

## SCINTILLA CASE STUDY



**Inspire**  
2025

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



# How Scintilla Powers Our Innovation: Finding the Recipe for Incrementality

## Overview

Kinder's Frozen isn't just another product launch—it's a reinvention of what frozen means to today's customer. Powered by the Scintilla suite of tools and near real-time data via BI Link, Kinder's identified unmet flavor needs, optimized placement, and unlocked new buyer segments, driving 3–4x velocities over traditional benchmarks. By tapping into **Shopper Behavior** Customer Decision Trees, post-purchase insights, and omnichannel activation, they transformed frozen from a utility purchase into a restaurant-style, proudly plated experience. With Scintilla, Kinder's didn't guess—they knew what shoppers wanted before it hit shelves and pivoted fast to meet unexpected demand.



**Jim Hart**

Kinder's  
CO-CEO and Chief Brand Officer

## Key Takeaways

- 1 Agility at scale: Acting in real time to meet surging demand
- 2 Customer-centric innovation: Finding white space with Scintilla
- 3 Winning through placement: Strategy beyond the shelf

**Use the data to figure out  
not what the market is, but  
what it's missing.**

**Jim Hart**

Kinder's

Co-CEO and Chief Brand Officer

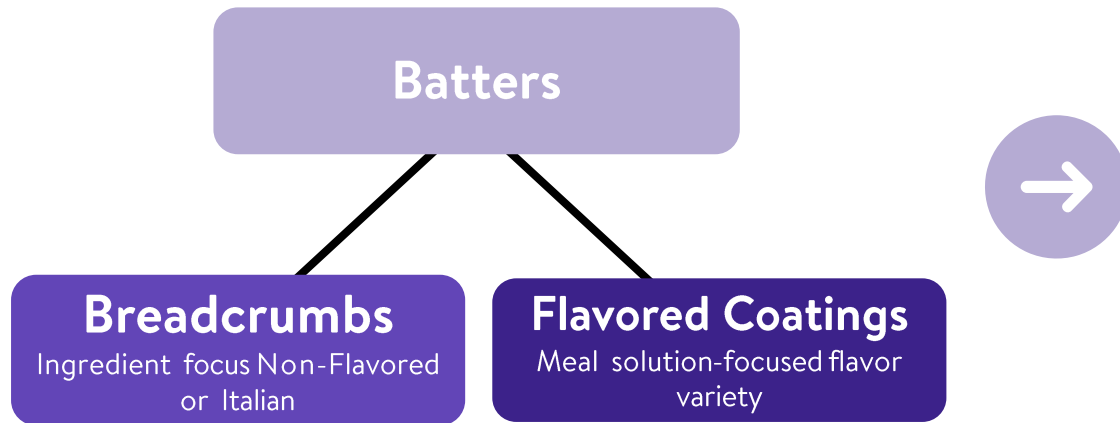


# The Opportunity



## Scintilla Case Study: Kinder's Piloting Data-Driven Innovation in 2024

In Scintilla, Kinder's noticed a disconnect between how products in the Coatings & Batters category were being used and what was in the assortment. This led to the development of an innovation lifecycle that led to incremental growth and a process that Kinder's continues to use to drive maximum customer impact.

