



## Global Confectionery Company Captures Incremental Sales of \$33.8 MM with Atlas' Reporting Studio and OSA+

### Reporting Studio

Manufacturer used Reporting Studio to monitor sell-in of its Fourth-of-July promotional pallet program at Walmart.

Reporting included the tracking of:

- Seasonal Pacing
- Store Shipments
- Pallet Arrivals

Performance alerts were automatically distributed when "seasonal pacing" fell below pre-defined thresholds. This ensured the manufacturer and its retail service provider understood which stores were not participating in the pallet campaign.

#### Results

Fourth-of-July pallets were placed in **95% of the targeted stores** and generated **\$19.8 MM in promotional sales**.

### OSA+

Supplier used Atlas' OSA+ solution to identify potential in-store sales barriers. Key focus areas included:

- Daily Zero Sales
- Out-of-Stocks
- Ghost Inventory

The solution updated the client's retail coverage dashboard and dynamically-routed the retail service provider's in-store personnel.

Stores were prioritized based on the projected rate of lost sales and related velocity-based metrics. Stores were then clustered according to these metrics, as well as by each store's physical location. This enabled the supplier to align retail coverage with stores offering the greatest sales gains.

#### Results

Manufacturer **generated an incremental \$14MM in annual sales** (\$1.73MM per month)

