

SCINTILLA CASE STUDY



Inspire
2025

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

Closing the Gap in Women's Health

Overview

AZO®, a brand within i-Health, leveraged Scintilla as a comprehensive end-to-end tool—from concept through post-launch—to rebrand and develop new innovative products addressing an unmet need in the Women's Health category at Walmart. They ensured new products aligned with shopper preferences and behaviors, prioritized the customer voice, collaborated closely with their Walmart merchant, and worked with the Walmart Connect digital team. As a result, AZO successfully launched 37 new products, demonstrating the power of insights in driving meaningful product innovation.

Key Takeaways

- 1 Scintilla is an end-to-end tool that i-Health, Inc. uses from concept to post-launch
- 2 The customer's opinion is #1
- 3 Scintilla Shopper Behavior Assortment Deep Dive helps build an execution roadmap



Alex Clark
i-Health, Inc.
Senior Customer Analyst



Candie Holland
Walmart
Merchant–Women's Intimate Health & Sexual Wellness

**“This whole process
helped inform
our innovation
pipeline.”**

Alex Clark

i-Health, Inc.

Senior Customer Analyst



The Opportunity



Scintilla Case Study: i-Health, Inc.

i-Health Expanded Their AZO Assortment to Create a New Segment in the Intimate Health Category Focused on Menopause



Intimate Health Aisle of Yesterday

Addresses Bladder, Vaginal, and Urinary Needs States

Odor-driven – masking odors/issues

My “**Grandmother’s Cabinet**”

Core Modular 4ft (8ft–750 stores)

Intimate Health Aisle of Today

Women’s Intimate Health Destination

8 ft Expansion 2,000 stores

Address Bladder, Vaginal, Urinary, and **Menopause need states**

Need State Navigation

New Innovation – Forms/Products/Brands





Scintilla Case Study: i-Health, Inc.

i-Health had a goal to create a "Menopause Destination" **using brands that customers trust, know, and love. To do so, they collaborated with** their Walmart merchant to better understand consumer preferences when developing this new segment.



- **Category Gap**
Serving the Menopause customer
- **Solving Customer Problems**
Expand assortment to serve Menopause need states with unique forms
- **Bring Vision to Life**
Driving awareness and education in store with thoughtful signage

The Approach



Scintilla Case Study: i-Health, Inc.

Use All Scintilla Modules to Create the Best Launch for Walmart



Shopper Behavior

Key Reports:

Assortment Deep Dive,
Performance in Detail, and
Cross Shop

Understand:

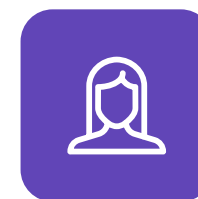
Are customers buying similar
products from different aisle?



Channel Performance

Use POS and velocity data to
adequately forecast demand

Key Datasets: SSI, Omni Sales



Customer Perception

Qualitative

What product types would customers
expect in this new modular?

Quantitative

Is there trust in our brand to have this
major line expansion?

Merchant Perspective

“Help me create a
menopause destination.”

“I want to support the Women’s
life cycle in one aisle.”



They began by leveraging insights from **Shopper Behavior** to better understand customer preferences



<2%
Category Overlap



80%
Incremental to Category



Create a customer destination for Intimate Feminine Care



Scintilla Case Study: i-Health, Inc.

They then utilized **Customer Perception** to speak directly with customers about their needs

Some key takeaways:

“I **usually shop** the aisle where the **vaginal health products** are, next to the Monistat and Vaginal body washes.”

“The feminine **care aisle.**”

“The aisle with **women’s health** items in it.”

51% of Walmart menopause sufferers experienced Joint/ Muscle Pain in latest 12 months

39% top two box purchase interest from **Walmart Intimate Health buyers**



symptom
estrogen
flash
Supplement
menopause
supplements
one
stock
hot flash
equator
menopause
weight
store
product
relief
black cohosh
ambersen
gain
menopause
supplement
night
pill
sleep
flash



Scintilla Case Study: i-Health, Inc.

The team turned Scintilla insights into three recommendations for merchandising flow improvements



Modular Expansion

Create the opportunity to test using expanded modular sizes



Assortment Growth

More items, more brands, more forms, more customer needs



Affordability

Opportunity to sell items for the price sensitive shopper



Scintilla Case Study: i-Health, Inc.

