



Trial Run is a cloud-based business experimentation solution that lets retailers conduct experiments on sites, markets, and individuals before implementing new strategies and ideas.

Here's one example of Trial Run helping a customer establish a winning retail idea for their business.

PROBLEM

A leading U.S. manufacturer wanted to move consumers to their organic line of sunscreen and moisturizer. To accomplish this, they developed the idea to relocate a specific product in their organic line from a lower shelf to a top shelf. But first, they needed to see if their idea would work.

SOLUTION

The manufacturer partnered with a retailer to perform an experiment in a number of stores to determine the workability of their idea...and to determine if there was any cannibalization effect on their non-organic category.

The retailer ran the experiment in 146 stores, using Trial Run to help administer the process...including the creation of virtual control stores that helped establish which stores would act as the control in the experiment.





THE RESULT

Trial Run helped the retailer and manufacturer establish how best to roll out the idea, and provided valuable data as execution of the idea moved forward.

In the end, a large scale roll out of the experiment observed a gain of \$300K over a period of months, resulting in \$1.8 million in sales annually. This proved the workability of the manufacturer's idea, and helped them accomplish a successful focus-shift to their new organic line.

Find out how Trial Run can help you optimize your retail strategy and operations today.

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