

## SCINTILLA CASE STUDY



**Inspire**  
2025

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



# Putting Our Best Foot Forward:

## A Reason to Believe in Foot Cream in the Foot Care Aisle

### Overview

The Gorilla Glue and O'Keeffe's team used Scintilla to gain deeper insights into foot care shoppers at Walmart and uncover the factors driving—or hindering—growth in the Foot Care aisle. By tapping into the Scintilla ecosystem, they analyzed shopper segments, purchase behaviors, and cross-shopping patterns. These findings revealed opportunities to grow customer baskets through strategic +1 product pairings. As a result, the team shared these insights with their merchant to help shape customer-centric strategies and guide new product development.

### Key Takeaways

- 1 Walmart customers are actively building foot care routines and want a convenient, one-stop shop experience when buying
- 2 Utilizing the Voice of the Customer helps anticipate what they need, expect, and want to see in the Foot Care aisle—yielding actionable ways to improve the shopping experience
- 3 Data-driven, customer-centric modular recommendations—alongside new product development—effectively support the growth of +1 basket builders and drive incremental revenue



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**We leveraged almost every report in Scintilla to show our strong category leadership as a small brand.**

**Brittney Boatman**

The Gorilla Glue & O’Keeffe’s Company  
Senior Category Insights Manager



# The Opportunity



## Scintilla Case Study: O'Keeffe's - Jumping in feet first

### Grow Their Brand Within the Foot Care Space at Walmart

Going into a Line Review, **O'Keeffe's** wanted to present their Walmart merchant with a reason to believe in maintaining or growing the foot cream space in the Foot Care aisle.



**Faced with a shrinking Foot Care space, O'Keeffe's took on the challenge of discovering:**

- Who is the Walmart foot care shopper?
- How do they shop across departments and categories?
- What is in their basket?
- How can we drive visibility and traffic to the Foot Care aisle?
- How do we provide solutions to better meet these shoppers' needs?



# The Approach



# Scintilla Case Study: O'Keeffe's - Hit the ground running

## Unlocked Insights with Scintilla to Better Serve Walmart Shoppers



### Shopper Behavior

#### Performance in Detail

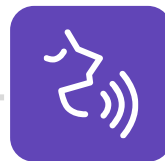
- What categories are driving and draining
- Shopper profiles
- Customer penetration

#### Cross-Shop

- How are shoppers interacting between categories and aisles

#### Basket

- What is in the shopper's basket from Foot Care



### Customer Perception

Hear directly from the **foot care shopper** in a quantitative survey with the help of Research Services



### Assortment Deep Dive

Analyze the foot assortment to find low-ranking items to help determine a productive set

Estimate incrementality and cannibalization for New Product Development (NPD)



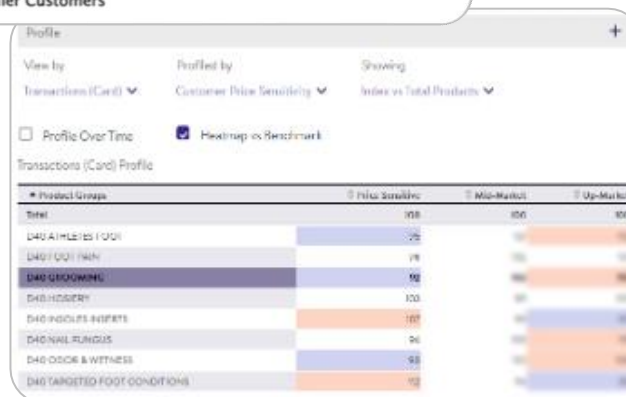
# Scintilla Case Study: O'Keeffe's - Getting their foot in the door

## Conducted a Full Foot Care Category Performance Review



### Performance and Profile

- Performance of all Walmart Foot Care Categories
- Performance of Foot Cream brands and package types
- Customer Profile of the foot care shopper



- What categories are driving and draining?
- What categories are driving customer penetration?
- Who is the core shopper of the Foot Care aisle?
- What demographic is driving growth in Foot Cream?
- What % of total growth was attributed to new Foot Cream segment shoppers?