Recommendation #1 included modular expansion plans

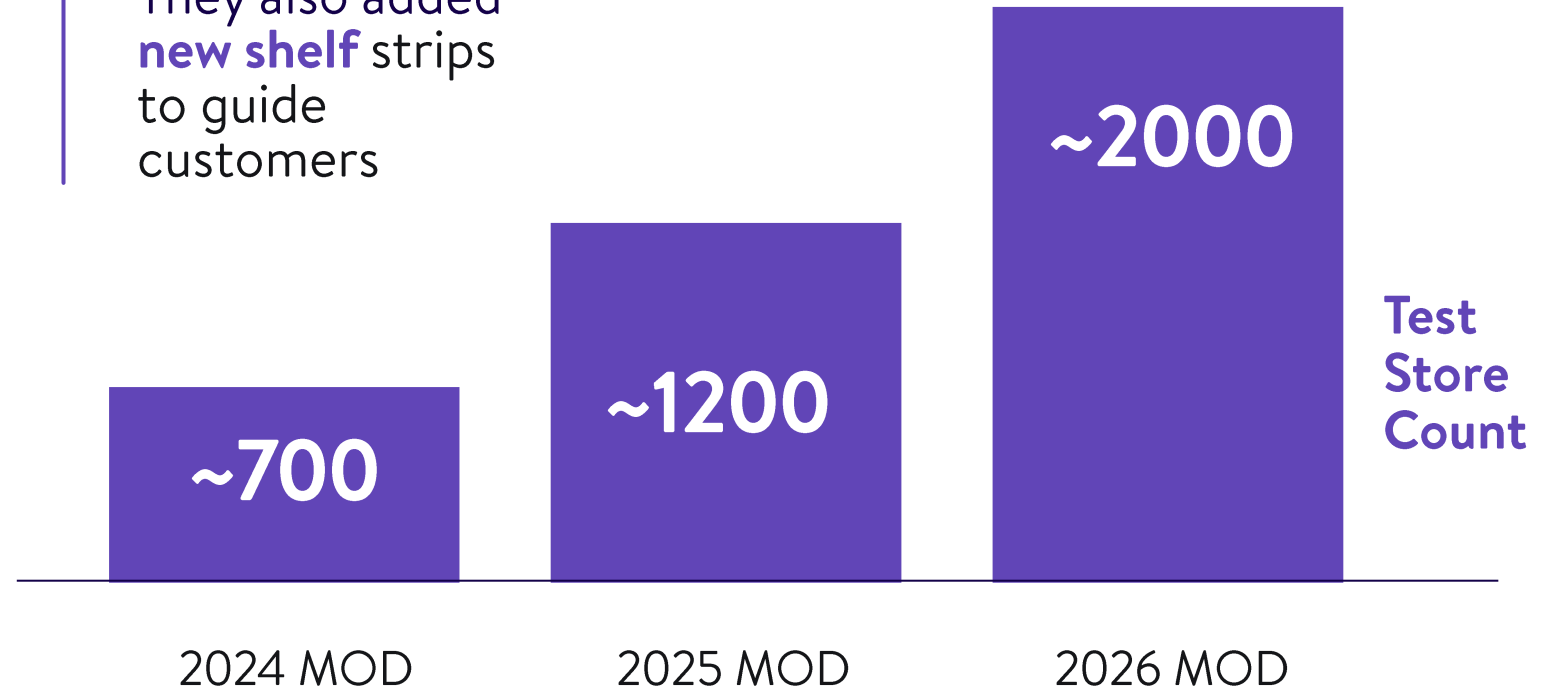


They developed a strategy to test the launch of new AZO products featured in **expanded modular sizes**.

Expand 800 stores from 4ft to 8ft

This created an **opportunity** for **customer** driven segment flow

They also added **new shelf** strips to guide customers





Scintilla Case Study: i-Health, Inc.

Recommendation #2 featured an assortment growth strategy



Their data-driven approach led to the creation of more items, more brands, more forms, and better coverage of shopper needs.

37 Items
Added

5 Forms
Added

8 Brands
Added

3 Customer Need
States Addressed





Scintilla Case Study: i-Health, Inc.

Recommendation #3 focused on affordability



The launch of new products also enabled the opportunity to sell items **with** the price-sensitive shopper in mind.



37 New
items launched

31 Items
launched under
\$20.00

15 Items
launched under
\$10.00

The Results



Scintilla Case Study: i-Health, Inc.

Recommendations Were Approved to Create a Feminine Health Destination That Evolves With Women From Menstruation to Menopause



Strong Results So Far...

+156bps

Household growth

Share % Growth

+335bps

Future Planning

Lean into Scintilla for Assortment Optimizations

Accelerate Scintilla Insights



Leverage Digital Landscapes

Drive digital business and collaborations with Walmart Connect



Dive Deeper into “Who”

Uncover customer insights using demographic data from Scintilla



Inform Innovation Pipeline

Continue using **Shopper Behavior and Customer Perception** for innovation insights



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Thank you.



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