

CASE STUDY

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# BODYARMOR gains distribution into key retailers using full suite of Numerator Insights Solutions

Learn how BODYARMOR solidified their value to grow distribution by identifying shopping behaviors in hard to analyze channels like club and dollar, proving incremental value of BODYARMOR shoppers to a retailer's bottom line, and quantifying the size of the opportunity to shift sales and grow share of wallet.





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### **BODYARMOR**

#### BACKGROUND

BODYARMOR is a sports drink packed with premium ingredients that provides superior hydration for today's athlete. BODYARMOR leveraged the full Numerator Insights suite to expand their distribution by exposing existing opportunities to key retailers.

#### CONTACT US



[hello@numerator.com](mailto:hello@numerator.com)



[www.numerator.com](http://www.numerator.com)

#### CHALLENGE

As a new and fast growing company in the competitive Sports Drink category, BODYARMOR's continued success relies on expanding distribution. BODYARMOR needed to prove to retailers that were not yet carrying their product that their shoppers were seeking out and purchasing BODYARMOR at competitive retailers. In addition to confirming the immediate opportunity among existing shoppers, the sports drink company wanted to highlight the incremental value BODYARMOR shoppers would bring to retailers.

#### NUMERATOR INSIGHTS LEVERAGED

##### Trending key metrics to identify immediate retailer opportunities

BODYARMOR selected Numerator as its insights partner for its depth of coverage across traditional and non-traditional channels, arming the brand with the strategic insights to grow retailer relationships, even in hard to analyze channels like club and dollar stores. Together, BODYARMOR and Numerator demonstrated to a major club and dollar retailer that there existed an immediate opportunity to increase sales if they began carrying BODYARMOR products. They did this by quantifying the percentage of their current shoppers that were already seeking out and purchasing BODYARMOR at competitor retailers. For the club retailer, 9.7% of their shopper households were already purchasing BODYARMOR elsewhere, representing an opportunity to gain sales from 4.7 million households. The dollar store retailer saw an even bigger opportunity with over 7.2 million of their household shoppers purchasing BODYARMOR products at a competitor.

Numerator Insights emphasized the importance of shifting sales of BODYARMOR to their stores by demonstrating that shoppers who purchase sports drinks have a significantly higher overall value and make more store trips annually. Club shoppers who purchased sports drinks spent twice as much in club and made twice as many store trips as those who did not purchase sports drinks. Similarly, dollar store shoppers spent over four times as much and made over four times as many store trips than those who did not purchase within the category.

## Analyzing existing source of volume to create incremental revenue

It was especially important to show to the club and dollar retailers that the entry of BODYARMOR products would not cannibalize sales from sports drinks that were already being carried in stores. The Existing Source of Volume analysis reported BODYARMOR would add incremental revenue to their stores as the majority of BODYARMOR purchasers were new to the category and driving category expansion from shoppers buying more sports drinks.

## Growing retailer share of wallet

Incremental revenue opportunity increases in importance when paired with the Retailer Share of Wallet report that demonstrated that the club and dollar retailer was trailing behind their respective competitors. Competitor retailers were growing share of wallet within the sports drink category while their share of wallet was declining. Because the analysis has full insight into share of wallet within the category broken out by retailer, the team was able estimate the revenue opportunity if the retailer captured an equivalent share of wallet of competitors from BODYARMOR purchases.

## RESULTS

BODYARMOR tapped the full suite of Numerator Insights products to create a compelling case around existing demand, increasing overall revenue and gaining share of wallet. It was difficult for these retailers to ignore that millions of their existing shoppers were already seeking out BODYARMOR products at their competitors and that attracting these valuable shoppers would help bolster their overall sales with basket sizes exceeding 2-4 times the average. This multifaceted approach, only made possible by Numerator's omnichannel visibility, successfully allowed BODYARMOR to grow their business and gain distribution into new retailers.

“ Numerator played a huge and integral role in us getting new distribution at major retailers. Specifically the Share of Wallet, Leakage Tree, and Shopper Metric reports helped to paint a vivid picture of how these retailers were missing out on significant sales and growth, while their competition was thriving around them by leaning on our brand. This made it easy for retailers to recognize the value BODYARMOR would bring to their sports drink category.”

- Matt Gorman, Director of Business Intelligence for BODYARMOR

**7.2** Million of the retailer's household shoppers were already purchasing BODYARMOR products at the competitor - presenting an opportunity to shift sales.