"It was an eye-opening experience, when using Scintilla, to hear directly from customers on how they use our products. It helped us better understand what solutions they are looking for, what matters most to them, and also, what other products would serve them best. It's given us, and our Merchant, a lot of **confidence** in making some **long-term strategic decisions.**

- **Beau Reynolds**
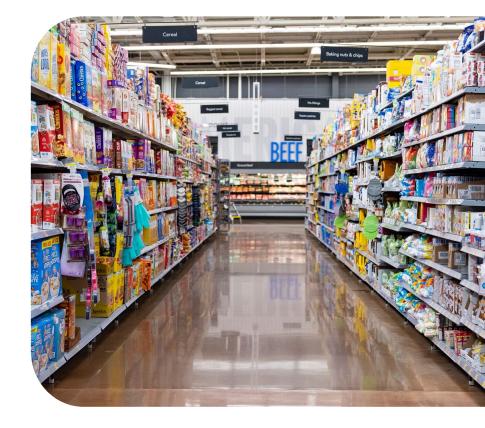Senior Manager, Product Development | **Walmart Private Brands**

Scintilla Case Study: Private Brands
The opportunity: Keep pace with the price sensitive shopper

The needs of price sensitive shoppers are constantly changing. With insights garnered from Scintilla, the Walmart Private Brand team met these customers stride for stride with a more customer-centered approach to bringing quality, cost-effective products to the aisle.

When exploring the expansion of the private brand lineup in the high-velocity dry grocery category, they leaned on Scintilla to help identify potential opportunities before making an update to the assortment.

Let's see how they did it.

Scintilla Case Study: Walmart Private Brands

The approach: Leveraging customer insights to drive confident decisions

To keep pace with shopper needs and drive confident product innovation, the team leveraged two Scintilla tools: **Shopper Behavior Assortment Deep Dive (ADD)** and **Customer Perception**.

Assortment Deep Dive

- Compared their current lineup of seven products in ADD to see the impact to the category if select products were removed

- This included potential financial impacts

Customer Perception

- Hyper-targeted surveys to previous brand buyers and known category buyers

- This helped them understand the interest level of an expanded assortment

- Reliable feedback helped determine their next steps

Scintilla Case Study: Walmart Private Brands
The results: Proactively meet shoppers with the right product at the right time

By digging into Scintilla's insights, they were able to work proactively, rather than reactively, to meet Walmart shoppers' needs. This customer-centric approach ensured they were adding the right products to the shelf at the right value.

With Scintilla, the Private Brands team was able to:

Harvest actionable data that helped **identify potential opportunities to scale their assortment**	Quickly test and validate concepts with **hyper-targeted research surveys**	Explore a hypothesis and determine the **right move forward for the category, the brand, and, most importantly, the customer**