

SCINTILLA CASE STUDY

The Fiskars logo is displayed in orange, bold, sans-serif capital letters. A registered trademark symbol (®) is located at the top right of the word. The logo is centered within a white rounded rectangle.

FISKARS®

The Inspire 2025 logo features the word "Inspire" in a large, white, sans-serif font. Below it, the year "2025" is written in a smaller, white, sans-serif font. The entire logo is centered on the slide.

Inspire
2025

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

Omni-Excellence:

Unlocking Ship-to-Home Potential at Walmart

Overview

Fiskars observed a decline in their Ship-to-Home (S2H) performance at Walmart and collaborated closely with their merchant to investigate the issue. By leveraging multiple Scintilla modules, they uncovered key challenges—including missing products and inefficiencies in shipping methods. These insights guided targeted improvements in online assortment and expanded delivery options. As a result of the improvements, more customers were able to discover and purchase Fiskars products online at Walmart, driving greater visibility and stronger digital performance.



Bailey Craig

Fiskars

Business Development Manager–eCommerce

Key Takeaways

- 1 A strategic combination of Scintilla tools revealed critical gaps in online assortment and fulfillment approaches
- 2 Scintilla insights enabled a more collaborative and strategic relationship between Fiskars and their merchant, driving the expansion of their digital assortment
- 3 Scintilla provided strategic insights that led to measurable growth in S2H and increased digital penetration

“
**Scintilla helped us to grow
gross merchandise value
by 82%, which also lifted
the category as a whole
by 34%.**

Craig Bailey

Fiskars

Business Development Manager-eCommerce



The Opportunity

FISKARS® Scintilla Case Study: Fiskars

Grow Digital Penetration Within the Walmart Ecosystem

To achieve this, Fiskars wanted a complete view of their digital landscape.



Scintilla helped answer their questions all in one place



Digital Landscapes



Channel Performance



Shopper Behavior



Customer Perception

The Approach

FISKARS® Scintilla Case Study: Fiskars

Collected Insights from Four Scintilla Modules

Fiskars used the following Scintilla modules to harness Walmart’s first-party data, structuring their analysis to uncover insights and drive growth in their S2H performance.



