Inspire 2025

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

Reaching New Heights with Scintilla

Overview

By using the entirety of the Scintilla ecosystem, the Walmart Category Advisor Team at Red Bull gained deeper, more actionable insights that drove significant category growth. Their analysis in Scintilla led to a powerful new modular strategy that simultaneously improved the in-store shopping experience and drove digital growth. The team also used Scintilla flexible API feeds to deliver real-time insights directly to the merchant, ensuring a feedback loop that fueled ongoing success.

Key Takeaways

1. Develop a holistic category strategy based on insights from the entirety of Scintilla

2. Drive the strategy with direct input from Walmart shoppers

3. Ensure cohesive visibility by providing your Walmart merchant access to your custom dashboards built with Scintilla APIs

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> **By fully leveraging all of Scintilla, we delivered the edge our merchant asked for—and achieved double-digit growth.**

Jamie Fletcher-Yazzetti

Red Bull
Category Advisor

The Opportunity

Scintilla Case Study: Energy Drink Category
Creating an edge for Walmart in the Energy Drink category

The Energy Drink category at Walmart is fast-paced, highly competitive, and continues to grow year over year. Last year's modular relay was the first in the category for the Red Bull advisory team and came with a challenge from their merchant: Exceed the customers' needs, and, in doing so, grow market share.

A fast paced, highly competitive category with complexity of multiple locations in the store

Walmart Energy Drinks double digit growth at Walmart and in Market

New advisor team bringing fresh perspective and leveraging Scintilla to drive category growth with a new MOD Relay

The Approach

Scintilla Case Study: Energy Drink Category
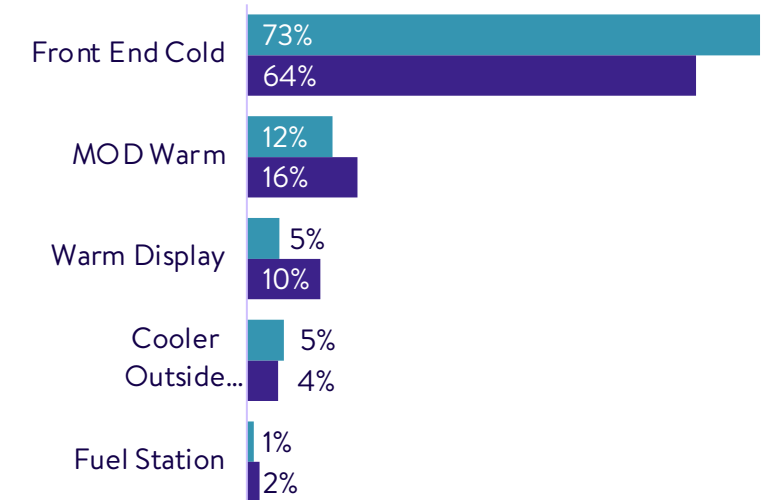## Developing a strategy to drive growth with Scintilla insights

Red Bull started by turning to **Customer Perception** to hear directly from Walmart customers. They specifically asked about single serve offerings, as the same UPC is often placed in multiple locations.

How do Energy Drink customers make decisions?

Brand

Price

Flavor

Activities

Time of Day

Can Size

Occasion

Attitude

Pack Count

Caffeine Content

Sugar Content

When shopping in-store, what area of your local Walmart would you most prefer to shop for an Energy Drink Single?

