

## Launched a new promo product that turned into the 3rd best seller for the brand in just 120 days

How Uriach used real-time retailer insights to measure the success of their new product launch and compete effectively with an established leader.



### Challenge

With **182** years of history, **Uriach** is a trusted leader in **Natural Consumer Goods** that focuses on sustainable human health and well-being.

They needed a way to consistently track the **KPIs** on **specific SKUs** at a strategic retailer partner to ensure they were making the right decisions to grow share.

Uriach's objective was to **compete more effectively** in a category there was already an established leader.

They wanted to consistently monitor the **KPIs** of their SKUs and the competition to compete more effectively and succeed in gaining market share fast.

“The information has been really useful for us as it helps us strengthen our decision-making on our new product launch.”

**Uriach ES**



**Ranked 6th**

In a top strategic retailer partner within only 3 months

### Results

Eventually, the new product launched turned into a huge success for Uriach within a very short period, even after just starting within the category.

Within just **120 days**, this new promo product became the **top-selling SKU** for the brand and achieved the highest **Buy Rate** of their products in the category.

They also established a strong competitive presence in the category, ranking **6th** within the same period.

Moreover, **Uriach** was able to identify the **key drivers** for their growth at an SKU level and monitor their new launch performance.

As a result of their new launch, the brand increased its share in **Sales Value** vs the previous period.

\*\*Results comparing sales value vs the previous period

“Uriach needed a way to consistently track the KPIs on specific SKUs at a strategic retailer partner to ensure they were making the right decisions to grow share.”

### Solution

Working with Convert Group, Uriach utilised **segments**, a powerful **eRetail Audit Marketplace** feature that allowed them to monitor the KPI evolution of any SKU (including competition) with just a few clicks.

This helped **Uriach** keep track of market fluctuations and identify potential shopping patterns. By grouping **strategic products** (both theirs and competitors) within the category, they **optimised decision-making** at every step and kept going back to fine-tune with more insights.

**Convert Group** supported **Uriach's** initiatives through its Customer Success team regularly to ensure their strategy was yielding the right results.



**+1,1pp**  
Sales value MS



**+0,6pp**  
Units MS



**+1pp**  
Orders MS



**3rd**  
Best Selling SKU for Uriach



**120 days**  
Post New Product Launch

“The information has been really useful for us as it helps us strengthen our decision-making on our new product launch. We finally started competing vs our top competitor more efficiently, despite we are still behind in Sales.”

**Uriach ES**