Digital Landscapes

Identified customer reach



Channel Performance

Analyzed Fiskars across all departments



Shopper Behavior

Analyzed Fiskars vs. the rest of the Walmart category



Customer Perception

Gathered customers feedback on how the consumer shopped the category

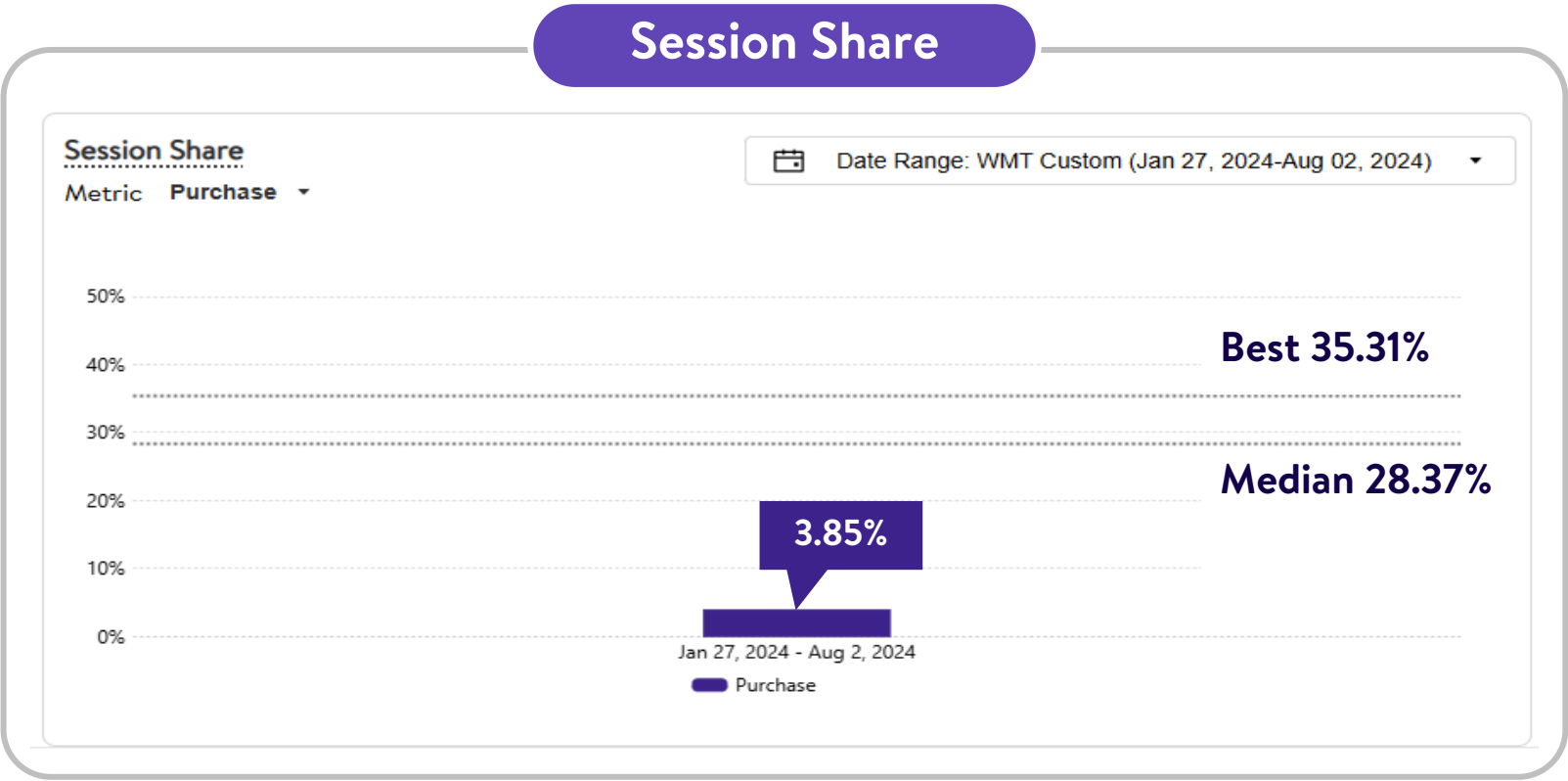
FISKARS® Scintilla Case Study: Fiskars

Identify Customer Reach



Digital Landscapes

Fiskars turned to **Digital Landscapes** to assess customer reach and online performance. Session Share insights showed Fiskars was trailing the category in online purchases, prompting a deeper analysis of assortment and fulfillment strategies to uncover growth opportunities.



