



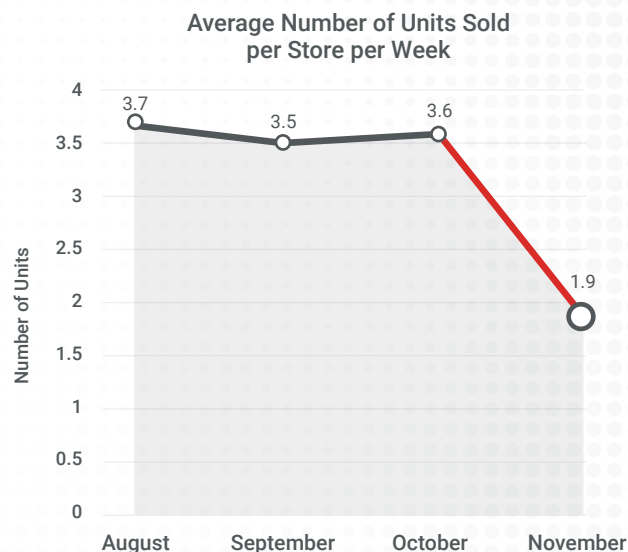
## Success Story

# \$1.5B+ Manufacturer of Electronics and Accessories

### Challenge

This leading manufacturer of premium electronics and accessories struggled to understand a sharp, mysterious drop in their sales in stores over the course of one month.

Without a clear line of vision into what was happening with their products upon arriving at retailers, or a dedicated field team to provide any kind of feedback or engagement with consumers, it wasn't immediately apparent as to the factors contributing to the plummeting sales leading up to the crucial holiday season.



### How It Works

ThirdChannel's retail intelligence platform enables the world's leading brands to see what's happening — or *should be happening* — with products in real-time across thousands of stores. It helps drive brand and category growth by elevating the customer experience.



On-brand field agents equipped with the ThirdChannel mobile app report out straight from the store floor in real time



Additional data sources (point-of-sale, inventory, foot traffic, shopper profiles, weather & more) are streamed into platform



Intuitive dashboard offers complete real-time visibility into stores, identifies sales drivers & recommends action plans to improve retail execution

## Insights + Action

ThirdChannel matched field agents in **40 markets across the U.S.** to assess and capture data in Sport, Outdoor, and Lifestyle accounts, **across 750 retail locations at 11 unique retailers** to optimize retail environments and determine the root cause of the sudden sales drop.

Over a three month period, ThirdChannel's integrated platform collected and analyzed millions of data points captured by field teams on the ground, surfacing a range of other **retail execution issues** that needed to be corrected to optimize customers' experience and drive sales.

1

Challenges with display lead to security issues

2

Lack of visibility into the merchandising of their products

3

Insufficient associate education to build knowledge needed to move products

4

No dedicated field team to engage consumers

This data provided an unprecedented level of business intelligence that **surfaced the following sales drivers** in stores:

- ✓ Fully Merchandised Displays
- ✓ Number of Associates Educated (to engage consumers on tech features)
- ✓ 9+ Core Products on Display
- ✓ Interactive POP
- ✓ Displays Located Near Checkout
- ✓ Consumer Engagement (re: technical aspects of product)

Data also revealed that, though stores were fully stocked with product, the shelves on the floor were not. Conversations between field agents and associates revealed the root cause of the sudden sales drop: **store managers were uncomfortable displaying product on shelves, fearing increased theft.**

Empty shelves had previously detracted buyers, having appeared that the store was out-of-stock. To reverse the declining sales trend, ThirdChannel generated action plans to **design and install lockable plexiglass displays** to protect merchandise, setting store managers at ease while also attracting shoppers.

Display fixes began on November 1, with 50% of the total displays installed by November 29 and the remainder fully implemented by December 27.



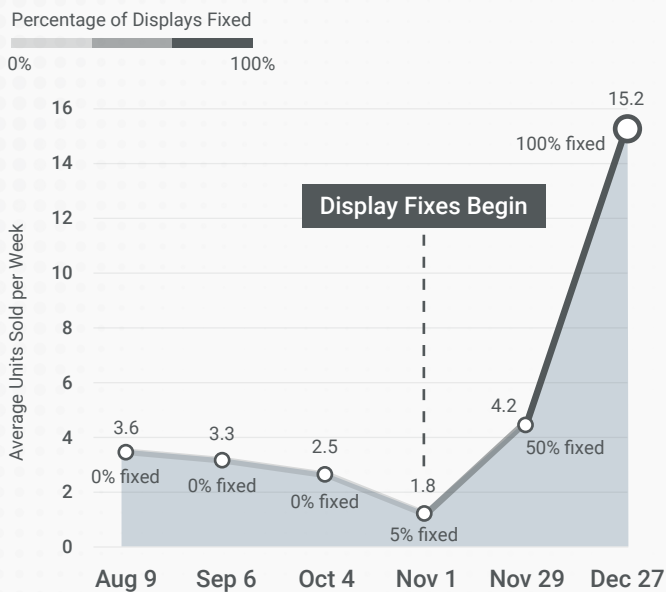
1 in 5

Stores had ZERO product on display, despite having a surplus of inventory available in backstock.

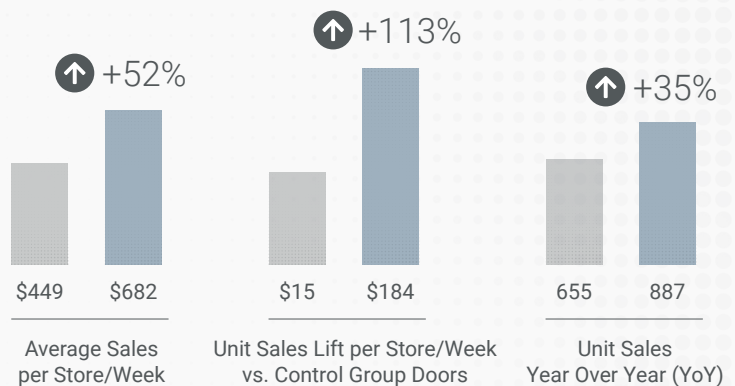


## Results

The result of ThirdChannel working with the brand was the successful installation of **600+ locked plexiglass displays**, which brought **7,000+ products back to the floor** during the busy holiday season and yielded significant increases in **average sales per week (+52%)**, **unit sales per week (+113%)**, and **year over year sales (+35%)**.



### ThirdChannel Leveraged Doors Before & After Program Launch



BEFORE installation of lockable plexiglass displays



AFTER installation of lockable plexiglass displays

### Increase in Unit Sales:



**+2x**

When display security feature added



**+21%**

When video POP functioning



**+66%**

When displays are near checkout



**+39%**

When 9+ cameras displayed



**+61%**

When 51-60 accessory SKUs displayed

In addition to the security improvements, field agents also conducted **visual merchandising, store associate training, and consumer engagement**. This effort directly contributed to the **+35% lift in unit sales year over year** upon conclusion of the program.

Ground data revealed the most effective time period to influence sales was **Thursday and Friday evenings between 6PM - 9PM**, prompting agents to shift consumer engagement to these hours and drive **1,400+ purchases from customer interactions**.



**7,685**

Associates Educated



**5,440+**

Agent Hours Spent in Doors with Associates & Consumers



**TH / F**

Highest Consumer Engagement between 6PM - 9PM



**1,400+**

Brand Purchases from Consumer Interactions