


Walmart Luminate Case Study

Solenis: Using data for deeper conversations





We used Walmart Luminate
to have conversations with
our Merchant team to
challenge the need to delist.

Margaret Denny

Walmart Director at Solenis

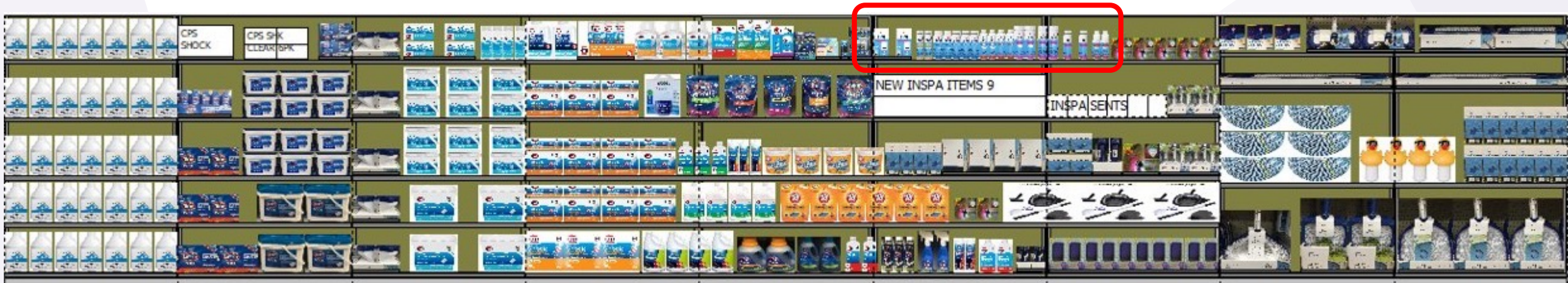


Walmart Luminate Case Study: Solenis

The opportunity: Strengthen the case to keep a product on the shelf

When HTH Spa, a Solenis brand, heard rumblings that their products might be delisted, fast action was crucial.

The US-based maker of pool and spa products fits in a uniquely seasonal space. The implications of their spa assortment being removed from shelves could be devastating. Their main modular is relatively small—about four and half feet of shelf space—but it represents almost the entirety of the brand.





Walmart Luminate Case Study: Solenis

The approach: Work with their Merchant to Leverage Walmart Luminate and avoid delisting

The first step was to turn to **Customer Perception** to hear directly from verified shoppers in the Walmart Spark Customer Community.

And it turns out, their spa customers had a lot to say. They liked the brand's affordability, availability, and the convenience of one-stop shopping at Walmart. And they indicated a high level of brand loyalty that would take them out of Walmart to purchase these products.





Walmart Luminate Case Study: Solenis

The approach: Work with their Merchant to Leverage Walmart Luminate and avoid delisting

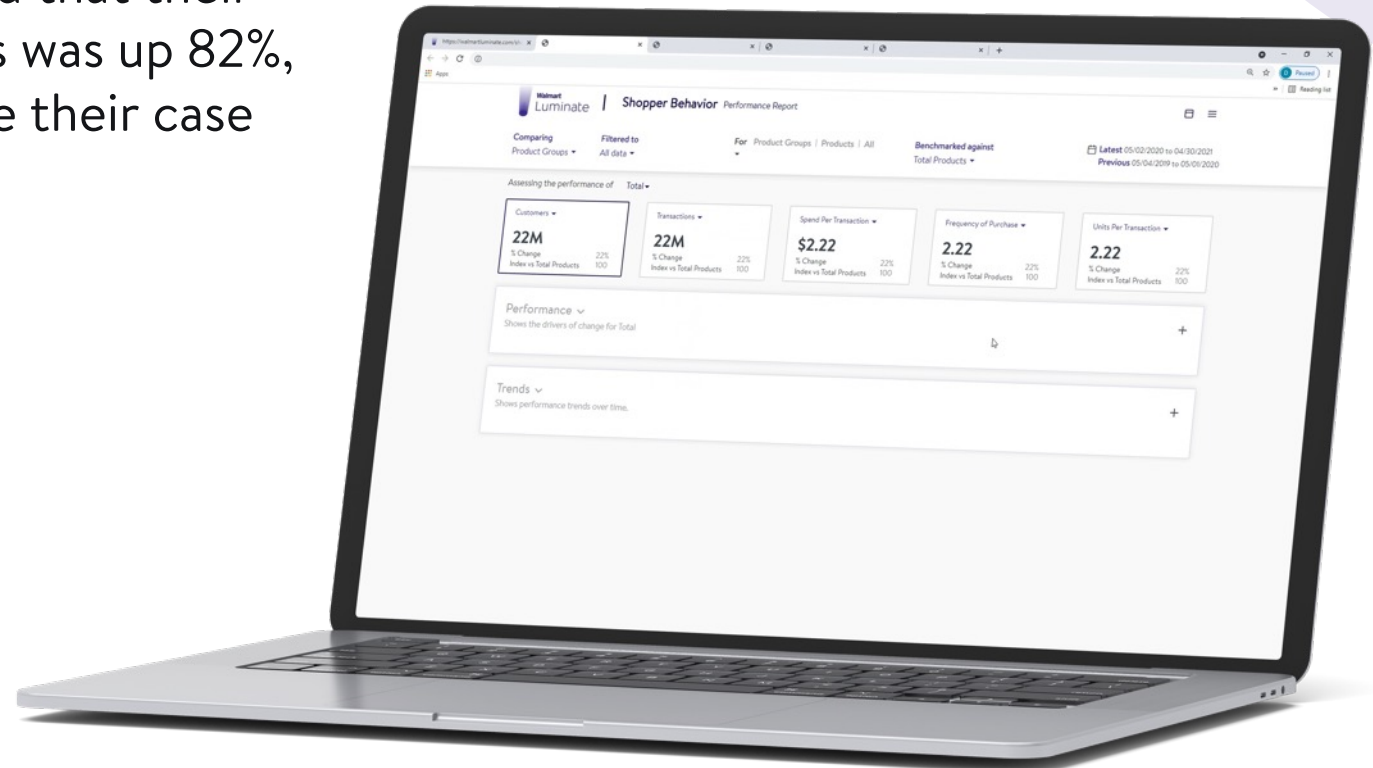
Next, Solenis and their Merchant analyzed business performance in **Shopper Behavior**. Along with the feedback gathered in **Customer Perception**, this affirmed that their assortment was performing well. Total business was up 82%, and customer share was 80%. This helped prove their case for staying on the shelf.

