

SCINTILLA CASE STUDY



Inspire
2025

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



What is the Right Customer Strategy?

Overview

In 2023, Wells Enterprises recognized that their Blue Bunny brand was experiencing declines at Walmart, and their existing strategy of positioning it as a premium offering was not resonating with shoppers. To address this challenge, they identified the need for revised pricing and product strategies. Leveraging Scintilla **Shopper Behavior**, they gained deeper insights into their customer base at Walmart. These verified shoppers were then surveyed through Scintilla **Customer Perception** to better understand attitudes and preferences. Finally, the effectiveness of their new tactics was monitored using Scintilla **Channel Performance**, enabling Wells Enterprises to track progress and refine their approach.

Key Takeaways

- 1 Scintilla helped them recognize that current strategies could be improved
- 2 New pricing and ice cream strategies needed to be implemented
- 3 Sharing Scintilla insights internally with the Wells marketing team helped gain traction on changing current strategies—it worked, and the results show



Forrest Smith
Wells Enterprises, Inc.
Senior Analyst



Tom Karounos
Wells Enterprises, Inc.
Senior Manager Business Analytics

**With Scintilla, we
knew it would work
because we had the
data to prove it.**

Forrest Smith

Wells Enterprises, Inc.
Senior Analyst

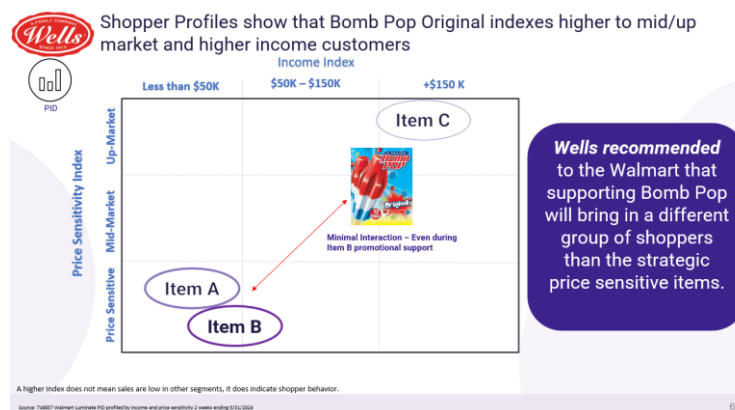
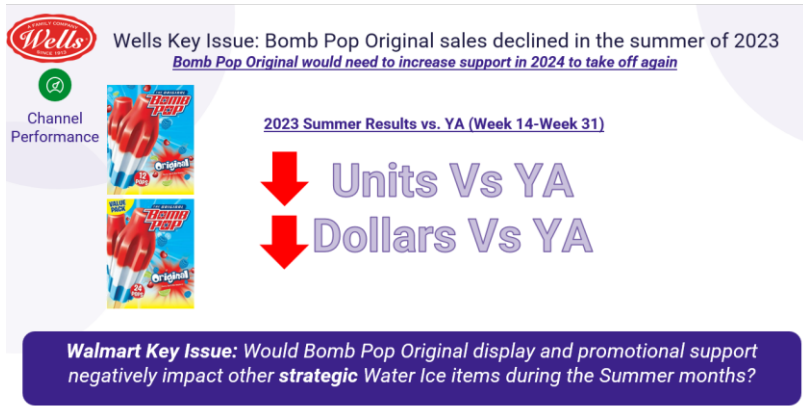




Scintilla Case Study: Wells Enterprises, Inc.

A 2024 Inspire Recap: How are things going in 2025?

In 2024, Scintilla data helped Wells frame Bomb Pop's need to have promotions during the summer season and holidays. And Walmart delivered on their execution.



Bomb Pop Original sales **declined** in the summer of 2023

Team showed that Bomb Pop interacted with a very **different customer segment** during the summer months

The Walmart merchant worked with Wells to get Bomb Pop on Rollback and Display. They agreed additional optimization was needed for 2025.



