

Case Study | Insights in Action

Influenced: Uncovering a viral moment that boosted sales with Scintilla

When E.T. Browne noticed a dip in instock % for one of their Palmer's branded products at Walmart, they went to Scintilla for answers. By digging deeper into Channel Performance and Digital Landscapes, they discovered that online sales were being driven by an organic, viral TikTok moment.



The opportunity

E.T. Browne noticed a **dip in their inventory level** of Palmer's Cocoa Butter Firming Formula lotion at Walmart.

- This item was previously one of their lowest performers. The **surge in unexpected demand** meant they had to respond fast.
- They were unsure what was driving the product to **sell out faster than forecasting** predicted.

The insights

Insights gained from **Channel Performance Point-of-Sale data** led them to **Digital Landscapes' Daily Traffic & Source of Traffic** dashboards.

- **Channel Performance** data showed **in-stocks dipped 10-20%** in all stores, but a **lift in omni sales and items sold**.
- Additionally, over the previous weeks, **93% of Walmart stores sold at least one unit**. This was surprising as not all stores carried the item, which clued them in to online orders being a driver of the spike.
- **Digital Landscapes traced the point-of-sale data to Google search results** which correlated to a period when a TikTok influencer went viral showcasing how she uses Palmer's Cocoa Butter Firming Formula lotion.

The result

With **enhanced visibility** into what and who is driving sales increases, E.T. Browne **adjusted their forecasting and replenishment strategy**.

- They **worked closely with their Walmart merchant** to write a store-specific order for lower-inventory stores and made a **forecast adjustment** to accommodate sustained sales lift.
- As a proactive approach to shrink their response time, **E.T. Browne set threshold notifications in the Channel Performance Insights Dashboard** for immediate notifications when an anomaly occurs.
- Adjustments led to **improved forecasting and a replenishment strategy** that facilitates organically sustained, **positive sales growth**.