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Selling With Data

How Avaline was able to turn their
early audience into retail success.

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WESTOCK™

The Current CPG Sales Dilemma

Since 2013 more than \$17 billion in U.S. CPG sales has shifted from legacy brands to emerging brands*. This boom in new brands has led to a gold rush of new makers and CPG entrepreneurs creating highly specialized products in the hopes that they will ride the wave of explosive growth happening right now. The problem is that although there is opportunity to be had, most brands are pitching prospective retail buyers with their brand story versus a data story. This causes brands to lean in to heavily with their personal background, single ingredient callouts, and statement like, "we are the only brand doing this!". Although these sales techniques can work in moderation, it is imperative to lean into data when approaching retail growth and let the number lead the way.

The Early Days of Data

Emerging brands don't necessarily have a treasure trove of actionable data points to pull from in the early days of building their brand. Often times asking for data from a retail partners or distributor can be arduous to say the least. Large data providers that have national reach and supply scan data across multiple channels are an amazing resource, but it is unrealistic for young brands to spend the large price tag that comes along with these providers. So, how do we hone our retail pitch and map out our retail roadmap without having access to massive amounts of syndicated data?...well, **we simply ask our customers.**

About Avaline

As winemakers, we are not required to tell you much about what's in your bottle, but at Avaline, we choose to.

Winemakers are legally required to disclose very little about their wines. Those disclosures only reveal information such as growing and bottling locations, whether the wine contains sulfites, and the percentage of alcohol. There's no obligation to tell you how their grapes are grown or to name any of the more than 70 additives that are used in the winemaking process to alter the taste, color, and mouthfeel of what is in your glass.

Avaline launched believing in holding our wine to a higher standard.

Capitalizing On Your Audience

Avaline had a strong online audience that they were building through their celebrity co-founder, Cameron Diaz. The brand was getting a tremendous amount of buzz before launch, but the team at Avaline knew that it wouldn't be enough to just rely on their founders name recognition. They needed to launch into retail with a strong enough presence to satiate their audiences excitement for the roll out, but were yet to secure distribution. The question was clear...how do we articulate to potential retail and distributor partners just how much demand there was for a new wine brand in the space.

Avaline had a strong audience that they had built through social media and word of mouth. An audience whether it is a couple hundred people or a hundred thousand people, can drive your early success in retail.

Avaline Audience Breakdown

| | |
|--------------|---------------|
| Email | 5,000 |
| Facebook | 3,000 |
| Instagram | 10,000 |
| Twitter | 1,000 |
| Total | 20,000 |

Working With WeStock

When Avaline was ready to engage their audience with WeStock, we set them up with our easy to use forms.

We provided them with links for their website, social media pages, and email campaigns.

There was a clear call to action for customers to let Avaline know where they wanted to see their product stocked.

Once the form is filled out the customer can opt-in to the Avaline email list and share their request on social media with their audience if they would like.

This process was integrated into Avaline's work flow and within the first three months they had enough data to start incorporating it into their sales meetings.



AVALINE
EST. 2011

Crowdstock™ Our Brand

Please let us know at which location you would like to see our products.

Enter your email
example@example.com

Zip code
00000

Preferred store
What store is most convenient?

Products
Select products

MAKE A REQUEST

Crowdstocking powered by **weStock™**
[Privacy Policy](#)

Strategy

*The customers wants to be included in your brand journey!
Let them lead you.*

"Focus on selling your brand from a data and category standpoint instead of a personal one."

1

Form Accessibility – It was important to make the call to action to make a request highly visible on their website.

2

Get Social – Avaline had an engaged audience on social media and a strong email list. They drove attention to the WeStock tools through those channels.

3

Think Ahead - Avaline knew when their first round of buyer meetings were and planned 3-4 months in advance to ensure they had enough data.

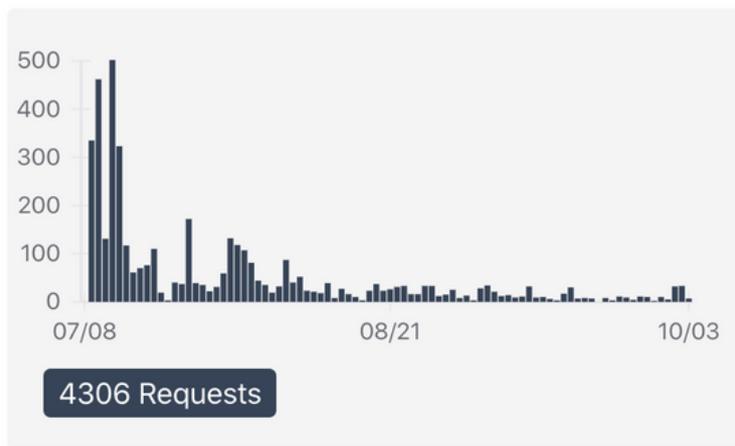
4

Sell With Data - Avaline leaned into the data and articulated a strong selling story centered around the demand for their product and how they could drive sales for the entire clean wine category.