# Scintilla Case Study: O’Keeffe’s - Getting their foot in the door

## Analyzed Performance Across all Foot Care Categories

Results showed that customers were purchasing foot creams and building a foot care regimen. They wanted a one-stop shop for all their foot care needs at Walmart.



### Cross-Shop

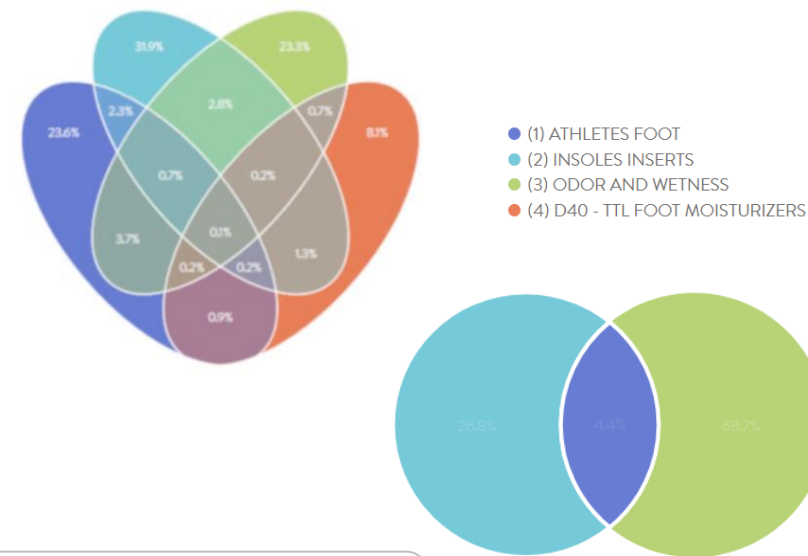
**How** they are shopping across adjacent departments and categories.

**How** they are shopping across adjacent departments and categories.

- How much cross-shop is happening between OTC Foot Creams and the other categories within the Foot Care aisle?
- Are OTC foot cream shoppers exclusive to the Foot Care aisle?

### They discovered a need for a foot cream destination.

OTC Foot Care shoppers primarily purchase within the Foot Care aisle, showing minimal cross-shopping with foot care products in the HBL aisle.



Of the customers that buy the group in each row, to what extent do they also buy the group in each column?

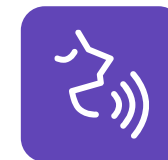
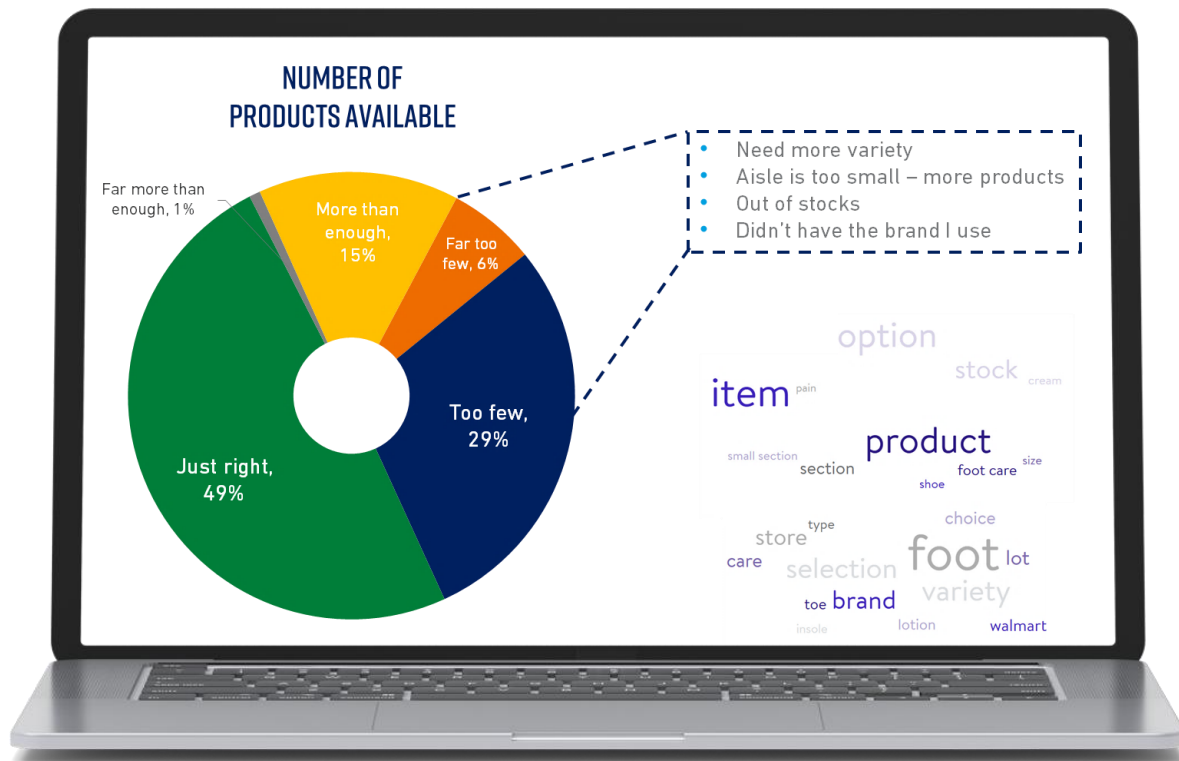
Product Groups	(1) D2 - Foot Creams TTL	(2) D40 - Foot Creams TTL
Category: Foot Creams	39.3%	79.3%
D2 - Foot Creams TTL	39.3%	14.7%
D40 - Foot Creams TTL	4.1%	79.3%