■ WANT IT ■ FOUND IT

Area	WANT IT	FOUND IT
Front End Cold	73%	64%
MOD Warm	12%	16%
Warm Display	5%	10%
Cooler Outside…	5%	4%
Fuel Station	1%	2%

Customer Perception Surveys

Surveys provide the customers POV. Hearing how they make decisions and where they want to see products in the stores helped Red Bull identify need for a new **STRATEGY**

Scintilla Case Study: Energy Drink Category
Identifying a Gap in the Category

Learning that customers expect to find Energy Singles in the Grab and Go section led Red Bull to **Shopper Behavior** to compare stores with a Grab and Go section on the front end to stores without.
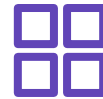
Performance Report | Grab & Go vs Non-Grab & Go Energy Category

Custom Store Groups based on Attributes

- Grab & Go Stores
- NO Grab & Go Stores

→

Store Segmentation

G&G vs No G&G

↓

Scintilla | Shopper Behavior

Filtered to	Comparing	For
All data ∨	Product G... ∨	All ∧

Product Groups
Products
G&G vs No G&G

All
Product Groups
Products

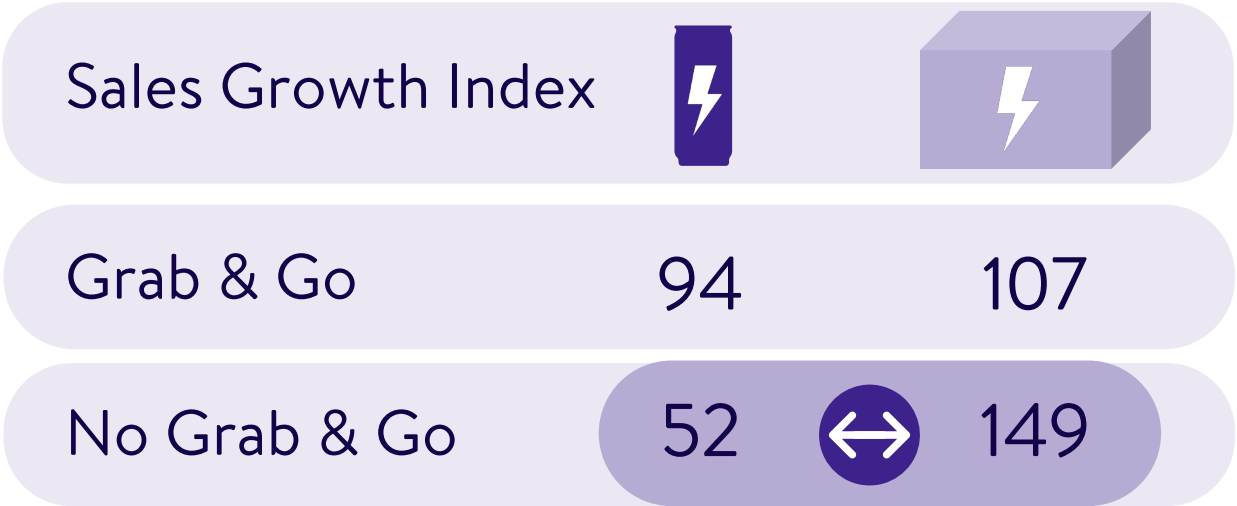**Shopper Behavior** | PID | Custom Store Groups | With Store Segmentations

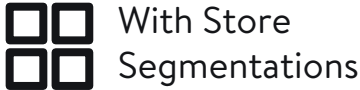Identified a gap in pack performance within the different store types.

Scintilla Case Study: Energy Drink Category
Combining Custom Segmentations with Sales Data

They discovered Energy Singles were underperforming in stores without Grab and Go sections, and multipacks overperformed. This raised the need to build additional segmentations based on store layout.

Sales Growth Index		
Grab & Go	94	107
No Grab & Go	52	149

Shopper Behavior PID Custom Store Groups With Store Segmentations

Added Store Type breaks to MOD traits

Next, they used the **Shopper Behavior** Performance in Detail report and layered their Custom Customer Segmentations over store groups to explore the differences in shopper preferences based on loyalty.