Scintilla Case Study: Wells Enterprises, Inc.

A 2024 Inspire Recap: How are things going in 2025?

This data-driven strategy led to a turnaround for Bomb Pop in 2025, both in terms of dollars and units.

2023, 2024, & 2025 (Week 14-Week 31)

Units vs YA

2023



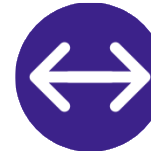
2024



2025



Dollars vs YA



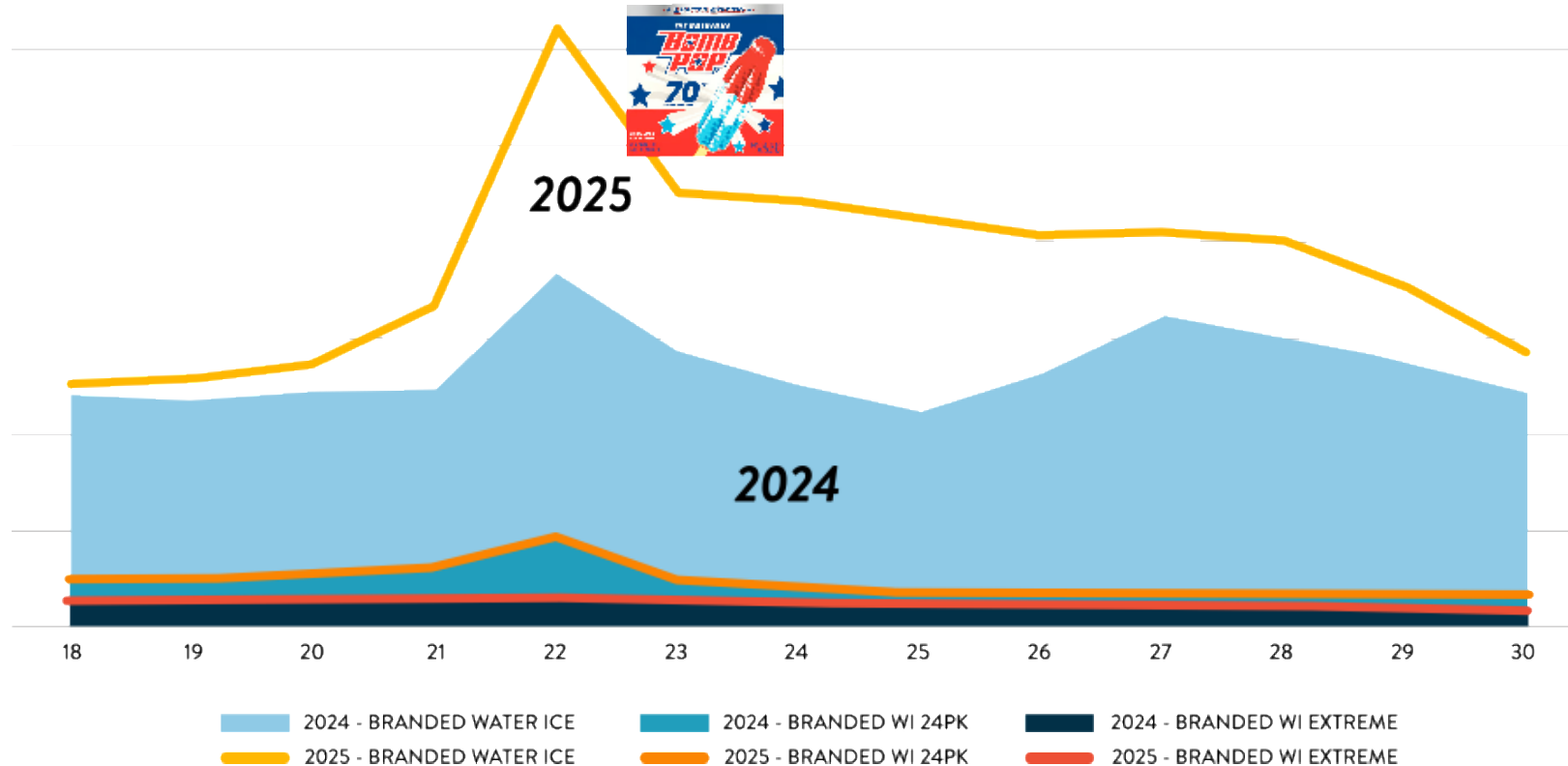


