack size, scent, and formula ingredients, and even shared early concepts of product packaging to gauge customer reception

Scintilla Case Study: DUDE Wipes

The results: Lil' Dudes

Now available exclusively on Walmart.com and in 4,000+ stores nationwide, Lil' DUDE Wipes made its debut on digital and physical shelves in June 2025.



That's not all — DUDE Wipes is already leveraging Scintilla to evaluate performance, gather feedback from customers, and vet new product expansion opportunities in categories they currently operate in, including camping, and brand-new categories, like adult incontinence.