Customer Groups

- Champion
- Valuable
- Potential

Customer Segmentation

Category Customers

CLUSTER A

CLUSTER B

CLUSTER C

CLUSTER D

Shopper Behavior

PID

Custom Customer Groups

With Customer Segmentations

Layered on Clusters to new Traits in addition to store attributes

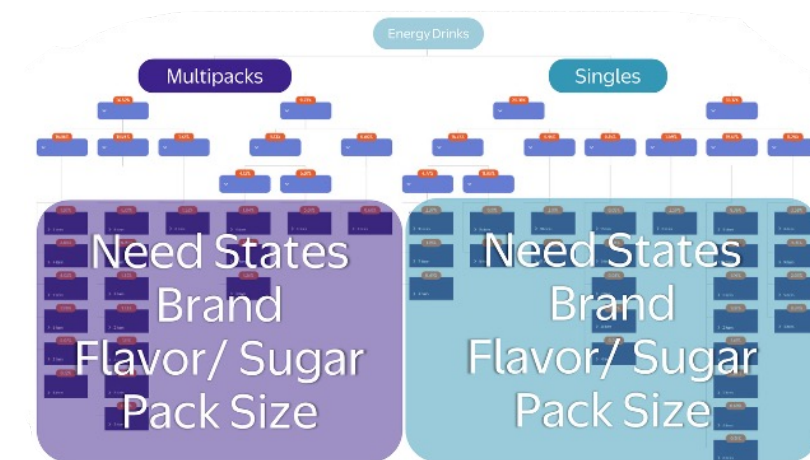# Scintilla Case Study: Energy Drink Category
Blending art and science to build a customer-centric assortment

Going further, they paired insights from the **Shopper Behavior** Assortment Deep Dive report with additional research, survey responses, and category knowledge to help shape their strategy.

Assortment Deep Dive Customer Decision Tree (CDT)
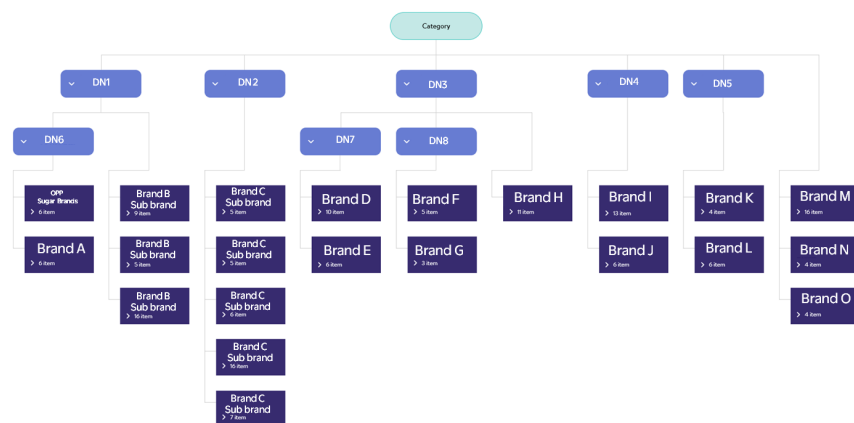
Leveraging Category and Customer Insights (CDT)