Scintilla Case Study: Wells Enterprises, Inc.

A 2024 Inspire Recap: How are things going in 2025?

When participating in the recommended Rollback, Wells saw the highest unit sales at Walmart ever for Bomb Pop 12 count packages.

Bomb Pop 12Pack Rollback Eff. 5.22.25 – 9.1.25





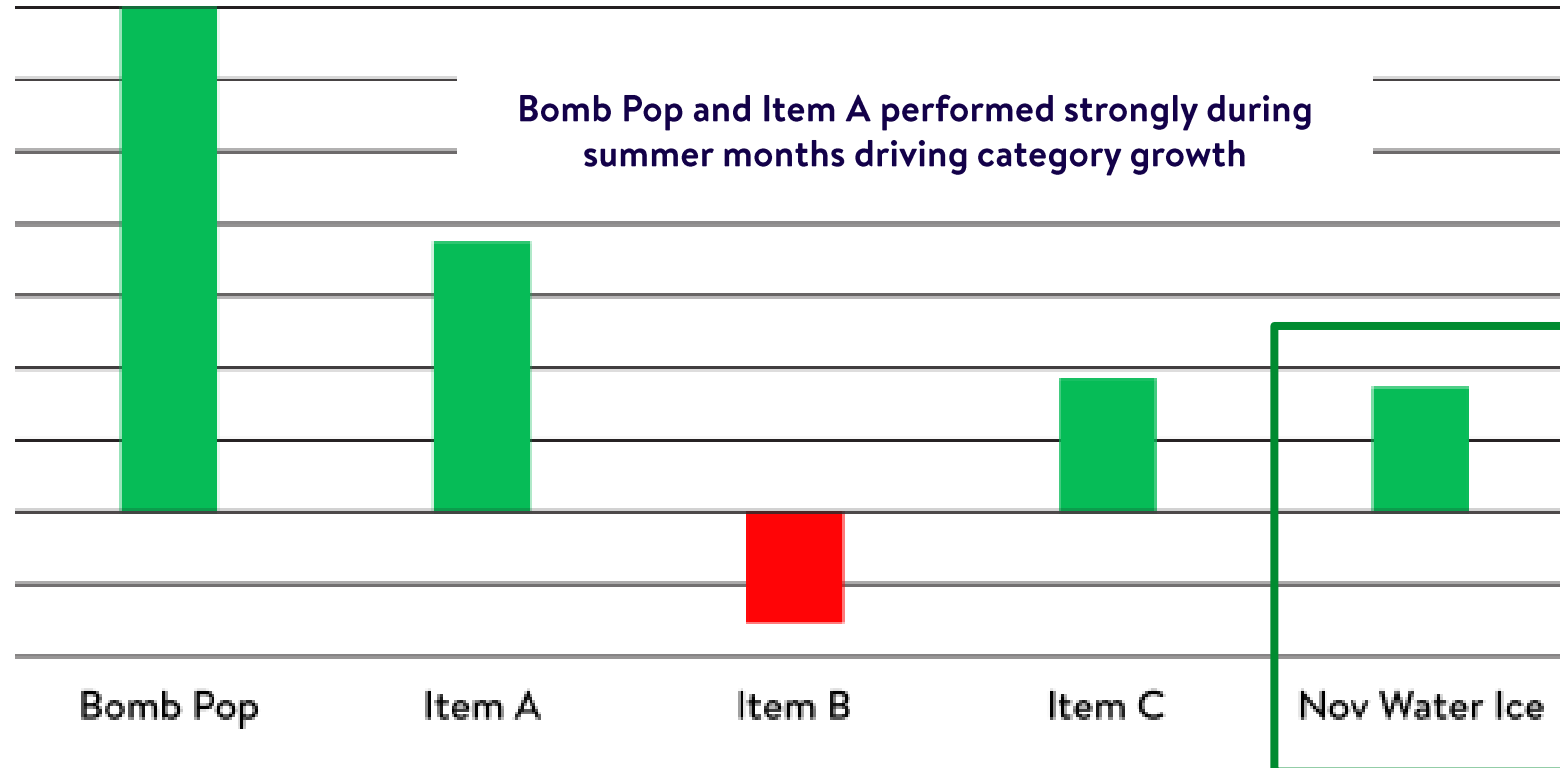
Scintilla Case Study: Wells Enterprises, Inc.

A 2024 Inspire Recap: How are things going in 2025?

Going further, this increase in unit sales also helped drive category growth.

Unit Sales Growth 2025 vs 2024

83.4% of Bomb Pop 12pack
shoppers only bought Bomb Pop



The Opportunity



Scintilla Case Study: Wells Enterprises, Inc.

Addressing a Sales Decline for Blue Bunny

In 2024, Wells noticed that one of their legacy brands, Blue Bunny, started to decline in both Units and Dollars. This was assumed to be due to several factors, including economic and health and wellness trends. Further analysis in Scintilla led to additional questions.



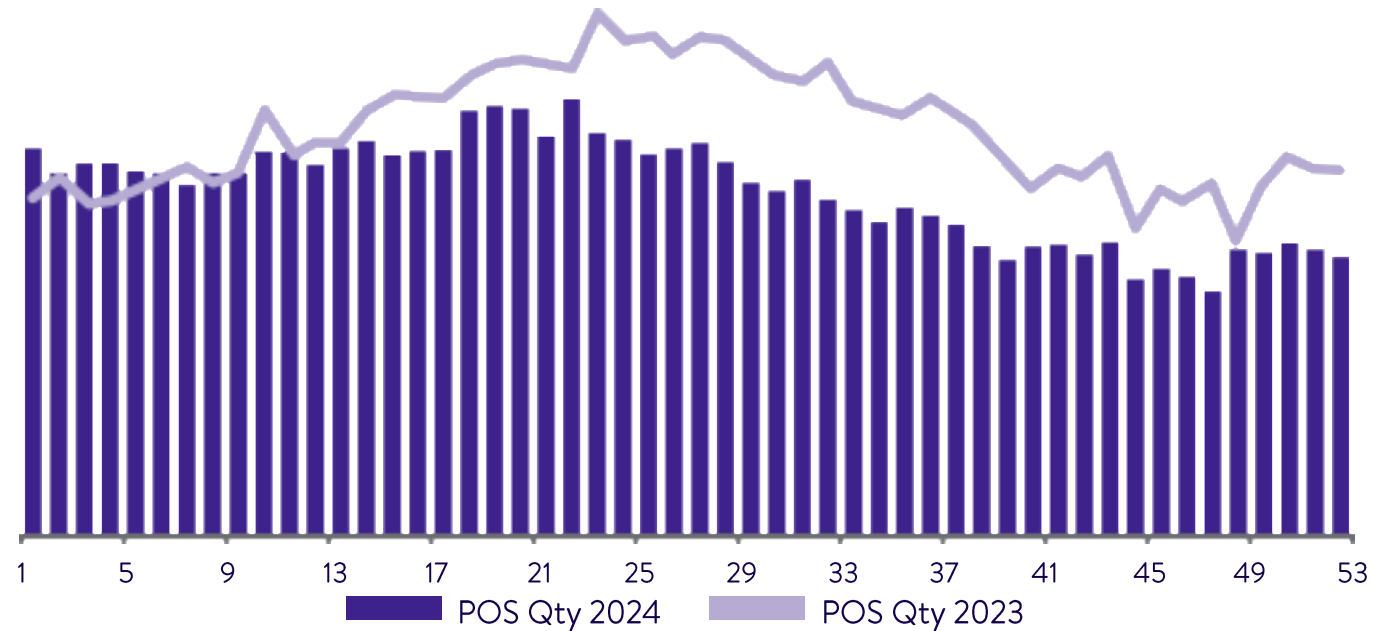
In **Channel Performance**, Wells analyzed that Blue Bunny sales declined in 2024 when compared to 2023.