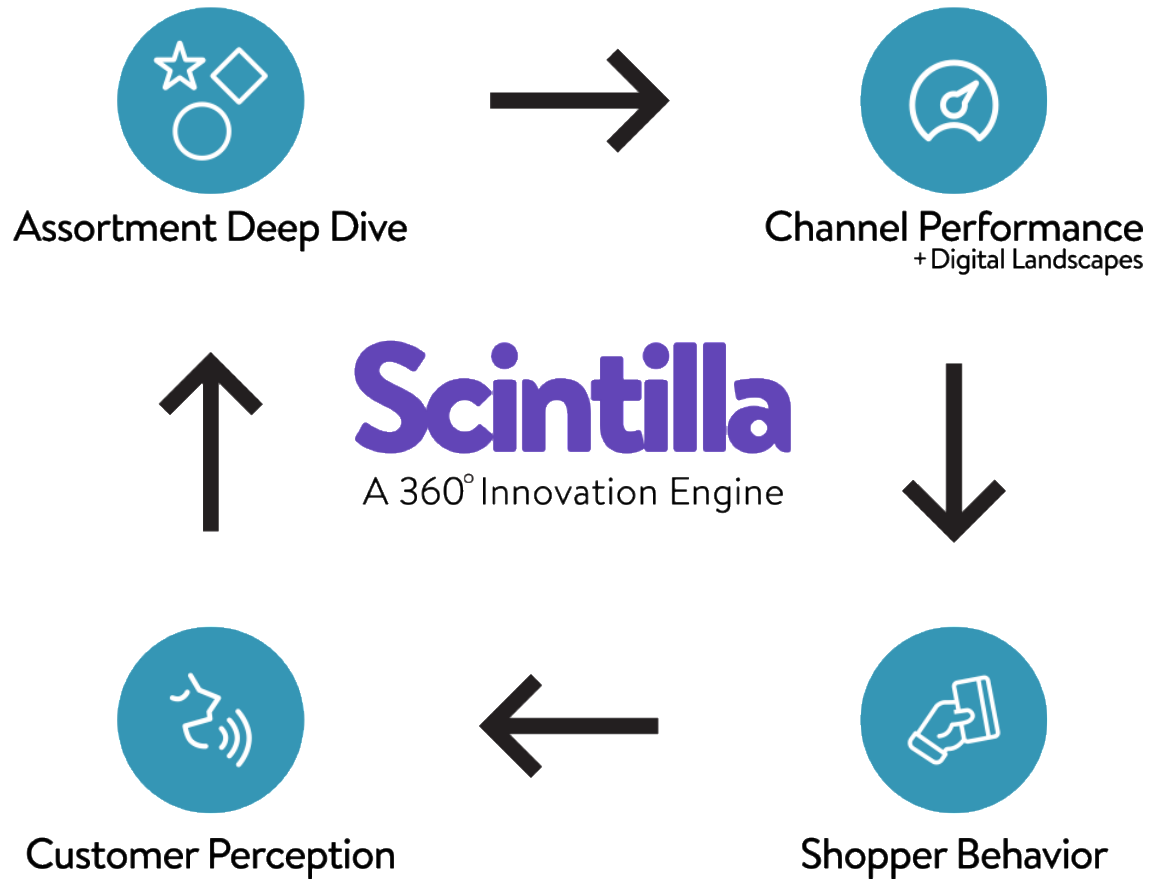


**69%**  
of volume  
incremental to  
the category



# Scintilla Case Study: Kinder's

## Deploying Scintilla Across the Innovation Lifecycle



Using data from across Scintilla to **drive innovation across the lifecycle:**



It's not just about food...it's about designing innovation for **maximum customer impact**

# The Approach



## Scintilla Case Study: Kinder's

### Growing their Strategy Beyond the Shelf: Driving Value in Digital

**Digital Landscapes** and **Insights Activation** proved to be powerful accelerators, not only for product development and launch planning but for post-launch tracking and brand amplification efforts.



Keyword and Paid  
Search Strategy

**2X**  
ROAS



Content and  
Findability

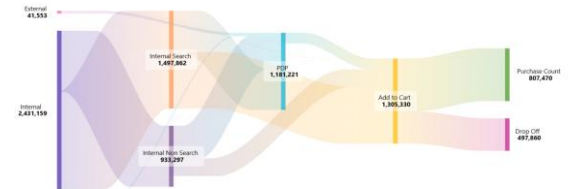
**+98%**  
Content Score

Create audience

Audience Insights and  
Targeting

**+60%**  
new to brand

### Digital Landscapes



PDP Traffic and  
Conversion Insights

**Doubled** Digital  
Penetration YOY

Kinder's utilized **Digital Landscapes** and **Insights Activation** to turn insights into action—resulting in smarter spending and stronger results