FISKARS® Scintilla Case Study: Fiskars
Analyze Catalog Performance

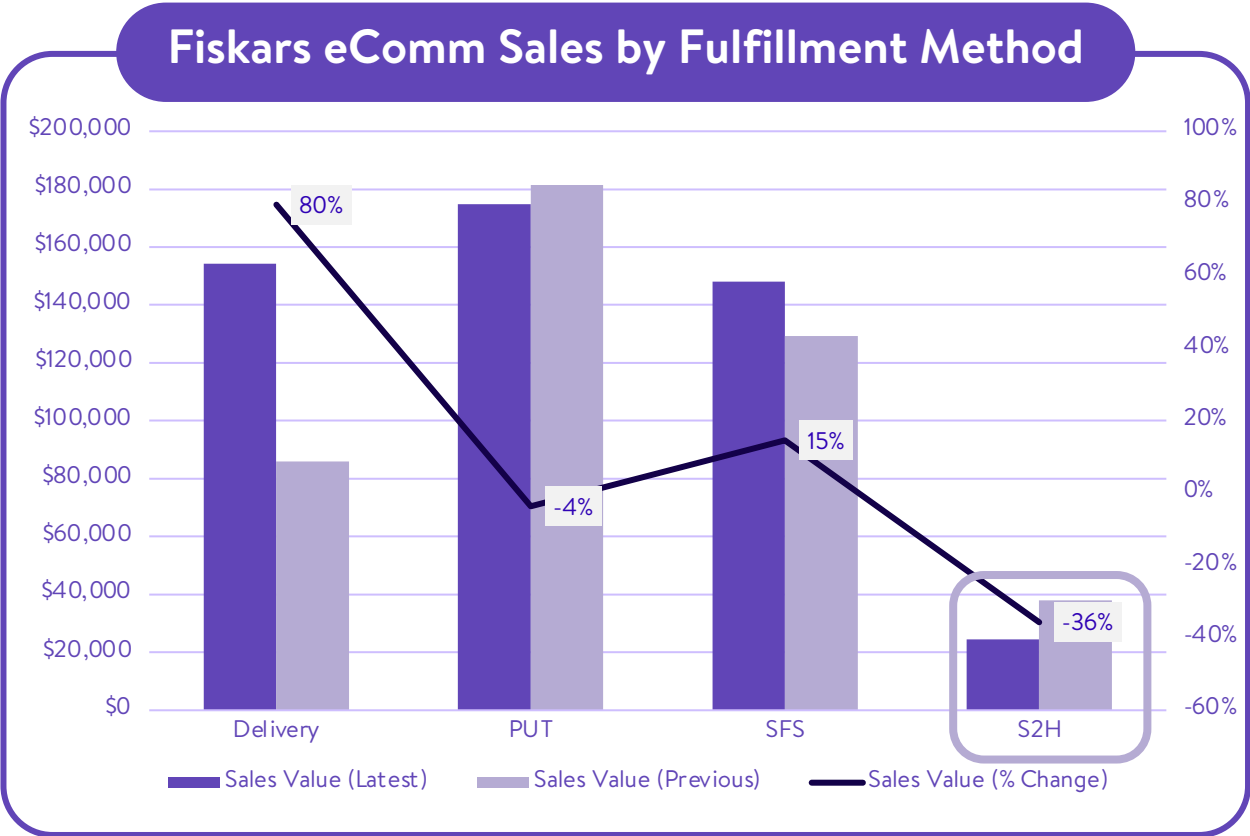


Through **Channel Performance**, Fiskars identified that only 30% of shared items in the fulfillment center (FC) were eligible for S2H, meaning most orders were fulfilled from store inventory instead of the FC.