# Scintilla Case Study: O’Keeffe’s - Standing on their own two feet

## Spoke with Walmart Shoppers Directly

Through **Customer Perception**, O’Keeffe’s heard from double-verified Walmart to learn what they need, expect, and want to see in the Foot Care aisle.



### Customer Perception

“Have a bigger selection and have any and all Foot Care products in one section.”

“Lay out in a manner that doesn’t confuse.”

“Offer and advertise preventative measures and signs and symptoms.”

“It would be great if there were sales or special product features to get consumers educated about what products are available and the benefits that they can have.”



## Scintilla Case Study: O’Keeffe’s - Footing the bill

Foot Creams and Balms are a +1 for the Foot Care Shopper,  
Growing Their Overall Basket



### Shopper Behavior Basket reports

Beyond the foot cream basket, they also looked at other top foot care categories’ baskets—like insoles, odor control, and athlete’s foot treatments—and found that **Foot Creams** are a +1

- **Foot Cream** is in the top 10 subgroups in the largest foot care categories’ baskets
- **O’Keeffe’s** has 7 of the top 10 items in the OTC foot cream basket in hbl secondary universe

### Customers are building a foot care routine

OTC Foot Cream basket top-ranked items in Significance and Penetration include:

- Night Treatment
- Foot Mask
- Foot Balms/Sticks
- Foot Soaks

INSERTS & INSOLES  
TARGETED FOOT CONDITIONS  
ODOR & WETNESS  
ATHLETES FOOT



top products associated with the focus product group

Item Name	Composite Rank
Total	
ATHLETES FOOT SPRAY	1
ATHLETES FOOT CREAM	2
WORK INSOLES	3
ATHLETES FOOT POWDER	4
ODOR INSOLES 2	5
GROOMING IMPLEMENTS	6
FOOT CREAMS	7
First Aid Antifungals	7
NAIL FUNGUS LIQUID	7
Comfort Insoles	10



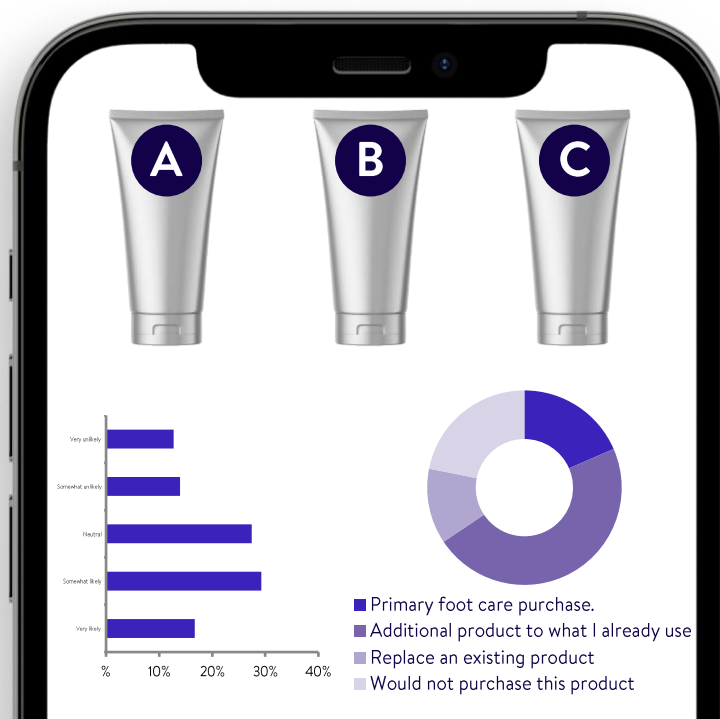
# Scintilla Case Study: O’Keeffe’s - Sweeping them off their feet