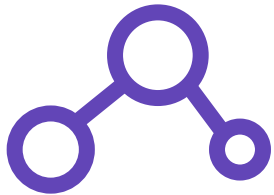




# Scintilla Case Study: Kinder's

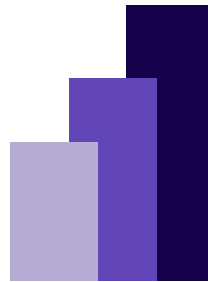
## Agility at Scale: Driving Speed and Efficiency with Real-Time Insights

350 hours saved



BI LINK

Scintilla



Power BI

### Before BI Link

- Manual Exports
- Time Consuming
- Weekly reporting

### Post BI Link

- Automatic Delivery
- Automated Hands-Off Daily Reporting



Velocity Outpacing Expectations Identified within Days on Shelf



Reforecast Consumption and Monitor Inventory by Store



In-Stock Recovery

# The Results



## Scintilla Case Study: Kinder's Carrying the Model to the Center of the Plate

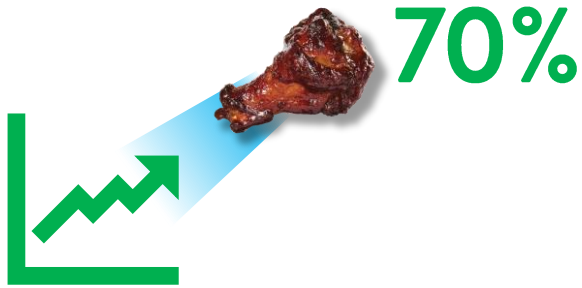
Scintilla access to Walmart first-party data helped Kinder's build the right product and build their confidence in the opportunity.



Kinder's made the leap from the center of the store to the center of the plate with four new products.



# Scintilla Case Study: Kinder's Party Wings: Taking Flight in the Chicken Category



## Kinder's Wings Are Driving High Incrementality

- #1 Brand Velocities
- #1 Contributor to Category Growth
- 32% Digital Penetration
- 36% Conversion Rate

### DRIVING EARLY CONSUMER INSIGHTS



Younger Consumer



Up-Market Consumer



Mid to Larger Households



Omni Consumers

★★★★★ Seller Verified Purchase ⓘ

Fast and delicious

★★★★★ Seller Verified Purchase ⓘ

Take Out Wings At Home

★★★★★ Seller Verified Purchase ⓘ

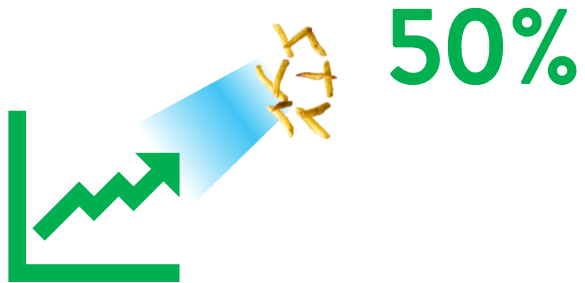
Maybe the best frozen chicken







# Scintilla Case Study: Kinder's Crispy Fries: Taking a First Dip Into French Fries



## Kinder's Crispy Fries Are Driving High Incrementality

- #1 Contributor to Category Growth
- 20% Digital Penetration
- 50% New to Brand Online

### DRIVING EARLY CONSUMER INSIGHTS



Younger Consumer



Up & Mid-Market Consumer



Mid to Larger Households



Omni Consumers

★★★★★ Seller Verified Purchase ⓘ

So delicious my family asked for them for dinner tomorrow!

★★★★★ Seller Verified Purchase ⓘ

"Next-Level Fries: A Gourmet Twist on a Classic Favorite"





## Scintilla Case Study: Kinder's

### Driving the Pace of Consumer Innovation Through Insights

By providing the ability to identify and action on consumer insights, Scintilla has allowed Kinder's to impact the customer experience at the shelf faster than they ever imagined.



## SCINTILLA CASE STUDY

# Thank you.



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