Fiskars was down in S2H -36%
YoY 1H FYE 25

Key driver S2H
due to FC inventory being down

S2H transferred to Delivery
1H FYE25

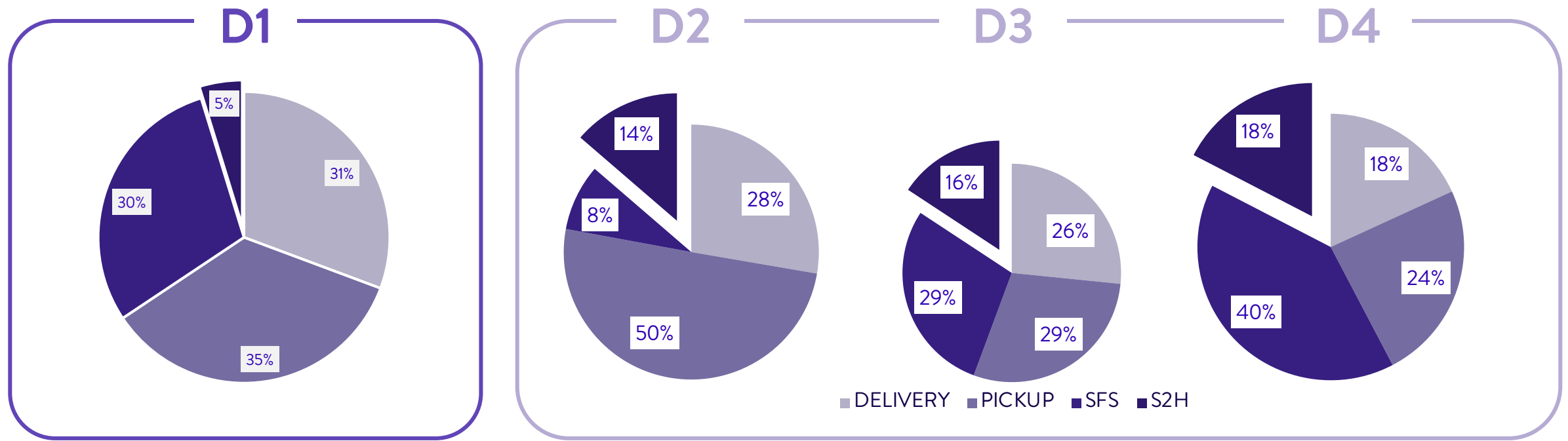


FISKARS® Scintilla Case Study: Fiskars

Analyze Performance Across Departments



Fiskars continued their analysis within **Channel Performance** to reveal that S2H was 2x larger in other departments than in D1, confirming the issue was department-specific, not a broader Walmart challenge.



Compared to other departments, S2H accounted for +14% in all other areas

FISKARS® Scintilla Case Study: Fiskars

Compare Fiskars' Performance to the Rest of the Category



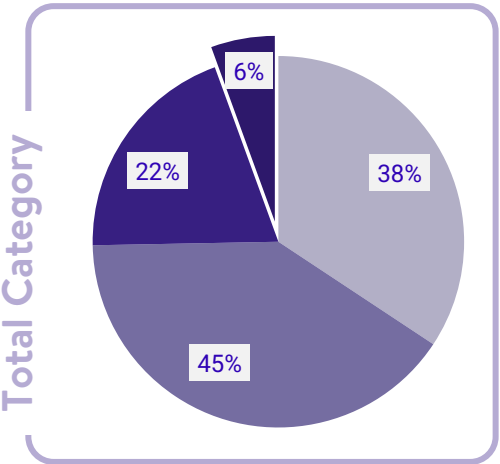
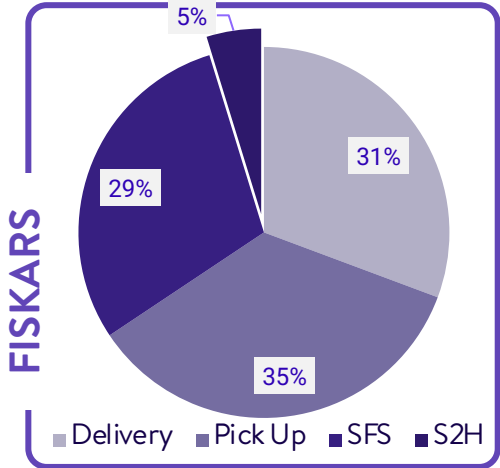
They also used the **Shopper Behavior** Performance in Detail (PID) report to confirm an opportunity to grow their S2H business.

The Category was up **27%** for S2H YoY.

Total Category for S2H accounted for **6%** of the fulfillment mix, while Fiskars S2H accounted for only **5%**.

Fiskars was dragging the category down for S2H.

2/3/24 – 8/2/24		
S2H Analysis Level	Item Name	Sales Value (% Change)
Product Groups	All Other	33.7%
Product Groups	Fiskars	-35.7%
Product Groups	Competition 1	5.4%
Total		27.4%



FISKARS® Scintilla Case Study: Fiskars

Speak Directly with Walmart Shoppers



Customer
Perception

As the last step in their data collection efforts, Fiskars turned to **Customer Perception** to gather direct feedback from the Walmart Customer Spark Community.

They explored key questions to better understand their **online shopper journey**, including:



Is the customer shopping our product online?



Why are they shopping online?



Can they find us online?



Is our content converting customers online?

