

SCINTILLA CASE STUDY



Inspire
2025

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



Small Supplier, Big Data

Brand Breakthrough Enabled by Fresh Insights

Overview

To enhance performance in the Functional Drink Stick category—particularly in Energy and Hydration—The Jel Sert Company utilized the Scintilla ecosystem to identify the key drivers and barriers of purchase. This analysis helped inform the successful launch of a new functional drink stick brand, which quickly became a top performer in terms of add-to-order rate and composite rank among new items.

Key Takeaways

- 1 Fully embracing all Scintilla modules supported the Line Review process for Jel Sert and the launch of a new item for 3,500 stores
- 2 Customer Perception validated their drink sticks as a solution to a gap in the market, which they presented to their merchant
- 3 Collaborating with Walmart Data Ventures through Scintilla and Walmart merchants promoted speed to insights



Kate Howard

The Jel Sert Company
Vice President
Mass, Club & International



Linda Brannon

The Jel Sert Company
National Accounts Manager

**Within Scintilla, we
move from just
analyzing information
to transformational
growth.**

Kate Howard

Vice President Mass, Club & International
The Jel Sert Company



The Opportunity



Scintilla Case Study: Jel Sert

Identify New Product Recommendations Ahead of a Line Review

Jel Sert quickly integrated with all modules to meet a tight timeline driven by an upcoming Line Review.

Onboarding Timeline



2.5 weeks after starting with Scintilla, they shared insights with their merchant.

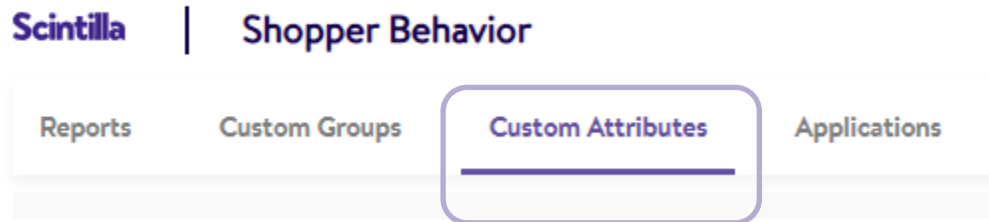
The Approach



Scintilla Case Study: Jel Sert

Build Category Expertise in Three Days

The day after signing their Scintilla contract, Jel Sert began training with their Walmart Data Ventures team.



Steve Hegyes
Account Manager
Beverages

+



Jake Brierly
Consultant
Dunnhumby

+



=

Jel Sert's Walmart Data Ventures team

Training was key

- From a brand standpoint, are there any brands/products that you are concerned about going into this Line Review?
- Are there any brands that you would like to understand better from a customer switching standpoint?
- Are you pitching any new products to the merchant during the Line Review?
- Are there any questions or insights you would like to hear directly from the customer on new products?

- Steve Hegyes



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Step 1: Attribute All Category Items for Robust Analysis

Jel Sert attributed all items in the category for robust analysis based on a custom view of the category. Their recommendation is to start custom attribution by looking at the **Assortment Deep Dive** tool to gain a deeper understanding of the diverse customer needs within product groups.

- ✓ POWDERED SOFT DRINKS
 - > LIQUID BEVERAGE ENHANCERS
 - > PSD CANISTERS
 - > PSD ENVELOPES
 - > PSD SF MULTI SERVE
 - > PSD STICKS



Assortment
Deep Dive



Scintilla Case Study: Jel Sert

Step 2: Point of Sale (POS) Analysis: The ‘What’

Various Scintilla modules helped them understand shopper preferences and trends.