## Customer Perception Insights Fueled Modular Recommendations and New Product Development



### Customer Perception

They asked foot cream shoppers about **new products** and how they stacked up to the competition.



## 48% of respondents

said they would purchase the new O’Keeffe’s product over the competitor product

- Trusted brand
- Packaging
- Previous positive experience
- Top recommended brand



# Scintilla Case Study: O’Keeffe’s - Sweeping them off their feet

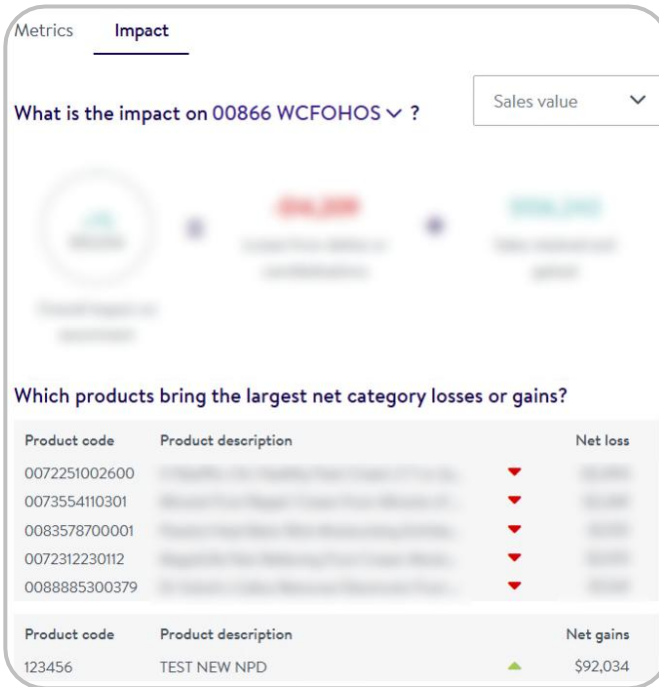
## Tested New Products and Quantify Incremental Sales

This also helped them rationalize the assortment, ensuring every item earned its rightful place.



### Assortment Deep Dive

Added in NPD to a rationalized assortment in ADD to analyze incrementality and cannibalization



++\$

Incremental

52W Incremental opportunity to the aisle

# The Results





## Scintilla Case Study: O'Keeffe's - Kicking up our heels

Presented a Compelling Story that Helped the Merchant Gain a New Perspective of the Category



### Establishing strong leadership in the category

- Show O'Keeffe's as the #1 foot cream expert



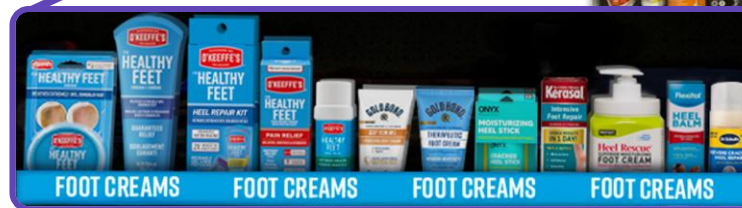
### Helped the merchant see the category from a new perspective

- Foot cream is a +1 basket-builder within the top categories in the aisle



### Recommended updated modular placement and signage for foot creams/balms

- Increasing awareness and shoppability aids in customer education and satisfaction, strengthening Walmart as a destination for total foot care



## SCINTILLA CASE STUDY

# Thank you.



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