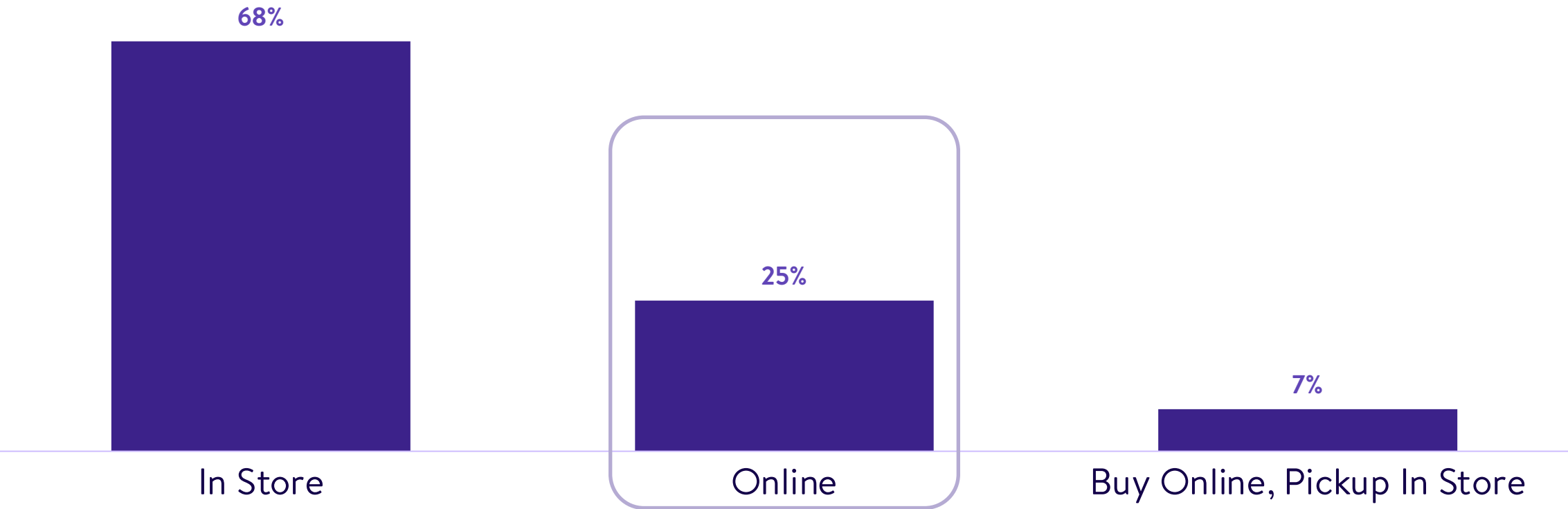
FISKARS® Scintilla Case Study: Fiskars

Question 1: How do you primarily shop for this product?



Customer Perception

While they reach many of the shoppers in-store (68%), 25% of shoppers are online.



FISKARS® Scintilla Case Study: Fiskars

Question 2: Why do you choose to buy these products online?



Customer
Perception

Walmart shoppers cited convenience and time-saving (**39%**), and product availability and selection (**33%**) as their top reasons for shopping online.

Convenience and Time-Saving 39%

- Available 24/7 (can shop anytime, day or night) – 10%
- Saves time (avoids trips to physical stores) – 10%
- Convenience of home delivery – 8%
- Avoid crowded stores/prefer to shop from home – 7%
- Easy reordering of favorite products – 4%

Product Availability and Selection 33%

- Wider selection of brands/types of products – 7%
- More product options – 7%
- Access to specific art, crafts, and sewing products not found locally – 6%
- Access to specialty or hard-to-find art, crafts, and sewing products – 5%
- Availability of larger art, crafts, and sewing products – 5%
- Don't have a local store that carries preferred products – 3%

Price and Value 14%

- Better prices/deals/discounts – 7%
- Ability to easily compare prices across retailers – 7%