Units vs YA



Dollars vs YA



What customers are lapsing Blue Bunny Scrounds?
Are there other items customers are switching to?

The Approach

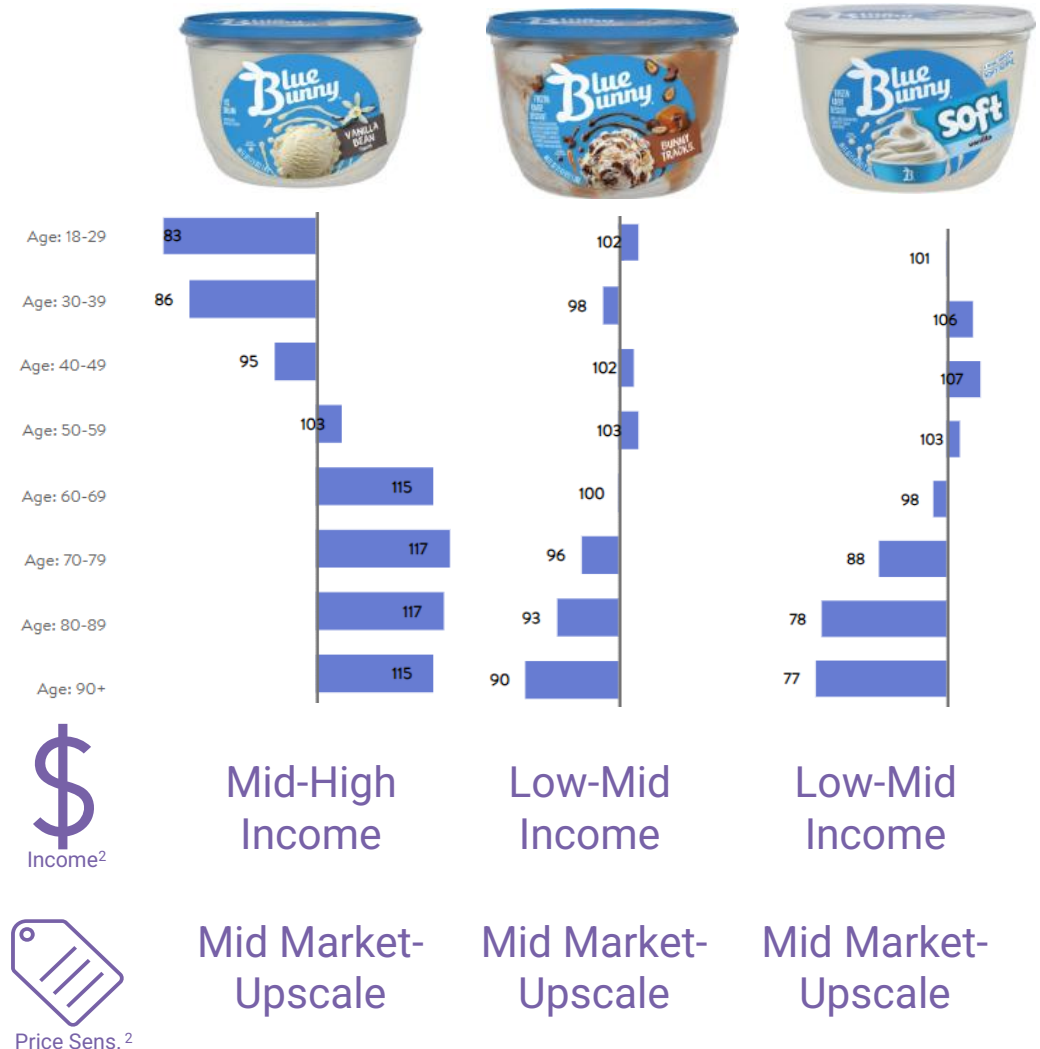


Scintilla Case Study: Wells Enterprises, Inc.

Who is purchasing Blue Bunny at Walmart?

Using profiling metrics from the **Shopper Behavior Performance-In-Detail (PID)** report, Wells found their different Scrouds segments attract different customers. After understanding exactly who was purchasing their product at Walmart using Profile within a PID Report, they sought to understand where the volume was leaking to.

Which customer profiles were lapsing?





Scintilla Case Study: Wells Enterprises, Inc.

Who is purchasing Blue Bunny at Walmart? (Continued)

