

SCINTILLA CASE STUDY

Nº7 BEAUTY
COMPANY



Inspire
2025

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

Data Meets Activation:

Unlocking Skincare Growth Through Scintilla Customer Perception and Walmart Connect

Overview

To grow category share and increase penetration in the Face Care category, No7 Beauty Company used Scintilla insights to uncover key barriers to trial and conversion. These insights directly shaped their fall Beauty strategy and led to a strategic partnership with Walmart Connect, which included launching an in-store sampling activation that reached more than 10,000 Walmart shoppers. Sampling emerged as a high-impact, controllable lever to overcome trial barriers in the Walmart environment, which helped attract new skincare customers and deepen engagement with high-potential brands like No7.

Key Takeaways

- 1 In-store sampling surfaced as a clear, high-impact lever to convert beauty shoppers, offering a controllable tactic that directly addresses trial barriers in the Walmart environment
- 2 Low brand awareness of No7 among Walmart shoppers underscored the importance of retailer-specific education and visibility to effectively reach and engage target audiences
- 3 Grounding strategies in real shopper feedback enabled the creation of targeted activation plans that effectively meet customers where they are and drive meaningful behavioral impact



Shivani Patel

No7 Beauty Company
Account Manager



Shara Kaplan

No7 Beauty Company
Senior Category Manager



Hannah Rold

Walmart
Merchant, Face Care

The execution of the [Customer Perception] surveys was quick. We had over 600 responses across our three surveys completed in less than 48 hours.

Shara Kaplan

No7 Beauty Company
Senior Category Manager



The Opportunity



Scintilla Case Study: No7 Beauty Company

Better Understand Performance in the Market to Create Growth Potential at Walmart

The Walmart team working with No7 wanted to see how the brand compares to others and find ways to sell more and reach new customers. They used a three-part plan with Scintilla to help answer important business questions.

Key Questions No7 Needed To Answer:



GROW MARKET SHARE & PENETRATION

How can Walmart grow share of No7?



UNCOVER BARRIERS TO PURCHASE

Why are shoppers not closing at Walmart?



INCREASE BUYER CONVERSION

How can Walmart get existing No7 shoppers to buy No7 at Walmart?





Scintilla Case Study: No7 Beauty Company

Facing the challenge of increasing sales at Walmart, the No7 team turned to Scintilla to identify what was holding back their current performance.

The process (shown below) began by focusing on the most important business questions they needed to answer. They then used these insights to develop a strategy to tackle their challenge.

Scope

No7 determined and prioritized the **key business questions** they needed to answer to uncover key drivers of buyer and retailer conversion within Face Care at Walmart

Partnership

They **collaborated** with the Walmart Data Ventures team and the Research Services team to **optimize their approach** in leveraging the platform to uncover actionable opportunities
– including –
establishing survey criteria survey creation reiterative optimization

Execution

They deployed **3 Customer Perception** surveys, receiving **600** responses from the Walmart Customer Spark Community in less than **48** hours!

Analysis → Action

No7 compiled and analyzed survey results, leading to:

- ✓ **Unlocking the key insight** that brand awareness was the biggest challenge
- ✓ **Developing actionable plans** through collaboration with Walmart Connect to address the awareness challenge
- ✓ **Measuring impact and progress** in product trial through Scintilla **Shopper Behavior**

The Approach



Scintilla Case Study: No7 Beauty Company

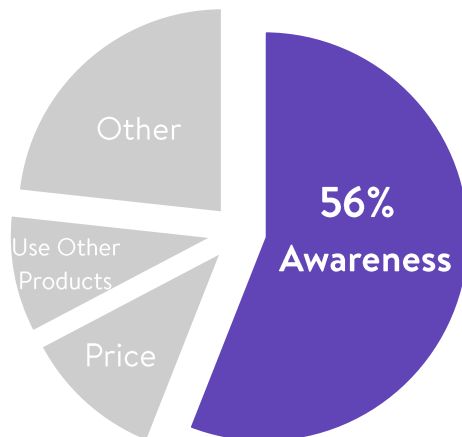
Utilized **Customer Perception** to Survey the Walmart Customer Spark Community, Comprised of Engaged and Double-Verified Walmart Shoppers

Survey #1 examined purchase barriers. Results showed that many Walmart shoppers were not aware of the brand.

