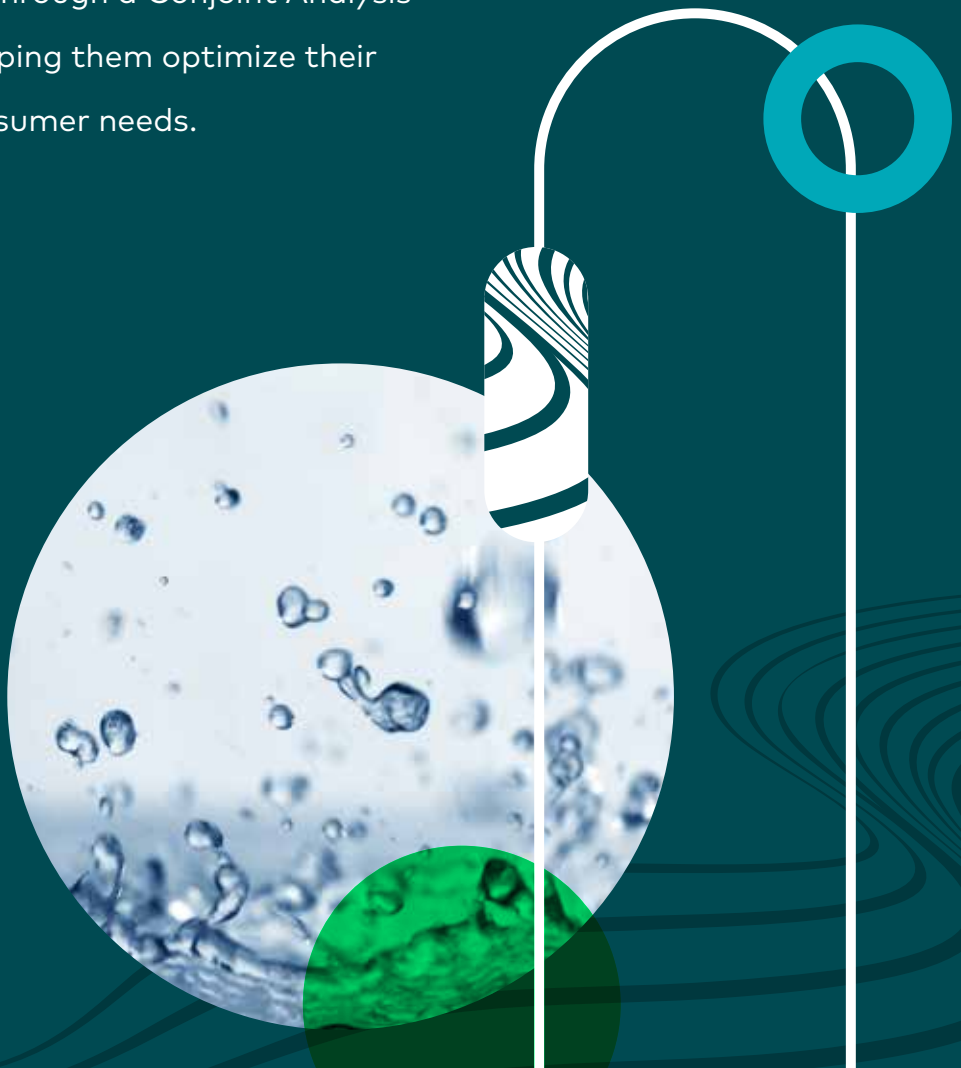


CASE STUDY

Waterpik uncovers optimal product bundle to get Costco buy-in faster than ever

Learn how Waterpik uncovered rich insights into the preferences of Costco shoppers through a Conjoint Analysis and follow-up Instant Survey, helping them optimize their product bundle to best meet consumer needs.





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BACKGROUND

WATERPIK® is the #1 brand of water flossers and replaceable shower heads and proudly engineered in Fort Collins, Colorado. The company, founded in 1962, has a rich history of innovation and design, engineering their products to deliver the wellness benefits of water in multiple new-to-the world products – including the iconic original WATER FLOSSER and THE ORIGINAL SHOWER MASSAGE® shower head. Water Pik, Inc. is a wholly-owned subsidiary of Church & Dwight Co., Inc.

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CHALLENGE

Waterpik frequently evaluates their product offerings to ensure they are meeting consumer demands. In 2022, they partnered with Costco to reassess their bundle offering in the retailer. To get Costco's buy-in, they needed to determine which product and price would be the best fit. Working off fragmented research and trying to piece together a complete consumer view, they knew they needed to validate some of their assumptions. Waterpik needed a data-backed strategy to understand the unique preferences of Costco members – striking the right balance between quality and price. Trusting Numerator's visibility into Costco shoppers' verified buying behavior, they knew where to turn to uncover deeper understanding of consumer preferences.

NUMERATOR SOLUTIONS LEVERAGED

Numerator Surveys

Consultative Research Expertise

To best address these challenges, Waterpik knew they needed to tap into Numerator's rich data on verified buying behaviors of Costco shoppers. Working closely with Numerator's consultative research experts, Waterpik conducted a custom Conjoint Analysis study to uncover consumer attitudes toward product features, price points and messaging - and the relative importance of each. The agile approach and fast feedback the team received from verified shoppers was enlightening and extremely valuable – but the initial findings differed from previous assumptions.



Numerator's consultative approach and clear delivery of results enabled us to take fast, decisive action."

- Director of Sales Operations, Waterpik



Fast, Quality Insights

Follow-up questions were not what Waterpik was hoping for with a looming timeline for their meeting with Costco buyers. In order to get fast answers to these new questions, they conducted a follow-up Instant Survey to dig deeper into key purchase motivators. They received additional insights within a week - and although the respondents were different than the initial study, the Instant Survey yielded the same results, giving Waterpik further confidence in their findings and even deeper data to take to Costco.

Clarity for the Future

The combination of the original study and the follow-up Instant Survey provided Waterpik with clarity into what really matters to their consumers. The research uncovered surprising insights into preferences toward both product appearance and messaging that were key in shaping the optimal product bundle for Waterpik to sell at Costco that would maximize both their shelf space and profits.

“**Knowing our research was turnkey and complete gave us confidence in the credibility of our data when engaging with our Costco buyers.**”

- Director of Sales Operations, Waterpik

RESULTS

Waterpik’s targeted, data-backed solution gained buy-in from Costco faster than ever before. Through the research conducted, Waterpik uncovered rich insights into the specific attitudes and behaviors of verified Costco shoppers - who are often difficult to understand. Waterpik was able to disconfirm assumptions that they had about their Costco consumer, develop an improved product offering and ultimately strengthen their partnership with the retailer.

**Start a conversation today:
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