



## ThirdChannel drives sales of technology-driven product for *Owlet* with on-brand field force, real-time tech insights

### Challenge

*Owlet*, a technology-driven baby product manufacturer that tracks over 1 trillion baby heartbeats a year, needed to address three key pain points:

#### Build brand awareness

for their new-to-market, technology-rich product in local retailers and at community events

#### Drive in-store sales

by converting parents to customers with engagement and detailed product information

#### Train store associates

to effectively empower them to drive future sales to customers.

### Action Plan

A team of ThirdChannel Field Agents who could identify with other parents were **trained at great length to understand all the key features** of the *Owlet* product. Over the course of 9 months, they worked within 3 major retailers to:

- ✓ **Collect millions of data points from the ground** around how to optimize *Owlet's* presentation and address parental concerns.
- ✓ **Educate customers and associates** to drive incremental sales, additions to baby registries and increased brand awareness.
- ✓ **Reported on inventory levels in stores and provided data** to better understand opportunities at store level.

*“Not only was I able to educate consumers on *Owlet* and how it uses pulse oximetry technology, but I also promoted safe sleep practices during my visits – they loved it.”*

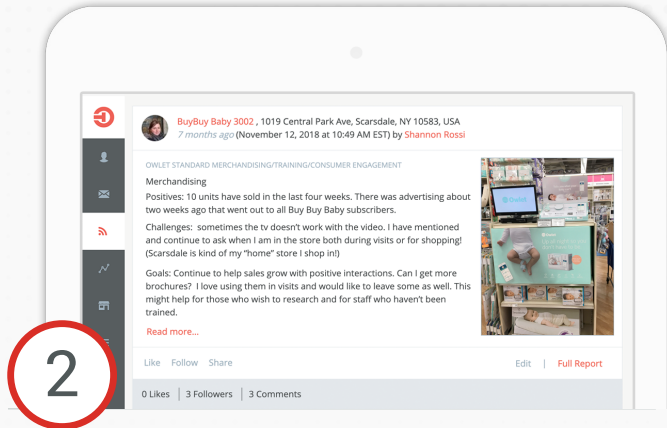
*- Shannon R. (*Owlet* Field Agent)*

# Results



1

Vetted, trained, authentic Field Agents educated more consumers, trained more sales associates and sold more product.



2

ThirdChannel tech accelerated *Owlet's* ability to react.

3

Field Agents respond to data and directives to exceed KPI's and improve sell-through.

↑ +17%



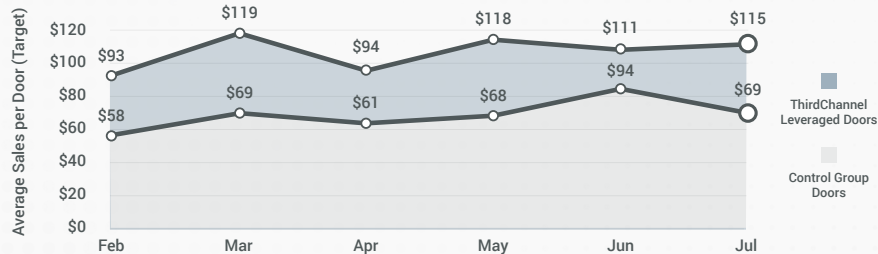
1,385

Consumers Engaged  
(exceeding target KPI goal by +25%)



594

Sales Associates Trained  
(exceeding target KPI goal by +39%)



## Program Information



425

Store Visits



2,700+

In-Store Hours



7

Field Team Members



\$300+

Average Price Point

## Key Retailers:



TARGET

buybuy  
BABY

NORDSTROM

