# Store-Level Enabled Tracking

Why it's so compelling (and how it will change the industry!)

There's a new way to see what others cannot. It's our Store-Level Enabled data, a premium tracking service. You can use its distribution and velocity measures to identify growth opportunities. Understand market dynamics. Examine sales and trends in local geographies. And more. Starting now!

# Store-Level Enabled data provides better answers to your key questions:

Who is the real **top-performing brand**?

Is my **item turning faster** than comparable items the retailer carries?

What **incremental revenue** can I expect from increasing distribution?

What are my **top-performing items**?

When is distribution build great enough to **initiate advertising**?

# Top-Performing Brand

Sales and market share show who is selling the most, but they only tell part of the story. By showing sales only where a product is selling, and taking into consideration the number of items carried, Store-Level Enabled data shows how fast brands are selling, which is an important indicator of performance.

In the example to the right, **Brand A is the top-selling brand**, but **Brand E is the most productive, fastest-turning brand.** Velocity also shows competitive threats that previously would have gone unnoticed: **Brand S ranks #19 in sales,** assuming .3 share, but it's the **third-fastest turning brand.**
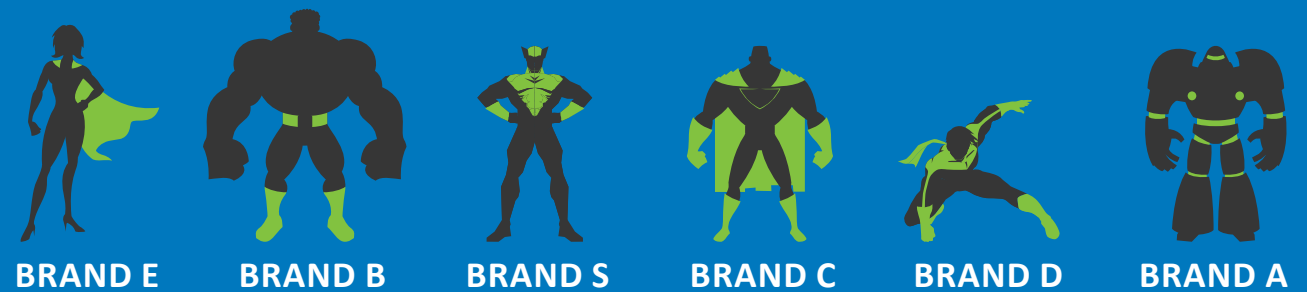
|  | BRAND E | BRAND B | BRAND S | BRAND C | BRAND D | BRAND A |
|---|---|---|---|---|---|---|
| Rank by value share | 5 | 2 | 19 | 3 | 4 | 1 |
| Rank by velocity per items carried | 1 | 2 | 3 | 4 | 5 | 6 |
| Value share | 10.1 | 16.5 | 0.3 | 16.1 | 12.1 | 21.4 |
| Distribution | 42 | 53 | 12 | 67 | 66 | 72 |
| Avg # items where carried | 1.0 | 4.8 | 1.0 | 6.1 | 5.7 | 10.7 |
| Velocity per items carried | 452 € | 122 € | 99 € | 74 € | 61 € | 53 € |

# Item Turn Speed

It's also meaningful to analyze item-level performance. The **Brand A item shown to the right turns almost twice as fast as the comparably priced Brand C item,** and it's the **second-fastest turner** in the action figure category, making a strong case for expanded distribution.

| | DISTRIBUTION | | AVERAGE PRICE |
|---|---|---|---|
| Item from Brand E | 42 | 452 € | 4,16 € |
| Item from Brand A | 12 | 393 € | 11,79 € |
| Item from Brand C | 34 | 223 € | 11,79 € |
| Item from Brand B | 41 | 220 € | 44,99 € |
| Item from Brand D | 42 | 151 € | 24,46 € |

SALE

SALE

# Revenue and Distribution

Since Brand A and Brand C items are comparably priced at about 11,79 €, **it's reasonable for Brand A to forecast the level of distribution Brand C's item has already obtained (34%)** and use it as the basis to estimate its incremental revenue opportunity.

| ITEM DESCRIPTION | VALUE SALES | DISTRIBUTION | SALES PER PT OF DISTRIBUTION | INCREMENTAL DISTRIBUTION TARGET | 13-WEEK SALES OPPORTUNITY |
|---|---|---|---|---|---|
| *Item from Brand A* | 1,858,997 € | 12 | 309,833 € | 28 | 8,675,321 € |
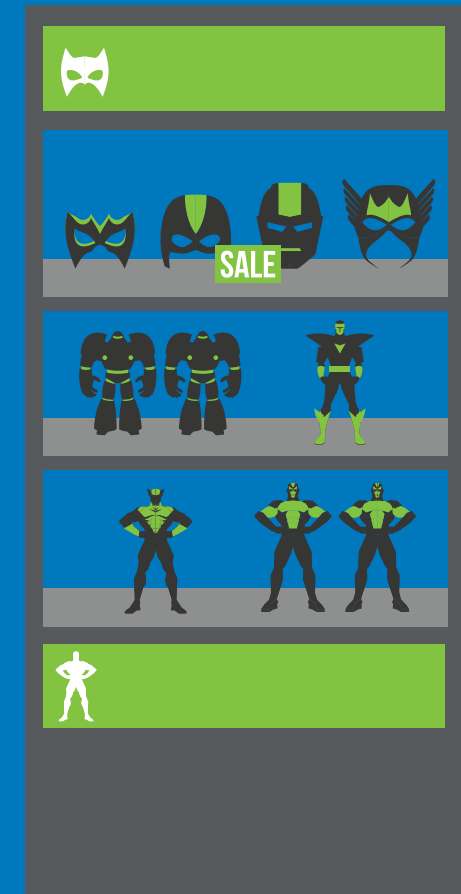
# Top-performing items

Once you have access to distribution and velocity you can see which brands in your own portfolio are performing best.

