



ThirdChannel drives sell-through and growth for *New Balance* footwear and apparel products in Dick's Sporting Goods

Challenge

When Dick's Sporting Goods agreed to test *New Balance* key running footwear styles, lifestyle footwear and women's apparel in a limited number of their doors, *New Balance* needed to take charge of driving sell-through, rather than rely on the retailer.

In addition, they needed to **capture data around merchandising, consumer sentiment, product feedback, competitive intel and inventory counts** so that when analyzing which doors were driving sales and which ones were lagging, they could determine the reason's why sales performed they way they did.

Action Plan

Step 1. Utilize the *New Balance* x ThirdChannel field team of well-educated, on-brand runners and athletes to focus activity in Dick's Sporting Goods stores where new products were launching.

Step 2. During visits, the field team collects "ground data" about the in-store selling environment.

Step 3. ThirdChannel merged ground data with sales data to reveal why a store over or under performed and recommended action plans *New Balance* must take to grow sales and market share.

Each store is scored to reveal what actions need to be taken:

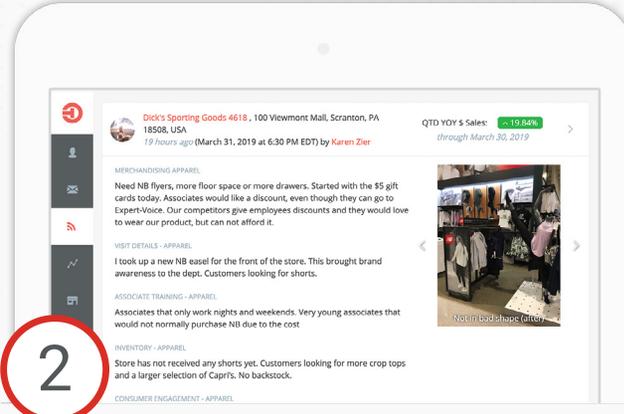


Results



1

Vetted, trained, authentic Brand Reps educate more consumers and train more sales associates.



2

ThirdChannel tech accelerated *New Balance's* ability to react to real-time store needs and sell more product.

3

Sell-through improves in ThirdChannel leveraged doors and key sales drivers are identified.

\$ +55%
Sales Lift in
ThirdChannel
Leveraged Doors
(vs. Control Group
Doors)

+49%
Sales Increase
when 8+ Consumers
Engaged per Visit
(vs. 2-3 Consumers)

+26%
Sales Increase
when >50% of Store
Associates could
Recite 3 Facts About
Brand's Products

Sat/Sun
Peak Consumer
Engagement
(10+ Consumers per
Visit, followed by
Monday at 7+)

Return on
Investment (ROI):
2.3:1
in Sales

Program Information

250
Retail Locations

3,000+
In-Store Hours
per Month

45
Field Team
Members

\$100
Average
Price Point

“Brand Reps are the competitive edge for ThirdChannel. They are very talented, very engaged, extremely capable and have a connection to our brand and the work we want to complete. The data shows that about every-other sale has to do with a Brand Rep being in store.”

- General Manager, Sales

