

SCINTILLA CASE STUDY



Inspire
2025

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



Digital
Landscapes



Shopper
Behavior



Channel
Performance

Inspire
2025

Optimizing Product Launch Tracking with Competitive Insights

Overview

In today's competitive retail landscape, having a comprehensive view of product performance and market dynamics is crucial for success. Hanes leveraged Scintilla to revolutionize the way they track new product launches and gain unprecedented insights into this landscape. Through **Shopper Behavior** demographic information and robust **Channel Performance** metrics, Scintilla enables them to present detailed performance metrics to their merchants and showcase their products' success in ways they never could before.



Meghan Keith

Hanes

Senior Retail and Shopper Analyst

Key Takeaways

- 1 Data-driven decision-making is transforming retail strategy and is necessary to stay competitive
- 2 With Scintilla insights, their new product launches have repeatability and lasting category impact at Walmart
- 3 Scintilla helped Hanes show their value to the category beyond POS data: 65% of sales value came from "New Category Customers"

Walmart
Data Ventures

**Anyone can report on dollar
and unit sales, but Scintilla
gives us the power to go
beyond POS sales with data
we never had access to.**

Meghan Keith

Senior Analyst

Hanes



The Opportunity

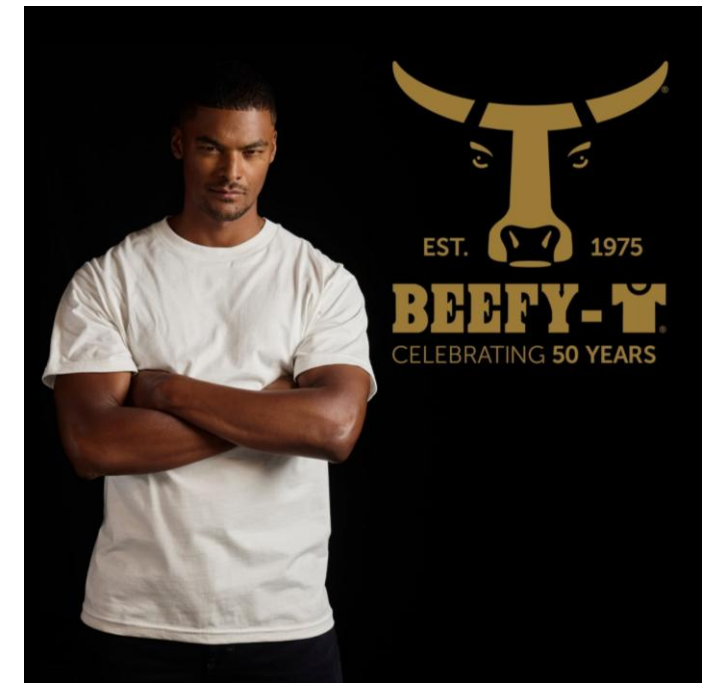


Scintilla Case Study: Hanes

Optimizing a Product Launch with an Exclusive Endcap Opportunity

For the 50th anniversary of their Beefy Tee, Hanes was offered an exclusive endcap by their Walmart merchant. To take advantage of this opportunity, they had a few questions:

- How can they better track new product launches to quickly show their value to a busy Walmart merchant?
- What Scintilla modules are best practice for tracking new product sales and communicating the value of a one-time-ship corrugated display?
- How do we show value beyond Point of Sale (POS) sales?



Hanes logo when the Beefy Tee was launched

The Approach



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Key Questions to Answer in Scintilla

Immediate questions included: “What type of customer is buying our tee, and are they a valuable customer to Walmart?” and “What is the ‘So What?’ of the Beefy Tee?”



Scintilla Shopper Behavior Performance In Detail (PID)

A deep dive into the **Profiles section of the PID** report gave us clear visibility to who our Beefy Tee customer was much faster than competitor products!



Scintilla Shopper Behavior Source of Value

The **Source of Value report** helped us analyze new category customers versus existing category customers, and the impact to our products from each.



Scintilla Channel Performance Insights Dashboard

The **Insights Dashboard** helped them provide quick updates to internal leadership during the launch of this exciting anniversary program.



Scintilla Case Study: Hanes

Showing Value Beyond POS Sales

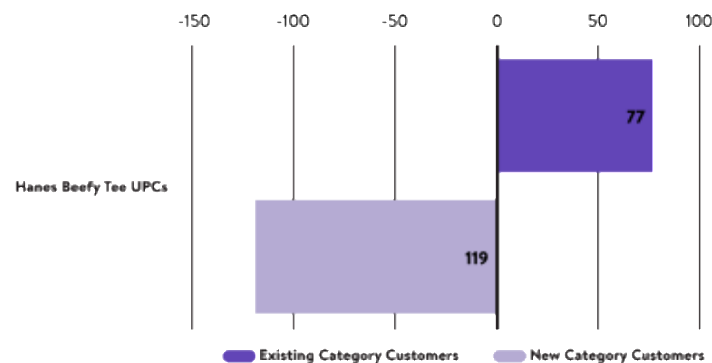
They knew the Beefy Tee over-indexed in sales value from new category customers compared to existing, but they wanted to explore a few non-POS wins, as well.

