

case study: improving category performance

making category-wide impact with store-level insights



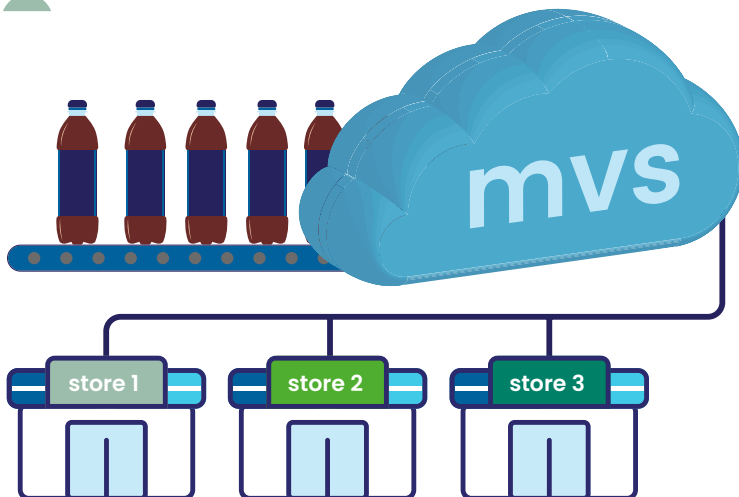
the challenge

Growth-oriented retailers recognize opportunity when they see it. Here, a Midwestern regional supermarket activated a summer program to **drive category sales and boost Carbonated Soft Drinks (CSD) sales**. It called for an on-the-ground approach that was insights fueled and performance driven. This retailer struck while the iron was hot, utilizing a pepviz™-prescribed plan to increase performance.*



the solution

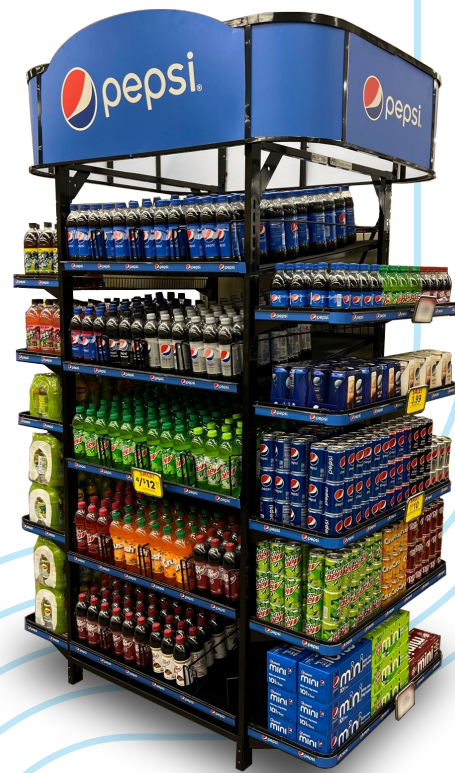
The pepviz approach was used to first understand the retailer problem to solve and then utilized proprietary data and analytics to uncover solutions. Targeted insights paved a path toward actionable ideas centered around growth, while **proprietary tools like Most Valuable Stores (MVS)** met the retailer's challenges with the power of data. pepviz's custom tailored solutions took into account location, product offerings, and shopper behavior to highlight the store's strengths while reinforcing areas that were primed for growth.



the results

By leveraging pepviz, the team created powerful CSD solutions:

- ▶ **30 incremental CSD endcaps** strategically placed in high opportunity areas
- ▶ **2-point share CSD market growth** driven directly by endcaps
- ▶ **total CSD dollar sales increased 16%**, outpacing market competition by 5 percentage points



“The pepviz approach leveraged store-level insights and really unlocked CSD category growth, transforming a new relationship into a deeper partnership with the customer.”

Nick Gonzalez,
Sr. Director of Sales

unlock granular growth with pepviz

Talk to your PepsiCo sales rep or insights partner to learn more about the pepviz approach and how it can unlock new ways to grow in food & beverage. With actionable insights and dynamic data, we help:

- win new shoppers
- drive trips and loyalty
- inspire impulse
- improve category performance
- boost omnichannel shopping