Product Information and Research 14%

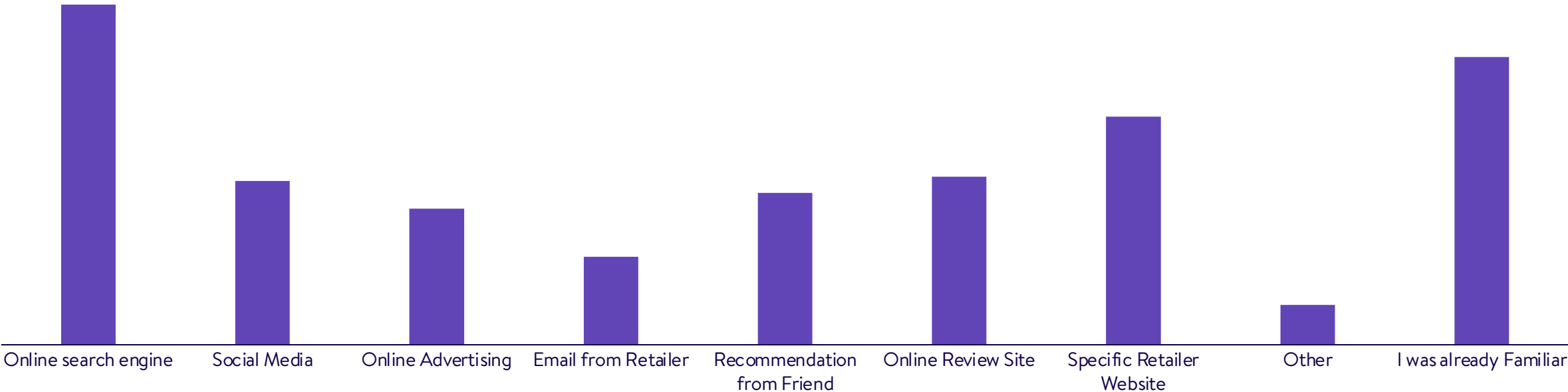
- Easier to research and compare different products – 6%
- Access to more customer reviews and ratings – 5%
- Detailed product descriptions – 3%

Question 3: How are you finding Fiskars products online?



The majority of shoppers are finding products via online search engines as well as directly on Walmart.com.

Thinking about the last time you bought products online, how did you first become aware of the product or brand you eventually purchased?

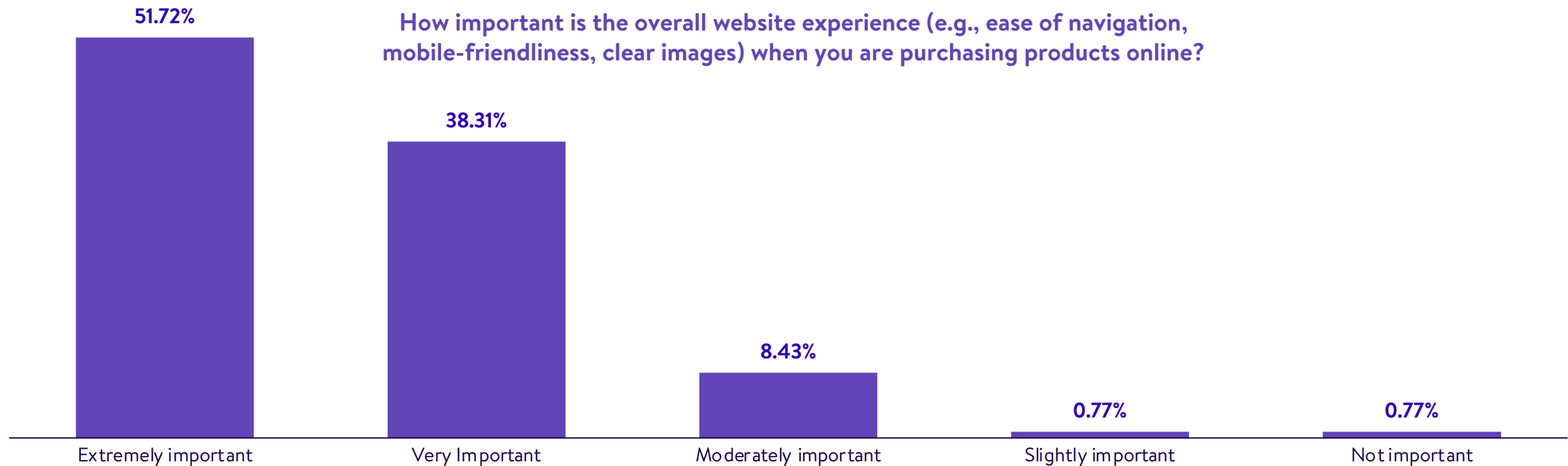


Question 4: Is Fiskars' content converting online customers?