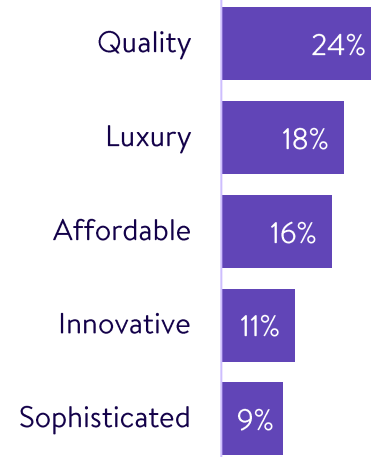
Customer Perception Survey Output

Survey Questions:

Reasons why customers have not purchased No7



How would you **describe** No7 skincare?



What We Learned



Actionable Insights: 56% of Walmart face care shoppers have not purchased No7 due to a **lack of brand awareness**.



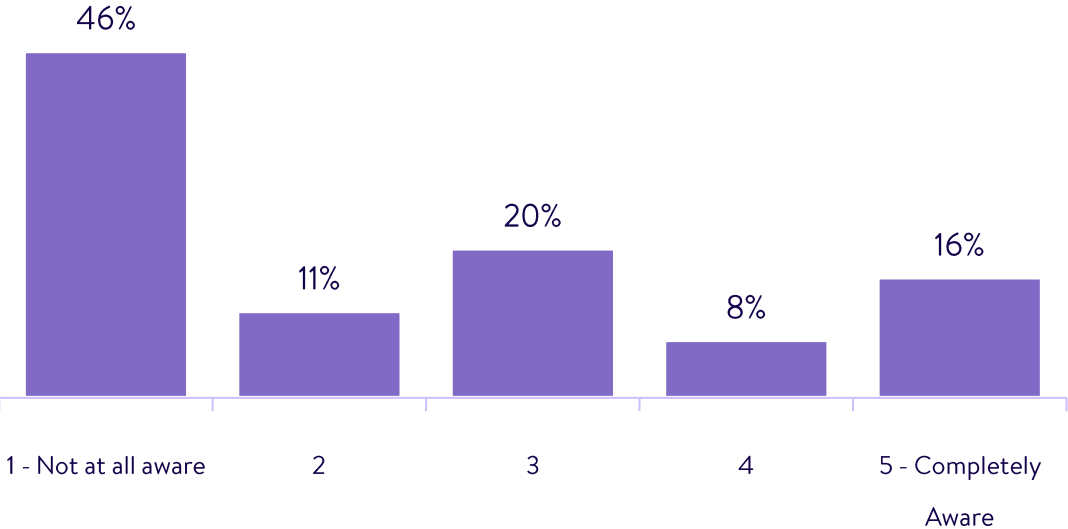
Shoppers who are aware of No7 describe the brand as **quality** and **affordable luxury**.



Survey #2 examined purchase barriers. Results showed that many Walmart shoppers were not aware of the brand.

Customer Perception Survey Output

Survey Questions: Are you aware that Walmart carries No7 products?
On a scale from 1 to 5, with 1=Not at all aware and 5=Completely aware.



What We Learned



Actionable Insights: Over half of No7 shoppers are not aware that Walmart even **carries No7**.



Brand Awareness: Walmart customers aren't familiar with the No7 brand overall.

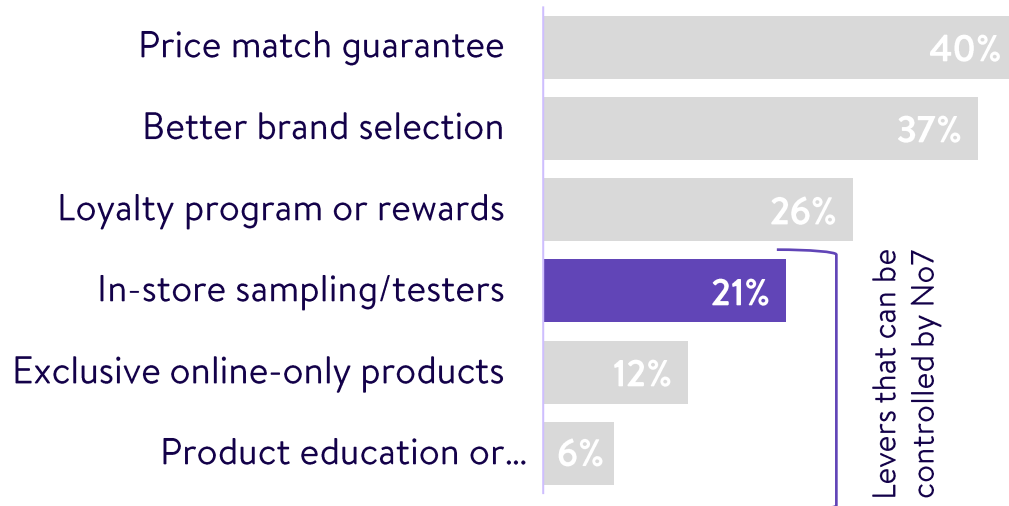


Retailer Awareness: No7 customers aren't aware that No7 is available at Walmart.