Shopper Behavior

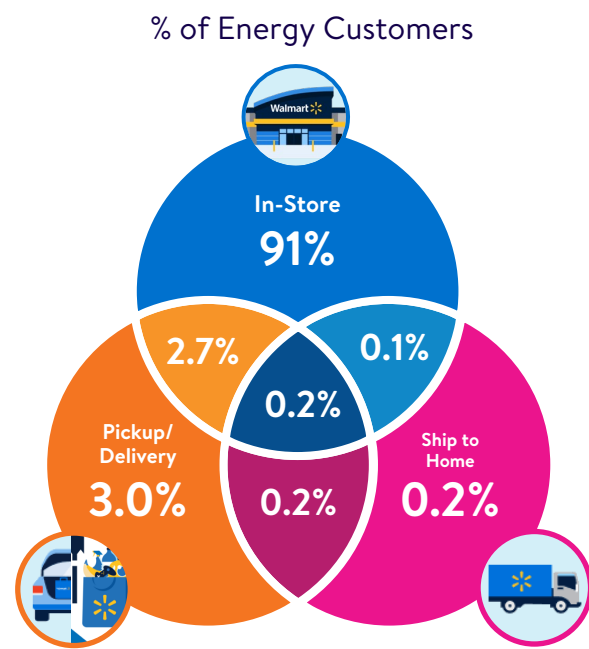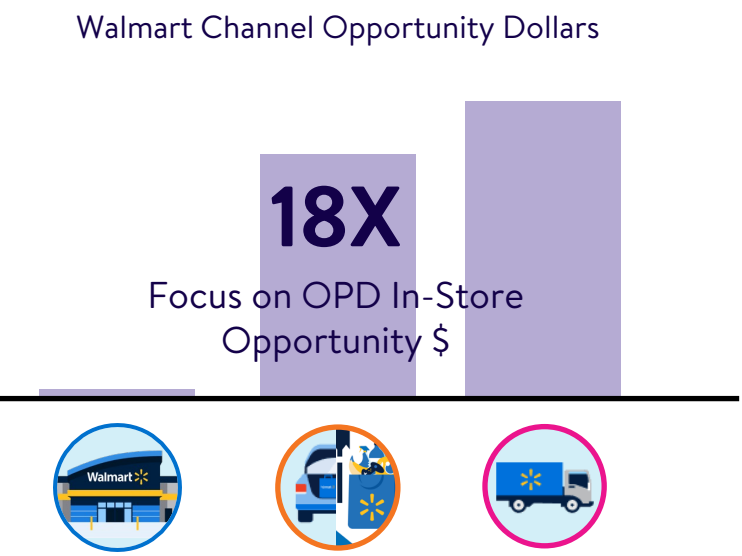Assortment Deep Dive

Customer Perception Surveys

Leverage a customer-centric CDT to create an optimal assortment and MOD flow

Scintilla Case Study: Energy Drink Category
Revealing their biggest opportunity yet

Next, the **Shopper Behavior** Multichannel report revealed that their biggest opportunity was in Ship-to-Home. A closer look at the cross-purchase percentages showed that Online Pickup and Delivery (OPD) should become a priority.

Walmart Channel Opportunity Dollars

18X

Focus on OPD In-Store Opportunity $

% of Energy Customers

In-Store
91%

2.7%

0.1%

0.2%

Pickup/Delivery
3.0%

0.2%

Ship to Home
0.2%

**Shopper Behavior**

Multichannel Report

Quantified Strategic OPD Opportunity

Scintilla Case Study: Energy Drink Category
Item is Published + Eligible + Available = Item is Transactable

Digital Landscapes made it possible to view individual brand and item-level Content Quality Scores, helping dial in recommendations for improvement opportunities. Within one month of their recommendations being implemented, most brands had improved both content and availability, driving the overall Category Content Quality Score above 90%.