New items
already
16% share

Shopper Behavior

New items
driving
+68%
more
customers

Shopper Behavior



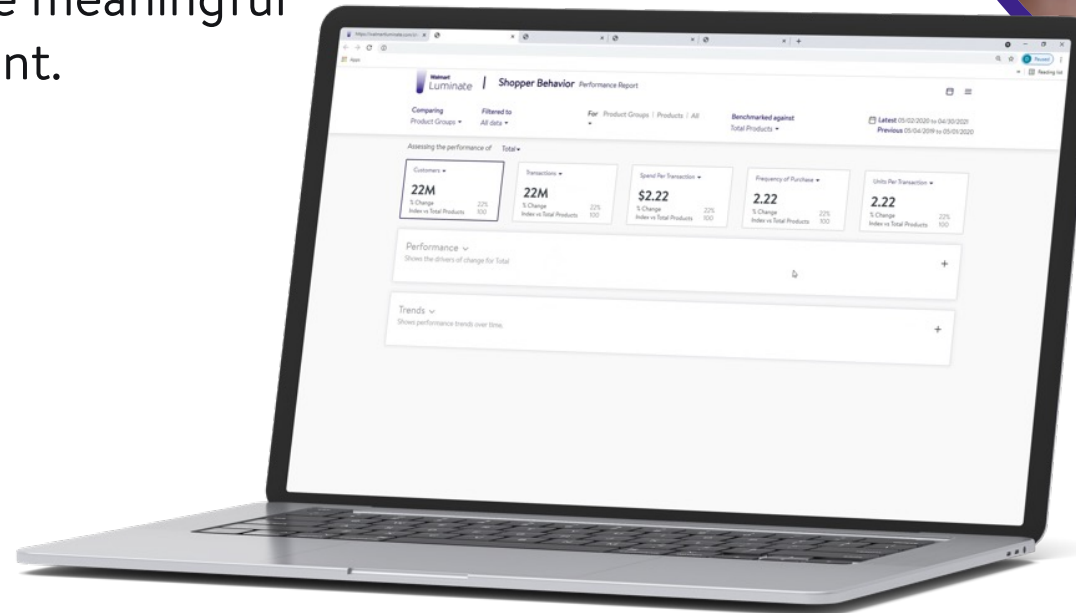


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The result: Staying on the shelf

Data gleaned from Walmart Luminate helped Solenis remain at a majority of stores, which helped save the brand—all in about one week.


Looking ahead, they will be able to utilize **Shopper Behavior** in real time to analyze performance and be better prepared to have more meaningful conversations with their Merchant.



Game time decisions

Assortment kept in majority of the Stores

Will be able to utilize Shopper Behavior in real time to analyze performance



Walmart Luminate provides a direct line to the Walmart consumer that we've never had before.

Margaret Denny

Walmart Director at Solenis