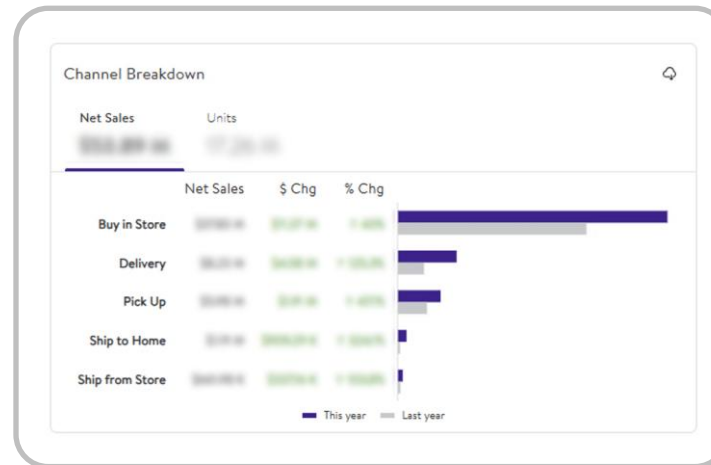
Channel Performance



Shopper Behavior

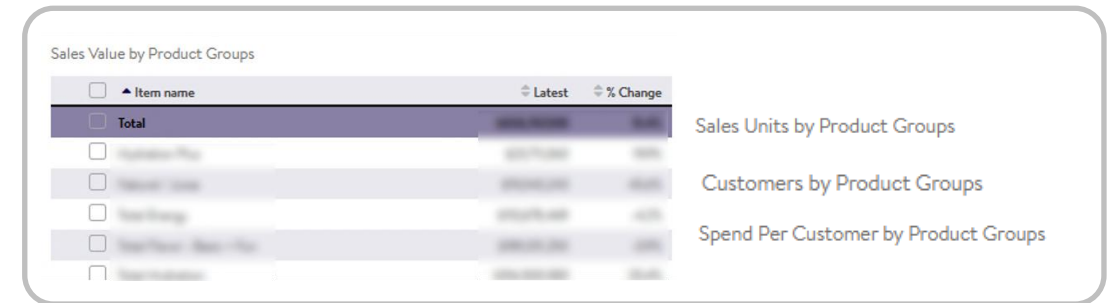


Syndicated Scan Data

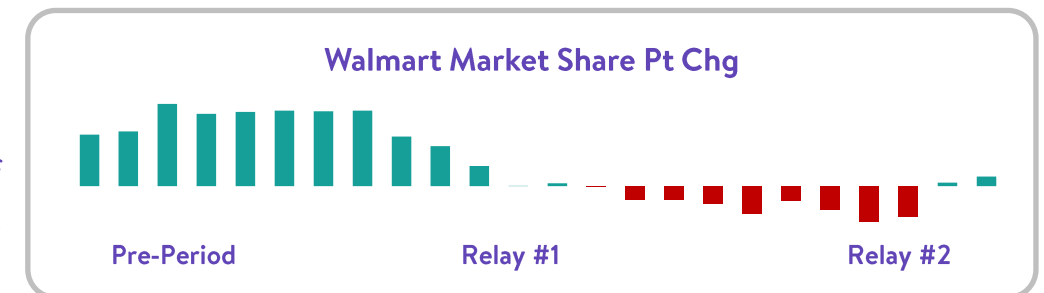


They explored channel trends in **Channel Performance** Insights Dashboard.

Combined with **syndicated market share data**, they gained a holistic view of category performance.



The **Shopper Behavior** Performance in Detail report uses custom attribution to unify POS metrics (dollars, units) and shopper behavior metrics under aligned product definitions, eliminating the need for Jel Sert to reconcile mismatched datasets.





Scintilla Case Study: Jel Sert

Step 3: Shopper Analysis: The ‘Why’ to Understand What’s Contributing to Sales Change

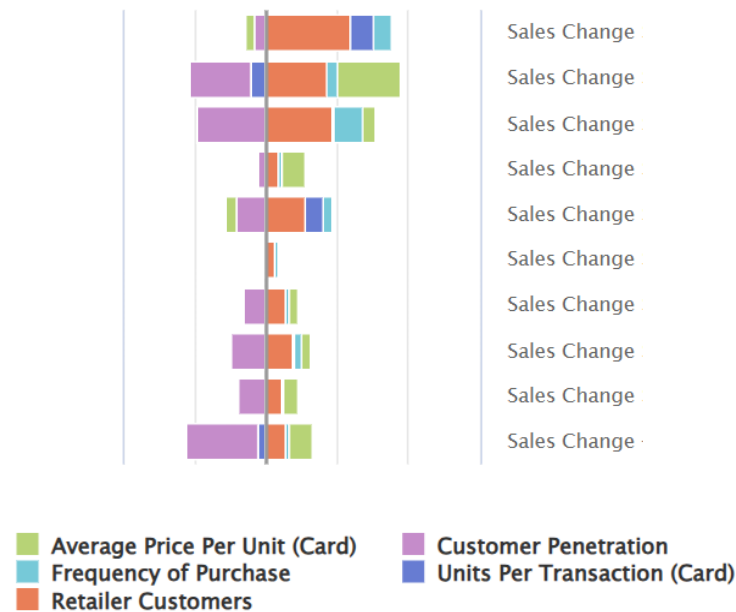


Shopper
Behavior



Syndicated
Panel Data
(Leakage)

Stacked Contributions
Drivers of sales change by Product Groups



Certain category segments were identified with **losses of Customer Penetration**. Those segments also indicated **leakage to other channels**.



Scintilla Case Study: Jel Sert

Step 4: Survey Work: The CONTEXT Behind the ‘Why’

