

# HOW A BEVERAGEWARE MAKER FOUND THE MOST PRODUCTIVE PRODUCTS TO OPTIMIZE ITS PORTFOLIO

## THE BUSINESS CHALLENGE

Which items in my portfolio deserve more attention and investment next year? It's a question asked time and again by businesses of all sizes, across all industries.

Recently a leading manufacturer of beverageware wanted to know which of its glassware products were most likely to drive growth, and which merited expanded distribution and marketing/promotional dollars.

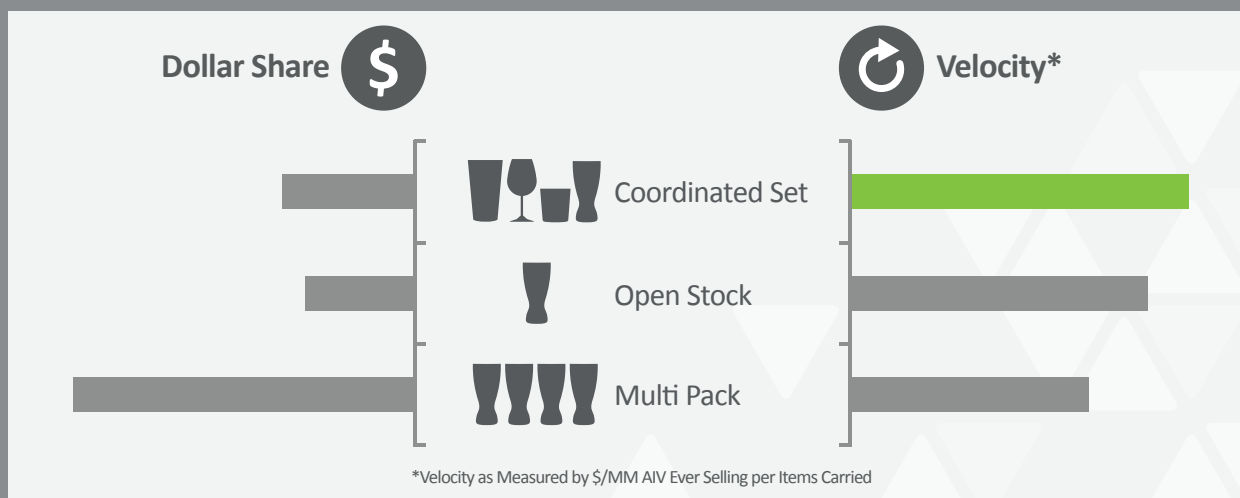
THIS CLIENT ASKED US,

“ Are U.S. consumers buying several of the same glass as part of a coordinated set, or a multi pack of different glass types (tall, short, goblet)? Or, are they buying single, open stock glasses to mix and match for an eclectic look? ”

## HOW WE HELPED

Total sales and market share only tell *part* of the story. Our Store-Level Enabled data allows us to calculate the rate of sales by showing how products are selling *in the stores that are selling them*. Sales rate, also known as **velocity**, identifies the fastest turning products, not just those that are the highest selling because they have the best distribution.

Using Store-Level Enabled tracking, we determined that while our client's **beverageware multi packs** had higher sales, **coordinated sets** actually had higher sales **velocity**—they were **selling faster** in the doors that carried them.



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## THE OUTCOME

By looking at performance through a different lens, our client was not only able to identify the fast-moving items—it was also able to put a **dollar value** on **improved distribution**. Distribution and velocity clarified marketing priorities, helping our client focus its efforts where they would make the greatest impact.

Our client **increased coordinated set** and **open stock promotional budget**, and worked with its sales team to grow distribution—effectively **doubling revenue** the following year.

## ABOUT NPD'S STORE-LEVEL ENABLED RETAIL TRACKING

It's not just *how much* you're selling; *it's how fast*. By capturing store-level data feeds directly from retailers, we're able to offer new metrics, at new levels. We now measure **velocity**, which tells you **the rate** at which products are selling for a better measure of performance. And, we can report below a national level, so you can monitor sales by retailer, region, or territory. Want to know if consumers love what you make? Velocity can tell you. What's the upside potential, if any, of winning wider distribution for a particular item? Velocity can tell you.

## LEARN MORE

Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

## HOW VELOCITY WORKS

Velocity tells you how well your product sells *where it's available for consumers to purchase.*

