

SCINTILLA CASE STUDY



Inspire
2025

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

Looking Closer:

Unlocking Opportunity for Tom's of Maine at Walmart

Overview

The Colgate-Palmolive team started with a simple question: Who are the Walmart shoppers purchasing Tom's of Maine, and how can we connect with them more effectively? To get their answer, they turned to Scintilla. The Colgate-Palmolive category and marketing teams worked together to understand the shopping journey of those purchasing Tom's of Maine at Walmart. They then used these insights to target a specific shopper audience through Walmart Connect, which led to fresh new media audiences and stronger returns.

Key Takeaways

- 1 A deep understanding of Walmart shoppers is the foundation for delivering more targeted and high-performing strategies
- 2 Turning insights into tailored activations like customized media, attracted 35% new buyers to the brand
- 3 Growth comes from leveraging multiple Scintilla modules together, not in isolation



Jordan Moldrich

Colgate-Palmolive
Senior Manager, Omni-Customer Marketing



Keegan Ratcliff

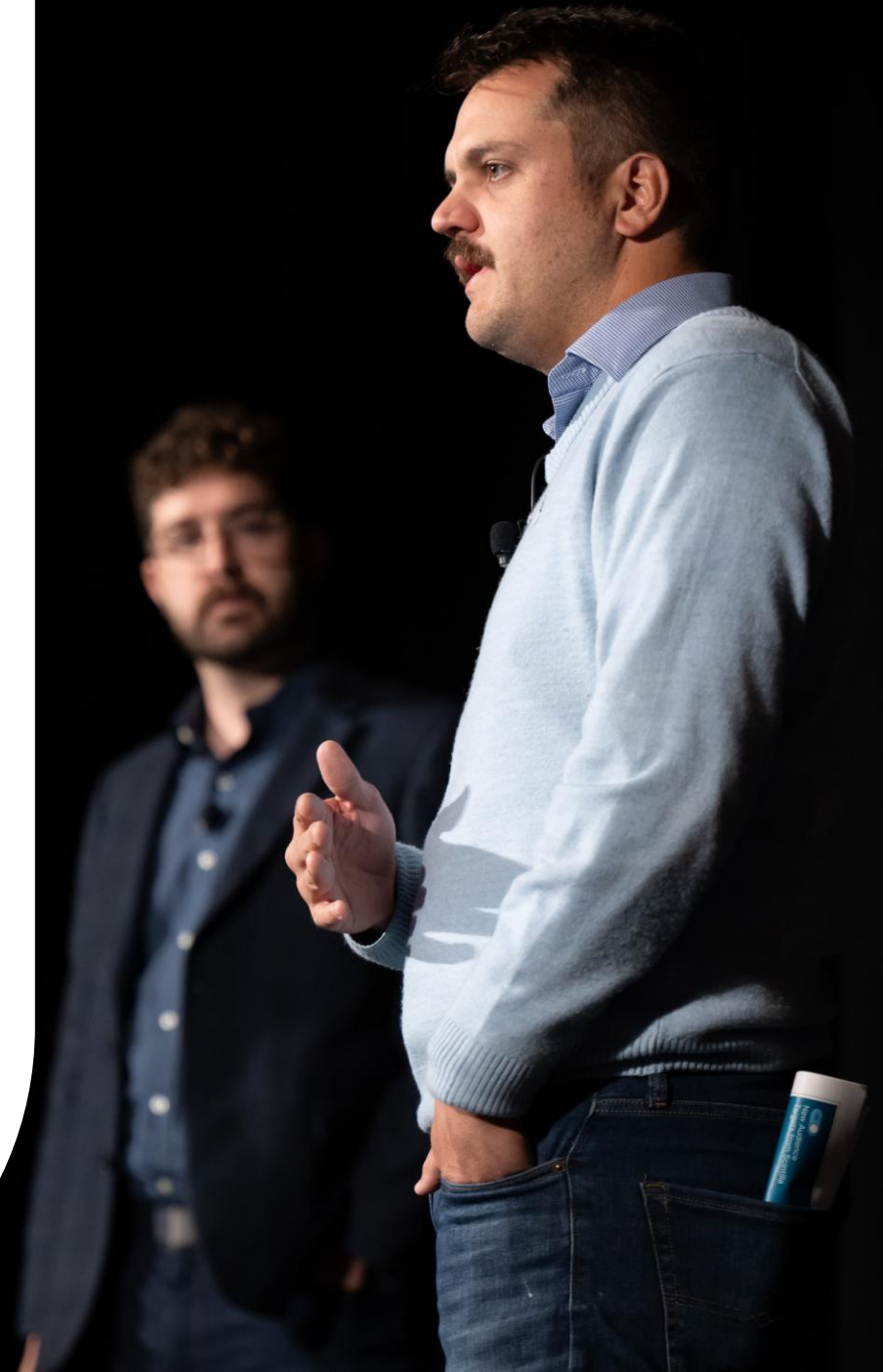
Colgate-Palmolive
Category Development Manager

**“With Insights Activation,
we built a targeted
campaign audience, 35%
of whom were new to the
Tom’s of Maine brand.”**

Jordan Moldrich

Colgate-Palmolive

Senior Manager, Omni-Customer Marketing



The Opportunity

Scintilla Has Powered Colgate-Palmolive's Collaboration and Growth at Walmart

For four years, Scintilla has helped Colgate-Palmolive teams cross-collaborate, surface hidden opportunities, and create recommendations that advance their brand goals to meet Walmart shoppers' needs.

**CATEGORY
KNOWLEDGE**
-AND-
CURIOSITY
*are the key to
unlocking opportunity*

**CROSS-FUNCTIONAL
COLLABORATION IS KEY**
to contextualizing opportunities

*What is the Business Question we are
trying to answer?*

Shift Walmart Connect Media Toward Hyper-targeted Advertising

Colgate-Palmolive thought they understood Walmart shoppers who buy Tom's of Maine, but their perspective was based on outdated retail audience data.

Macro Tom's of Maine Shopper Behavior



Previous Targeting through Retail media

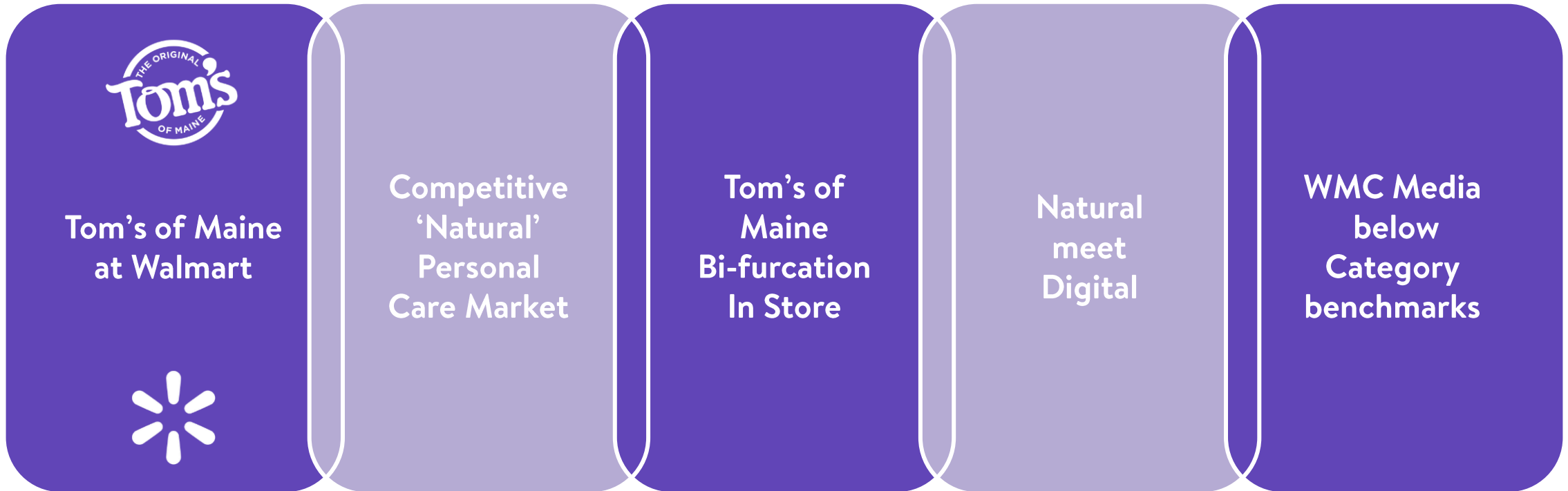
Environmentally Conscious Shoppers
Fitness Shoppers
Healthy Living Lifestyle
Good for Planet

At Walmart, there was a narrower audience...

The Approach

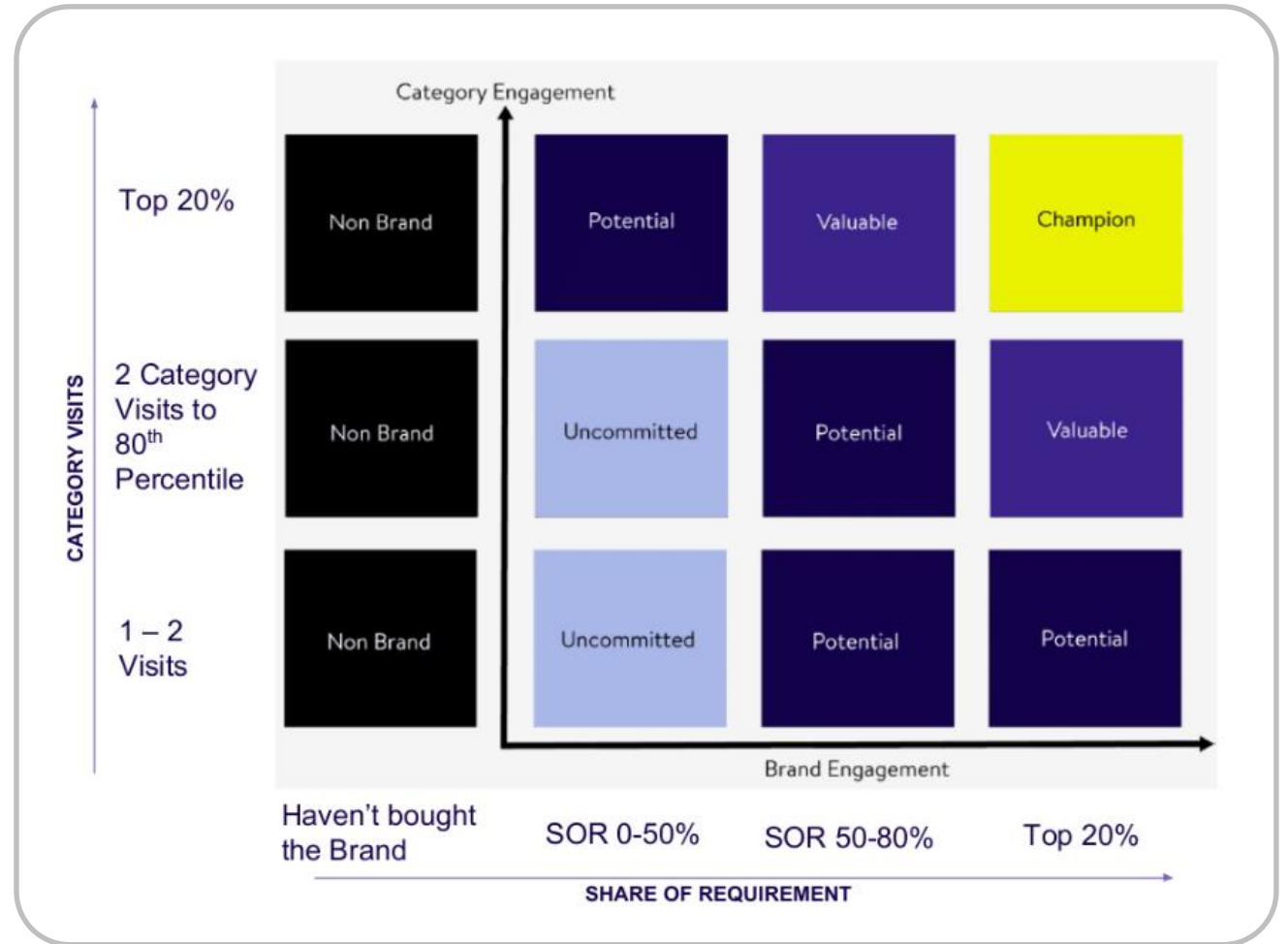
Leveraged Scintilla and Walmart Connect to Create a New Marketing Mix

Tom's of Maine's media was underperforming, showing a gap between target Walmart shoppers and who they were actually reaching. This led them to a key business question: How is the Tom's of Maine shopper behaving within Walmart?



Understand the 'why' 2.0

In **Shopper Behavior**, they also looked at the Loyalty Migration Matrix in the Best Customers Report to understand brand loyalty performance and see how their brand compared to competitors.



Scintilla insights revealed that Tom's of Maine shoppers at Walmart were different than expected. Instead of being outdoorsy, they were more health-focused, tended to be male, and cared about natural wellness. This led the team to rethink how they connect with shoppers, in stores and online.



National Shopper

Environmentally Conscious
"Outdoorsy"
Healthy Living
Good for Planet
Paramount Loyalty

VS



Walmart

Environmentally Conscious
Healthy Living

Organic Foods
Purchased with Men's Personal Care

The Results



Colgate-Palmolive

Scintilla Case Study: Colgate-Palmolive

Launched New Walmart Connect Audiences

They created new Walmart Connect audiences focused on organic food, gender-specific targeting, and separate creatives for toothpaste and deodorant.

Smell good, good
Enjoy odor & wetness protection, naturally.

[Shop now](#)



DO A LITTLE GOOD TODAY

Freshen your breath
Get a confident smile with natural toothpastes*.

[Shop now](#)

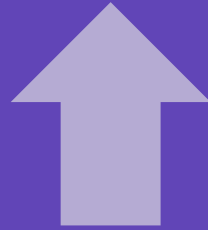


New Insights Activation Module

Marketing Metrics



Increase in ROAS

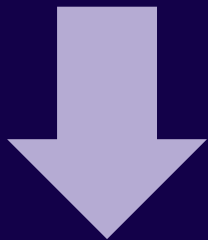


OPD Conversion

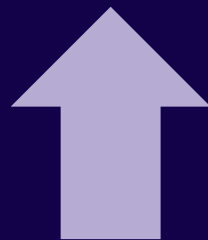


New Buyers

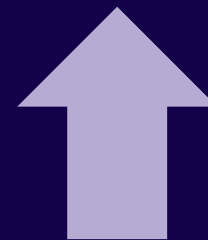
Shopper Behavior Metrics



Less Cannibalization



**Increase Toothpaste and Deodorant
Cross-Shop**



Loyalty Increases

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Thank you.

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