Customer
Perception

The website experience is a critical factor driving shoppers' decisions to purchase products online.



The Results

FISKARS® Scintilla Case Study: Fiskars

Made a Recommendation to Their Merchant that Grew S2H Sales

By leveraging **Scintilla insights**, Fiskars:



Presented key findings to Walmart Merchandising Team



Partnered on increasing FC inventory slots by over 300%



Shipped to FCs to increase visibility on-site to meet the customer where they are shopping



FISKARS® Scintilla Case Study: Fiskars

Insights from Each Scintilla Module Helped Fiskars Expand S2H Sales



Digital Landscapes

Identified customer reach

Fiskars Session Share improved 102%



Channel Performance

Analyzed Fiskars across all departments

Improved GMV \$ +82%



Shopper Behavior

Analyzed Fiskars vs. the rest of the Walmart category

Driving category growth +34%



Customer Perception

Gathered customers feedback on how the consumer shopped the category

Customer feedback stated they preferred items S2H

FISKARS®

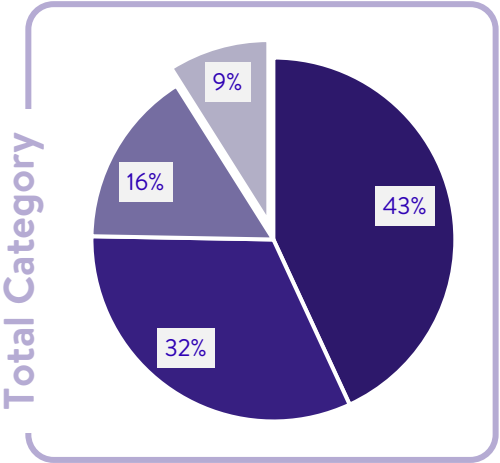
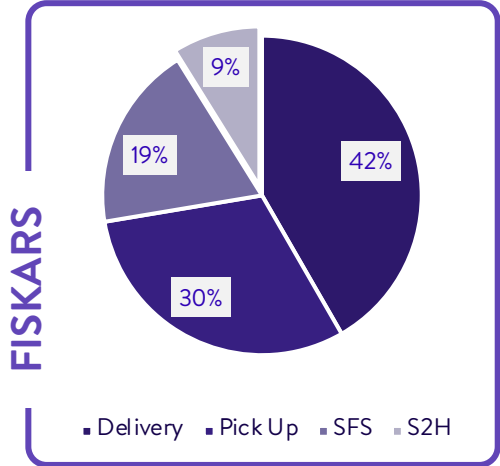
Scintilla Case Study: Fiskars

Validating the Success of their S2H Enhancements

- Using the data from Scintilla, Fiskars collaborated with Walmart to bring in all store-shared items into the FC to help meet consumers where they shop.
- The Performance In Detail reports show the category is now up 99% YoY.
- Fiskars is helping increase the S2H fulfillment for the category.
- Total S2H is 9% of the fulfillment mix; Fiskars grew from 5% fulfilled from S2H to 9%.