Source of Value (Come From) Report | Source of Value - Beefy vs Comps

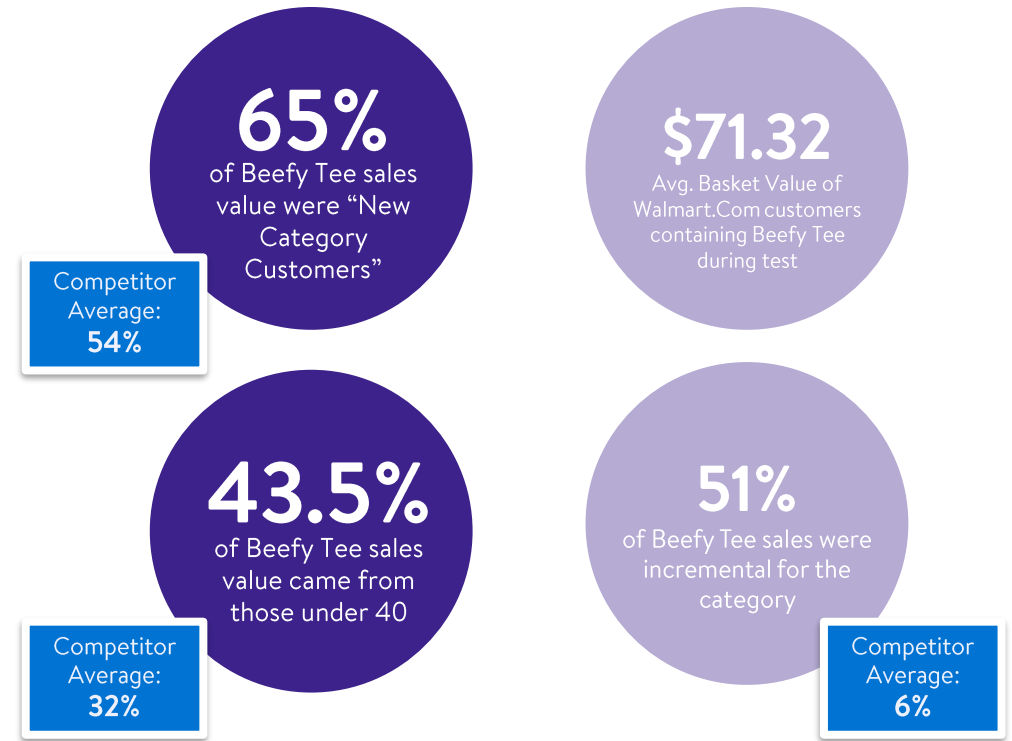
Shows where your sales came from for Hanes Beefy Tee UPCs

Key Measures ▾		
Sales Value (Card) by Behavior		
Product Group	Existing Category Customers	New Category Customers
<input type="checkbox"/>	100	100
<input type="checkbox"/>	100	100
<input checked="" type="checkbox"/> Hanes Beefy Tee UPCs	77	119
<input type="checkbox"/>	105	96
Customer Groups ▾		