In this case, the red item is the **fourth-best seller.**

Once we take lower penetration levels into consideration, and that its **1.2 share in the action figure category was achieved with only 6% distribution,** we see that it is selling three times better than the orange item with the second-best velocity in the portfolio.

When compared to the blue item in the portfolio with a similar price point, it's performing **five-and-a-half times better.**
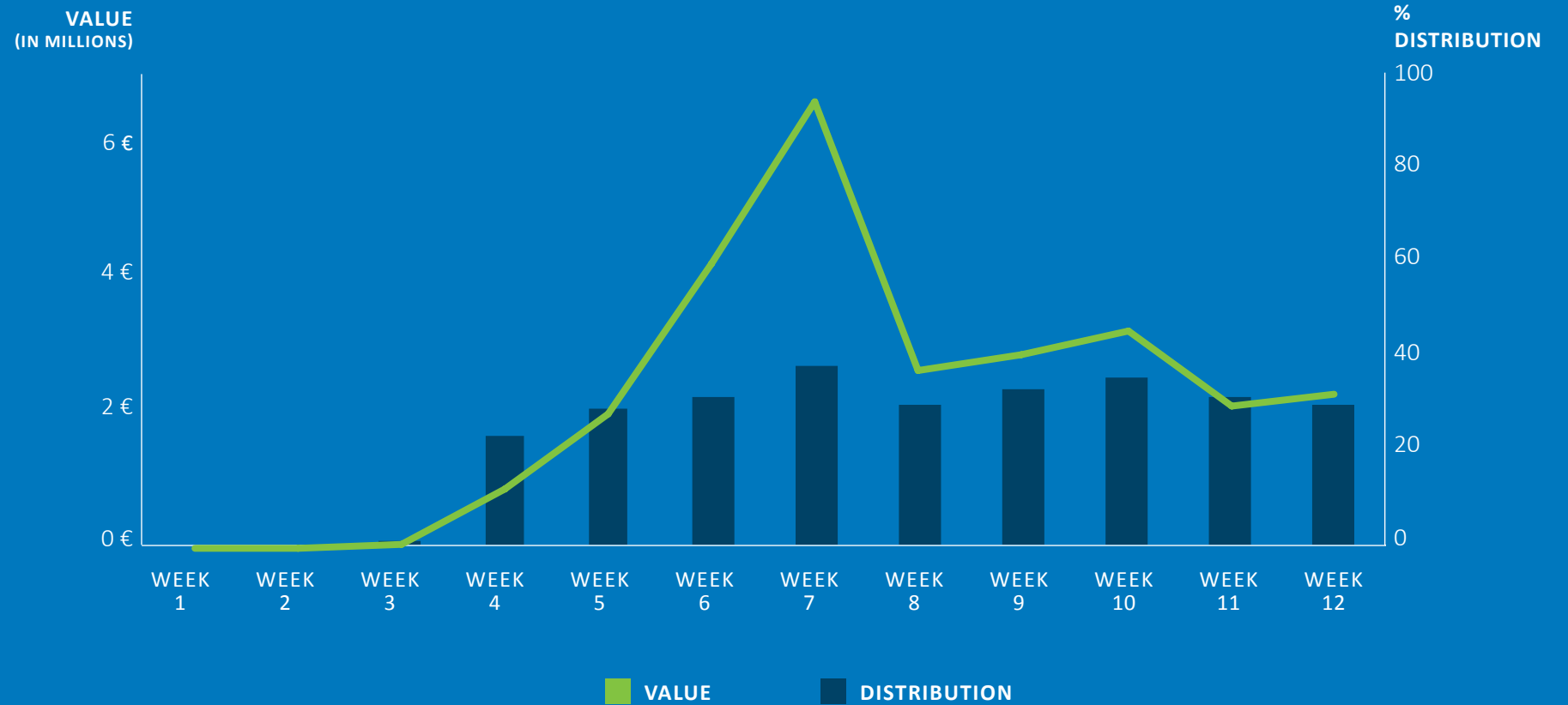
| ITEMS WITHIN BRAND A | RANK BY VALUE SHARE | RANK BY VELOCITY | VALUE SHARE | DISTRIBUTION | VELOCITY | AVG. PRICE |
|---|---|---|---|---|---|---|
| Red Item | 4 | 1 | 1.2 | 12 | 393 € | 11,79 € |
| Orange Item | 1 | 2 | 3.5 | 49 | 132 € | 12,96 € |
| Yellow Item | 2 | 3 | 3.4 | 50 | 129 € | 25,39 € |
| Green Item | 3 | 4 | 1.8 | 44 | 78 € | 50,65 € |
| Blue Item | 7 | 5 | 1.1 | 29 | 70 € | 11, 90 € |
| Purple Item | 5 | 6 | 1.2 | 39 | 56 € | 22,72 € |
| White Item | 6 | 7 | 1.2 | 41 | 54 € | 7,89 € |

50%

# Advertising Initiatives

You can track the distribution build of a recent product launch — yours or a competitor's — at a national level or within a region or channel. This tells you **whether your advertising was successful by tracking revenue against distribution** and provides context when monitoring competitive activity.

**VALUE**
(IN MILLIONS)

**%**
**DISTRIBUTION**

| | VALUE | DISTRIBUTION |

WEEK 1 · WEEK 2 · WEEK 3 · WEEK 4 · WEEK 5 · WEEK 6 · WEEK 7 · WEEK 8 · WEEK 9 · WEEK 10 · WEEK 11 · WEEK 12

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**Learn more.** Contact your NPD account representative
or email contactnpd@npd.com.