2/1/25 – 8/1/25 S2H

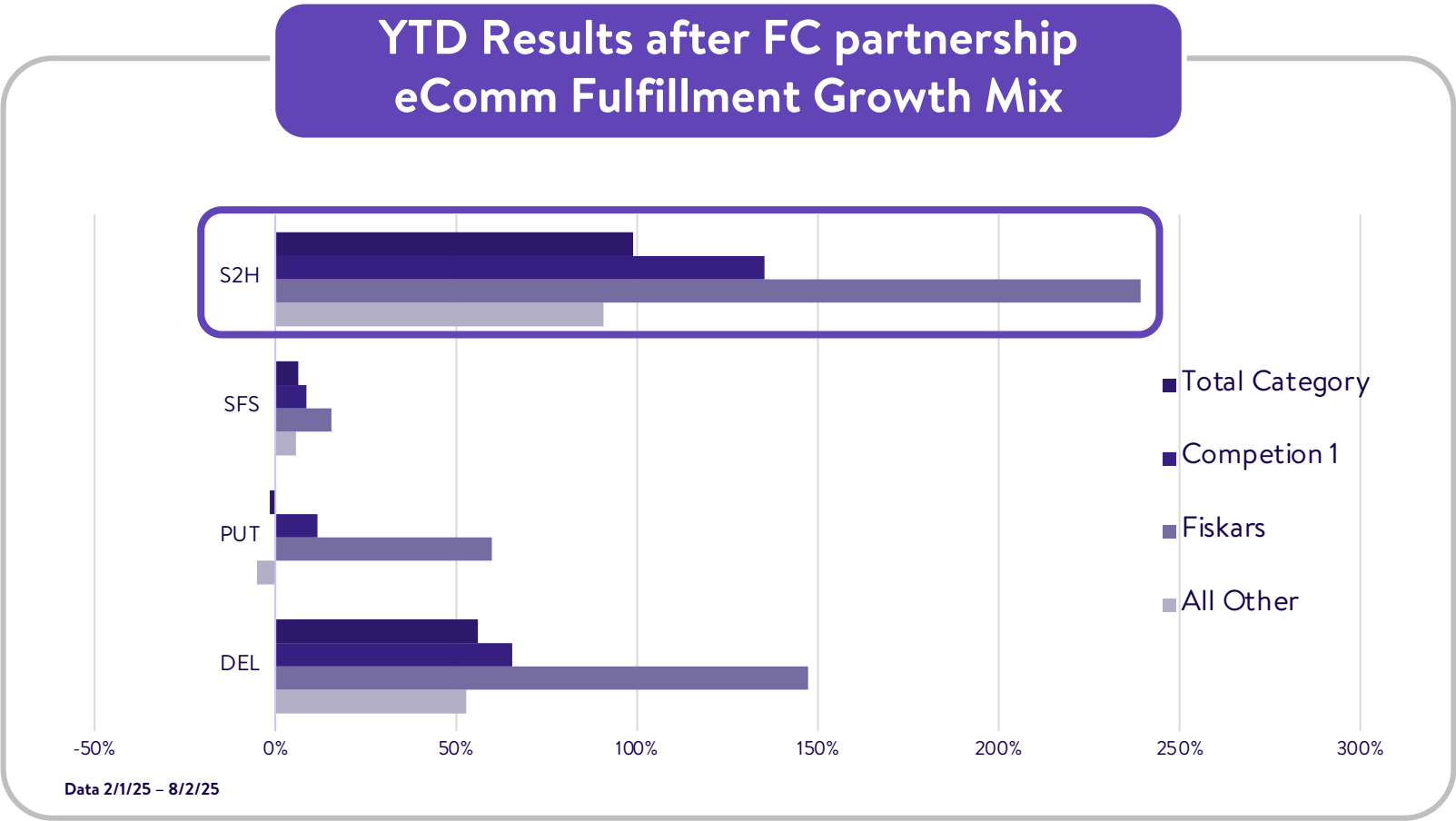
Analysis Level		Item Name	Sales Value (% Change)
Product Groups	All Other		90.7%
Product Groups	Fiskars		239.2%
Product Groups	Competition 1		135.2%
Total			98.9%



FISKARS® Scintilla Case Study: Fiskars

Executed Growth for all Channels and Brands Within their Department

Chart below shows fulfillment growth by channel from the **Shopper Behavior** PID report



SCINTILLA CASE STUDY

Thank you.



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