



# 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:

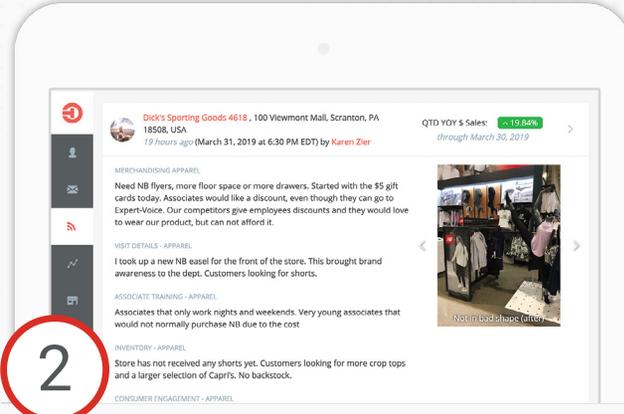


# Results



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