Sales Value (Card) by Behavior



Non-POS Wins

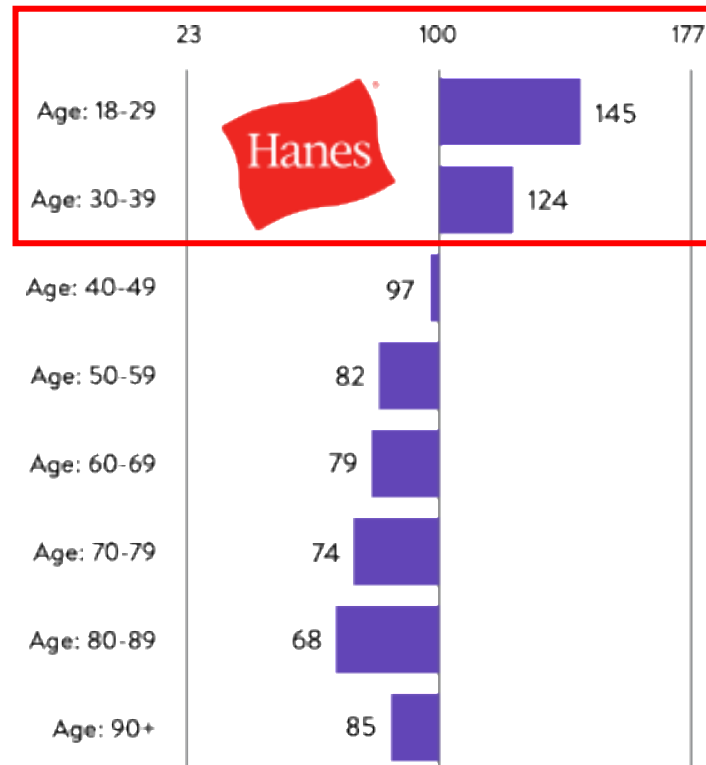




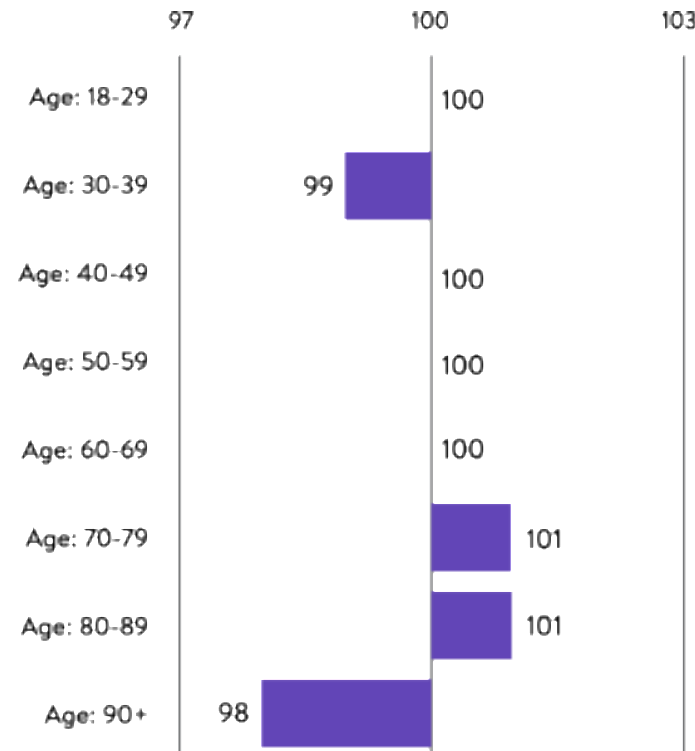
Scintilla Case Study: Hanes

Exploring the Beefy Tee Shopper Even Further

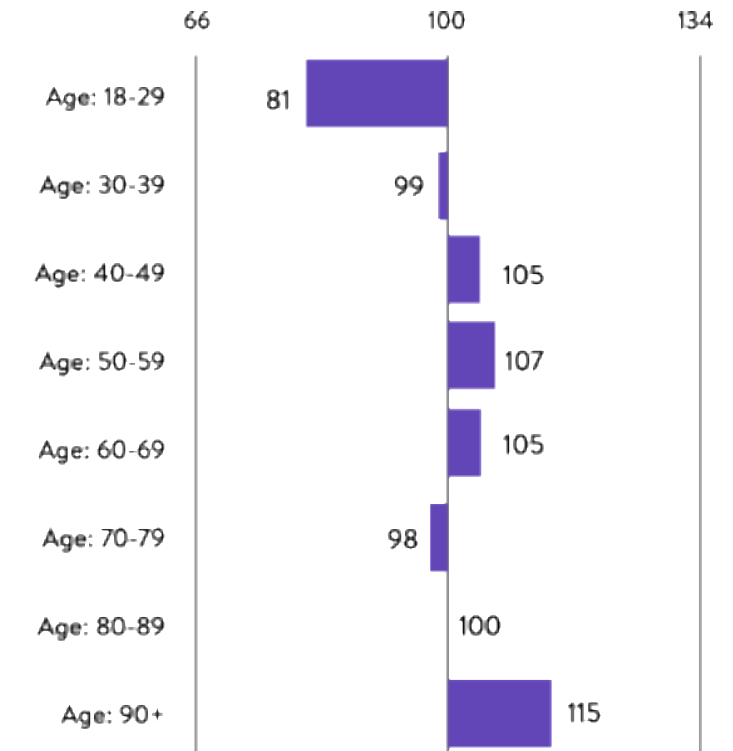
In **Shopper Behavior**, they learned that the Beefy Tee over-indexes with Walmart shoppers 39 and under when compared to key competitors in the Short-Sleeve T-Shirt category.



Competitor One



Competitor Two



The Results



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Bringing the Endcap Back Bigger and Better than Ever

By optimizing their product launch with competitive insights from Scintilla and then tracking the performance, Hanes secured the program's space in 2026.

Time of program in Walmart stores for 2026:
+6 Weeks

Door count for 2026:
+58%

POS opportunity in 2026 for Walmart:
\$11M+

Additional fill-in replenishment commitments
to keep shippers stocked for the full length
of the program



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Thank you.



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