Category CQS < 90%

A B C D E F G H I J K L M N O P Q

Category Content Quality Score > 90%

A B C D E F G H I J K L M N O P Q
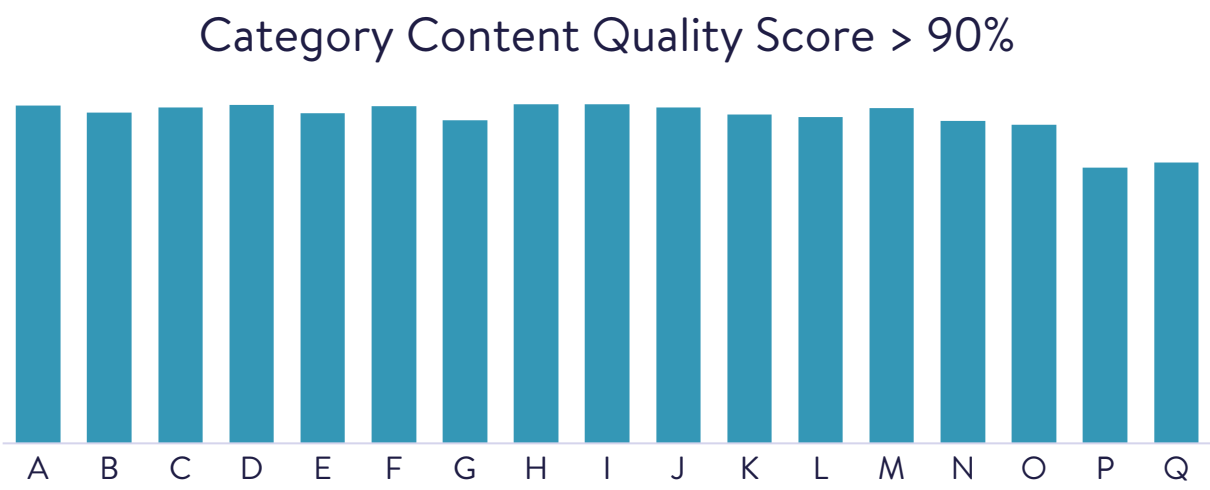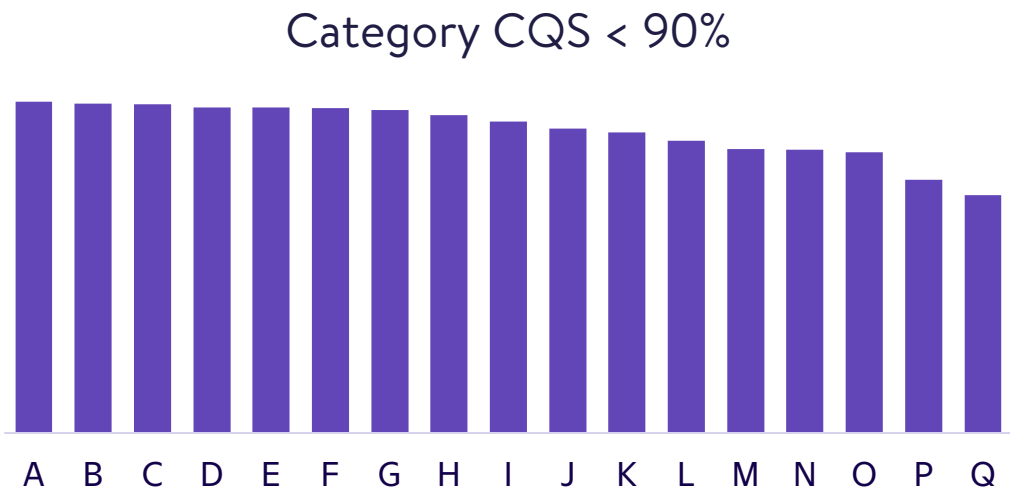
**Digital Landscapes** **+** API Transactability → Their merchant worked with stores and suppliers to update content and issues on identified items

Scintilla Case Study: Energy Drink Category
Real-time data at their fingertips

They also used Scintilla API capabilities to build a custom reporting structure that was shared with their merchant, enabling real-time visibility into MOD performance.
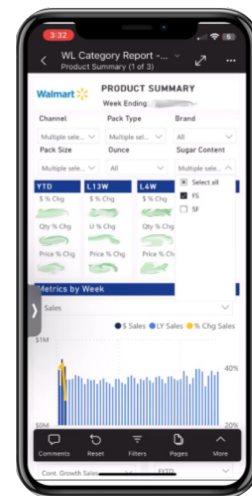
Channel Performance and API

With Scintilla APIs, Red Bull provided their merchant access to their custom dashboards, enabling an immediate feedback loop.

The Results

Scintilla Case Study: Energy Drink Category

Using Insights Across All of Scintilla = A Winning Strategy

By fully leveraging Scintilla, Red Bull delivered the edge their merchant asked for—developing a fresh strategy, elevating category performance, and reaching new heights as a team and as advisors.

Accelerated share gains by 1.7X[3]

+26% Sales
(Store & OPD)[2]

+ 2.4pts
Category OPD Channel
Customer Penetration[2]

+6pts
Content Quality Scores[1]

Thank you.

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