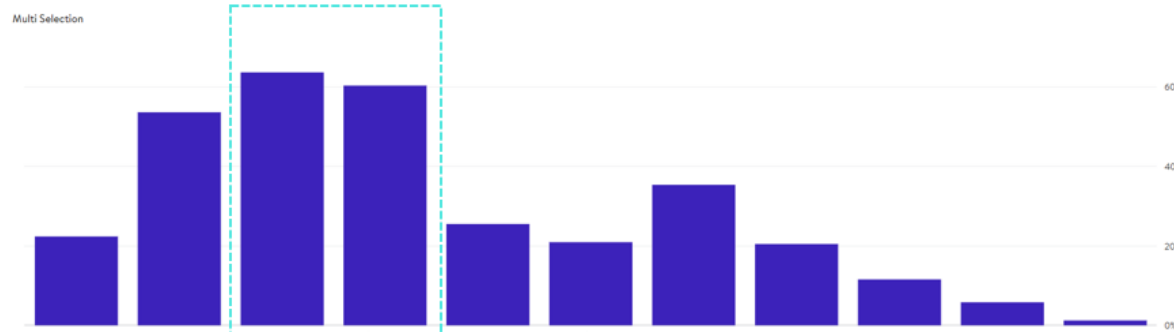
With **Customer Perception**, they spoke directly with Walmart shoppers to identify drivers and barriers to purchase across the category. Within a few days, the responses supported the gap in assortment indicated by Steps 2 & 3.



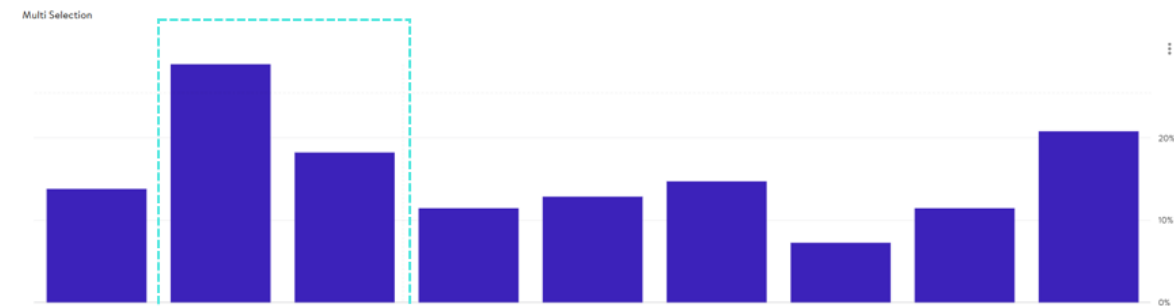
Channel
Performance



Drivers



Barriers



The Results



Scintilla Case Study: Jel Sert

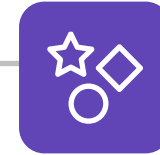
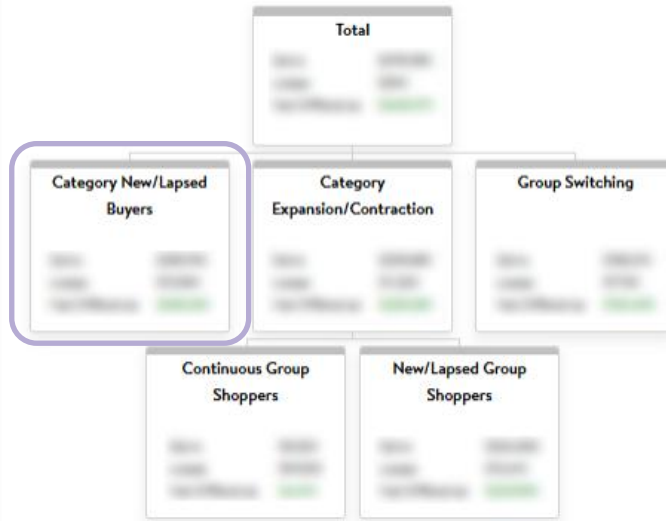
Launch a New Brand and Product in 3,500 Walmart Stores

In Scintilla, Jel Sert identified challenges in the category and white space on the shelf. These insights were then used to convince their Walmart merchant that their brand, Pure Kick, was the right solution to fill the gap.



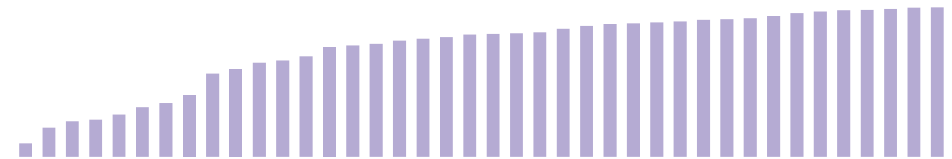
Switching

41% of net gains from New to Category Buyers



Assortment Deep Dive

New Item Composite Rank



Pure Kick was among the top 10 new launches in Composite Rank.



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Continue to Unlock Relational and Tangible Results

1 Year
Later...



**Customer
Perception**



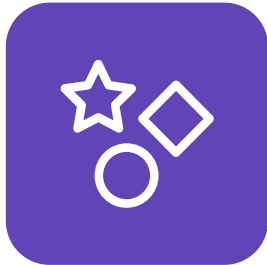
**Insights
Dashboard**



**Office
Hours**



**Line Review
"Reviews"**



**ADD Tool
Scenarios**



**Data-Driven
Conversations**



**Digital
Landscapes**



**Insights
Activation**

Following the success of their Line Review, the team has continued to use Scintilla daily. Jel Sert remains confident that Scintilla will help them uncover impactful insights to drive growth and strengthen their relationship with Walmart.

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Thank you.



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