

## Case Study

# Surpassing category growth by +14.8% with an insights-driven approach



## SUMMARY

APIVITA, a prominent brand in the skincare industry and a member of the PUIG Group, sought to accelerate growth by tapping into real-time insights and enhancing its strategy.

The typical hurdle brands face in collaboration with retailers is the time lag in receiving and acting upon performance insights.

Often, results from activations and sales data arrive too late for timely adjustments, and the visual representation of data can lack clarity and effectiveness.

APIVITA turned to eRetail Audit Marketplace to enhance collaboration with retailers and create a more targeted marketing and assortment strategy.



## SEAMLESS COLLABORATION

Streamlining communication and fostering a more productive partnership that leveraged real-time insights to drive growth.



## DATA DRIVEN ACTIVATIONS

Robust data that allowed APIVITA to design and implement targeted strategies that responded to market dynamics effectively.



## CATEGORY INSIGHTS

Valuable category-level insights that illuminated market trends, competitor performance, and consumer behaviour.



## Challenge

APIVITA faced three primary challenges:

- **Delayed Insights Impact:** APIVITA faced challenges with delayed performance insights, hindering their ability to make timely adjustments to marketing and assortment strategies.
- **Lack of Actionable Data:** The brand struggled with the availability of data that could drive immediate, targeted actions, resulting in missed opportunities for growth.
- **Visualizing Performance:** The visualization of results was often inadequate, making it difficult for APIVITA to glean actionable insights and make informed decisions swiftly.



## Solution

APIVITA's partnership with eRetail Audit Marketplace addressed their critical need for instant sell-out data and real-time performance monitoring.

The platform empowered APIVITA to **closely monitor** its **category** and **SKU** performance and identify potential growth areas within the retailer.

The immediate access to data facilitated the effective targeting of categories that needed strategic interventions.

By utilising real-time data insights from eRetail Audit Marketplace, APIVITA collaborated closely with retailers to design **custom sell out activations** that not only enhanced their own performance but also **benefited the retailer**.

APIVITA remained agile and responsive, constantly **adjusting its marketing and assortment strategies** based on the real-time data provided. This ensured that they stayed aligned with market dynamics and consumer preferences and maintained market share over time.

## Pivotal factors contributing to APIVITA'S growth

- **New Promo Packs:** APIVITA introduced innovative promo packs that combined core products from the **Bee Sun Safe category** with secondary items from other categories. These packs played a central role, contributing to **54.8%** of the overall growth.
- **Gifts with Purchase:** By offering gifts with purchases in the sun protection category, APIVITA motivated consumers to **purchase multiple units of the Bee Sun Safe range in a single transaction**. This strategy substantially amplified sales.



*Leveraging the real-time data provided by eRetail Audit Marketplace, APIVITA collaborated closely with retailers to design custom sell out activations that elevated brand performance within the retailer's ecosystem, as showcased in the Sales Pulse Screen.*

## Results

From April to August, compared to the same period in the previous year, APIVITA solidified its position as a data-driven brand:

- **Sales Value Evolution:** APIVITA's sales value witnessed a substantial evolution of **+67.1%**. This growth significantly outpaced the category's growth rate of **+52.3%** growth, seeing the brand grow **14.8% faster than the category** and its ability to **capitalize on insights** for competitive advantage.
- **Market Share Surge:** The brand's intensive efforts resulted in a notable market share increase of **+1 percentage points**. This achievement underscored APIVITA's successful utilisation of real-time data to capture a larger market share.
- **Outperforming Competitors:** APIVITA's growth was particularly noteworthy compared to its **top 5 competitors**. With a remarkable growth rate of **+67.2%** in unit sales, APIVITA decisively outperformed competitors within the same category.

# Conclusion

The strategic partnership with eRetail Audit Marketplace not only enabled APIVITA to excel within its category but also underscored its commitment to data-driven decision-making.

By leveraging insights, APIVITA strategically positioned itself for sustained growth, aligning its marketing and assortment strategies with market trends and consumer demands.

The results achieved during this period solidified the success of APIVITA's collaboration with eRetail Audit Marketplace, showcasing the potential of data-driven strategies to reshape brand performance and market share within a competitive retail landscape.

## The Problem

- ✗ APIVITA faced delayed insights and lacked actionable data for effective decision-making in retailer-brand collaboration.

## The Solution

- ✓ eRetail Audit Marketplace allowed APIVITA to promptly monitor category/SKU performance, target underperforming areas, and create data-driven strategies, resulting in impressive growth, market share gain, and competitive advantage.

## Results



Faster growth  
vs their total  
category



Sales Value  
Market Share  
Increase



units sold  
compared to  
the previous  
year