The **Shopper Behavior Switching** report helped them determine the exact shopper profile that was leaving the brand and how Blue Bunny compared to other mainstream brands. This led them to ask: If customers seeking value are leaving Blue Bunny Scrouds, how can they solve for them and provide a high-quality brand at a value?

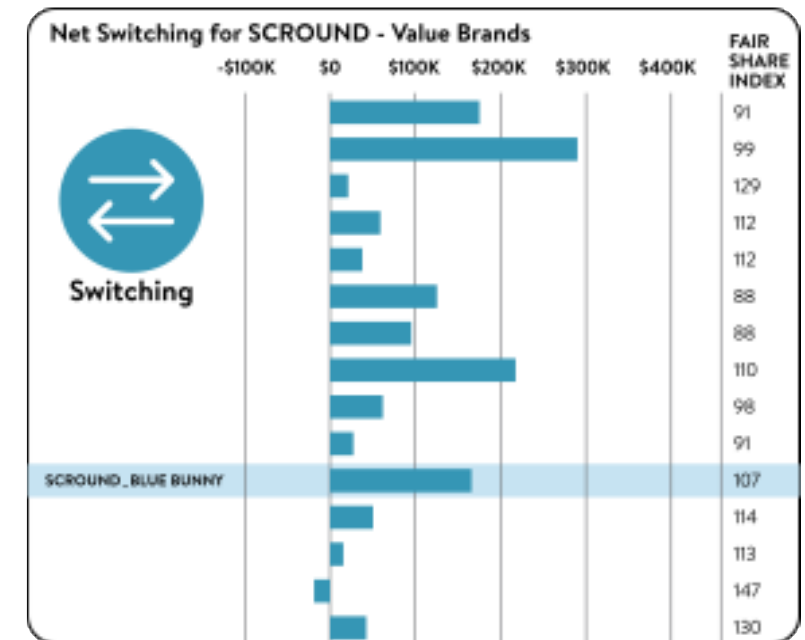
Customers were responding by switching to Value Brands

Customers Profile

Product Groups	Price Sensitive	Mid-Market	Up-Market
Total	100	100	100
SCROUND_BLUE BUNNY	106	99	90
SCROUND	99	99	109
SCROUND	97	102	92
SCROUND	95	101	108
SCROUND	91	103	103

Customers Profile

Product Groups	Income: less than \$50K	Income: \$50K to \$150K	Income: \$150K+
Total	100	100	100
SCROUND_BLUE BUNNY	106	100	89
SCROUND	102	100	95
SCROUND	98	104	92
SCROUND	97	100	107
SCROUND	87	98	129





Scintilla Case Study: Wells Enterprises, Inc.

Meeting Customers with a High-Quality Brand at a Value

To win back the Walmart shoppers that they defined as switching to more value brands, Wells launched a data-backed strategy and successfully align with their internal leadership to recommend a new, lower Every Day Low Price to their merchandising team. This came in the form of a Rollback.

- 1 The What:** Wells used **Channel Performance** data to understand exactly what happened—sales were declining significantly year over year
- 2 The Who:** Wells used **Shopper Behavior** reports, like **Performance in Detail and Switching**, to profile the lapsing customers and determine where they were lapsing to
- 3 The Why:** Wells used **Customer Perception** surveys to talk directly to Walmart customers who lapsed Blue Bunny scrouds

38% of Blue Bunny Soft lapsed customers surveyed say higher prices and less income caused them to lapse*



75% of Blue Bunny Soft lapsed customers surveyed say a lower everyday price would cause them to purchase again*

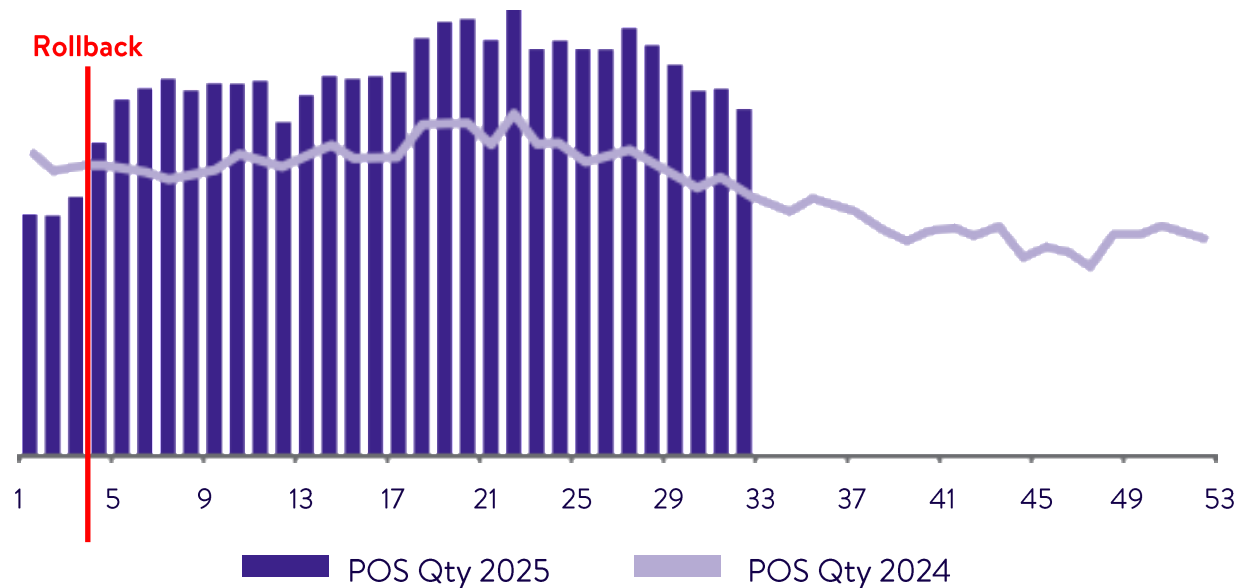
The Results



Scintilla Case Study: Wells Enterprises, Inc.

A Substantial Growth in Sales

In response, Wells presented a holistic solution to their Walmart merchant. The solution was simple to present due to being data-driven with insights from across the Scintilla ecosystem, including **Customer Perception**, **Channel Performance**, and **Shopper Behavior** to place the customers' needs at the center of the solution.



Units vs YA



Dollars vs YA

Not only have they recovered from their 2024 decline, but they have surpassed 2023, which was one of their best in terms of sales. Ultimately, this strategy led to **double-digit YoY dollar growth** and nearly **triple-digit YoY dollar growth for Delivery!**

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Thank you.



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