Results

Marketing pushes coupled with consistent engagement.

Avaline's October launch was a resounding success and as they continued conversations with buyers they were able to get consistent daily engagement.



Retailers Secured Sprouts, Whole Foods, Jewel-Osco, Fresh Thyme, & Harris Teeter

Top States California, Texas, & Florida

Website Requests 2,781

Social Requests 851

Email Requests 622

Retail Rollout Then & Now

85% of new CPG product fail - Nielsen

You did it! You got into a retailer and your excited about getting a potentially large order. The world is yours for the taking and your brand is set up for massive success...

We have all been there as CPG founders and team members. That rush from the thought of your product hitting the shelf. The issue of-course, is that the order is just the beginning. It is much harder to get off shelf than on the shelf, meaning that your brand has to have a strong plan for in-store success.

Avaline knew they had a strong audience of loyal brand advocates, but how could they best control the brands success in retail without solely relying on promotions and demos, especially when covid was affecting so many traditional trade spend options.

Avaline had captured over 4,000 requests for their product from the time they joined WeStock to their product hitting the shelf. These represented customers who were excited about the product and wanted to support them at their local store.

Instead of focusing on traditional trade spend options to drive velocity. Avaline coupled their in-store efforts with target marketing campaigns to their shoppers through WeStock. This empowered Avaline to control their brand's on-shelf success and ensure their product was seeing the necessary turn at the store level.

Owning Your Retail Success

Velocity is the name of the game!

As mentioned on the previous page, Avaline had collected an immense amount of data through WeStock.

They knew exactly where their customers shopped and the SKUs that they were interested in.

Since WeStock captures the contact information for every request that is processed, Avaline was able to notify and reward shoppers when the product hit the shelf.

This direct relationship with their customers now empowered Avaline to control their brand's success not only when it launched, but throughout the year. They can now create campaigns around their promotional calendar that directly reach the customers that shop there.

Average open rate: 34%
Average click through rate: 4.5%



A Bottle of Clean Wine Has Never Been Closer

When Avaline's founders, Cameron Diaz & Katherine Power, started Avaline, one of their goals was to make clean wine more accessible across the country. Just two months after launching, we're excited to let you know that Avaline is now available in a store near you.

You're just three steps away from enjoying a crisp, delicious glass of Avaline.

Step 1: Click on the button below to visit our updated product finder.

Step 2: Enter your zip code and reveal the locations where Avaline's in-stock.

Step 3: Buy it, chill it, and sip with ease.

[Find A Bottle](#)

SELLING WITH DATA

Replicating For Your Brand

You don't need a huge audience to succeed and sell with data!

Although large amounts of consumer data can help move the needle for a brand much quicker, it truly does not matter how big your audience is. We have seen brands open up large retailers with just a handful of product requests. Here is how we can help:

1

Engage Early - Even if you are not thinking about growing into retail, you want to be capturing data as your online audience grows, so you have it ready to go when it is time.

2

Set a Goal – We set a goal of 50 requests per month for our emerging brands. Hitting this number can open your brand up to thousands of new retail doors and buyer leads.

3

Be Consistent – Placing the WeStock form on your website is a great start, but making it a monthly practice to promote on social media and through your newsletter is a must.

4

Lean on Us – We have seen it all and worked with every retailer in the country. We are happy to sit down and work through a retail road map that makes sense for your brand goals.

About WeStock

WeStock converts customers that love your product into authentic and actionable data that helps your brand get on shelf and stay there.

Growing your brand in retail is hard and that's why we're here to help. WeStock transforms your brand awareness into retail success, by seeing exactly where your customers shop. We do this by providing you with the tools that capture consumer demand for your brand as you build your online audience.

We work with brands of all sizes, whether your goal is getting into new stores or growing same store sales, we are here to work with you as your data provider.

Find Us

If you have any questions or want to learn more, please reach out to us!

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