Survey #3 looked at how to drive conversion. Results showed that in-store sampling was a potential key purchase driver for Face Care shoppers at Walmart.

Customer Perception Survey Output

Survey Questions: Which of the following, if any, would make you more likely to purchase skincare at Walmart?



What We Learned



Actionable Insights: 21% of customers say that they are more likely to buy face care at Walmart if **in-store sampling/ testers** are available—an activation lever No7 was able to **leverage** to address awareness.





Scintilla Case Study: No7 Beauty Company

After learning that shoppers wanted to try products in-store, No7 collaborated with Walmart Connect to host a Beauty sampling event.

The event included

25

Beauty Bars
executed: Kansas
and Missouri

10K

Total Sampled
Beauty Bags
Distributed





Scintilla Case Study: No7 Beauty Company

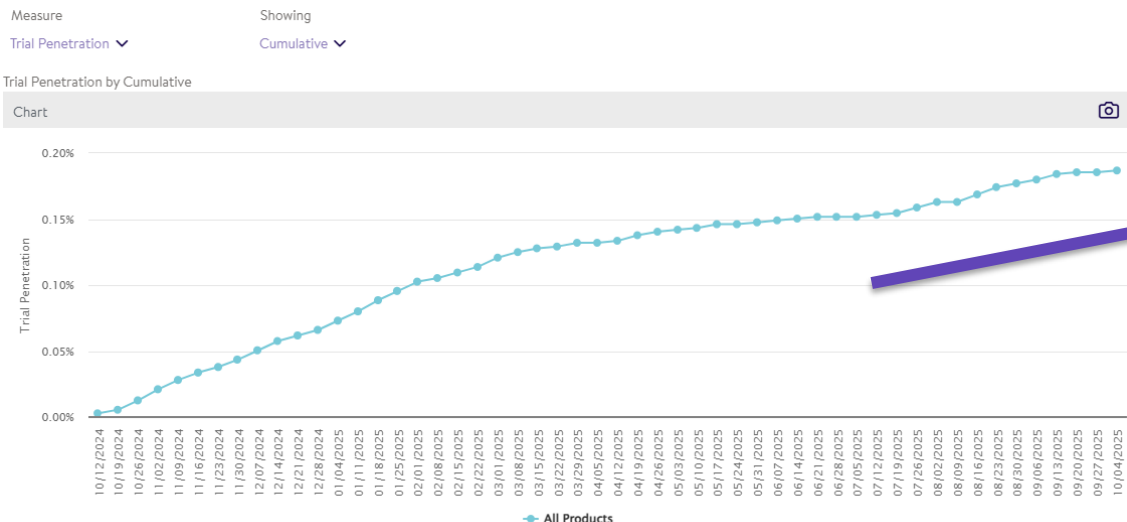
After the fall Beauty sampling events, No7 turned to Scintilla again. This time to analyze the impact that the events had on sales with **Shopper Behavior**.

Performance in Detail report shows key metrics of program impact on sales in specific store group.

▼ Performance

Assessing the performance of FACIAL SKINCARE_NO7 ▼

Spend Per Transaction ▼	Units Per Transaction ▼	Spend Per Customer ▼	Units Per Customer ▼	Average Price Per Unit ▼
\$26.77	1.21	\$28.33	1.29	\$22.15
% Change Index vs Total Products 11.9% 100	% Change Index vs Total Products 0.7% 100	% Change Index vs Total Products 22.2% 100	% Change Index vs Total Products 9.5% 100	% Change Index vs Total Products 11.1% 100



+22%

Spend per No7 customer
vs. the previous period

+10%

Units per No7 customer
vs. previous period

Trial & Repeat report provides
measurable solution for tracking
progress in new customers to brand.

The Results



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Strong Sales Growth and Success in Attracting New, Younger Shoppers to the No7 Brand

No7 is excited to keep learning and improving—creating benefits for both Walmart shoppers and the overall category.



Re-run surveys to track awareness post WMC Sampling Event



Test different activations prior to executing



Bring meaningful and actionable insights to our Merchant team

SCINTILLA CASE STUDY

Thank you.



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