

ThirdChannel expands *4moms*' brand presence, manning part-time field force and providing consumer insights through tech

Challenge

This leading manufacturer of premium baby gear, toys, and accessories lacked visibility into the status of their products in stores as well as inventory and sell-through for a key technical product. They needed insight into "how to win" amongst stiff competition within 3 major national retail chains and multiple specialty retailers. With a thinly spread team and minimal in-store brand presence, it was hard to know where to take real-time action to drive sales.

Action Plan

Focus on expanding the brand's presence from 3 markets, staffed by *4moms*' own field reps, to 40 markets staffed by on-brand ThirdChannel Brand Reps.

Brand Reps are trained in-depth on *4moms* products with the expectation that during store visits Brand Reps are able to:

- Train a minimum of 2 sales associates on the highly technical products new to the market
- Engage and demo products to at least 3 customers
- Increase the number of parents adding their products to baby registries

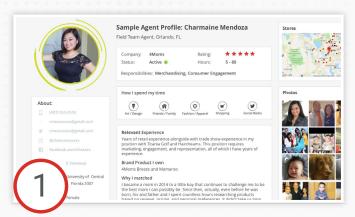
"ThirdChannel Brand Reps have given us line-of-sight into stores, which allows us to ensure that 4moms is represented appropriately. They have become brand experts, able to train associates on our products, answer consumer questions and help with sales. Our partnership with ThirdChannel has proven invaluable."

- Account Manager

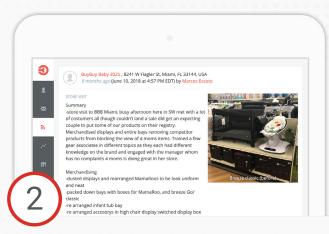


- Alert in real-time when digital displays are not working and fix issues
- Merchandise products, gain secondary placements ensure provided end caps are stocked with brand products

Results



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



ThirdChannel tech accelerates your ability to react.



Brand Reps respond to data and directives to exceed KPI's.



22%

of Consumers Added Items to Gift Registry (+4% from prev. quarter)



10,374

Consumers Engaged (+90% of KPI goal)



3,822

Associates Educated



Program Information



Store Visits

1,900+ 5,600+

In-Store Hours



40+



Markets

\$250 Average

Price Point

National Retailers:







Specialty Retailers:









