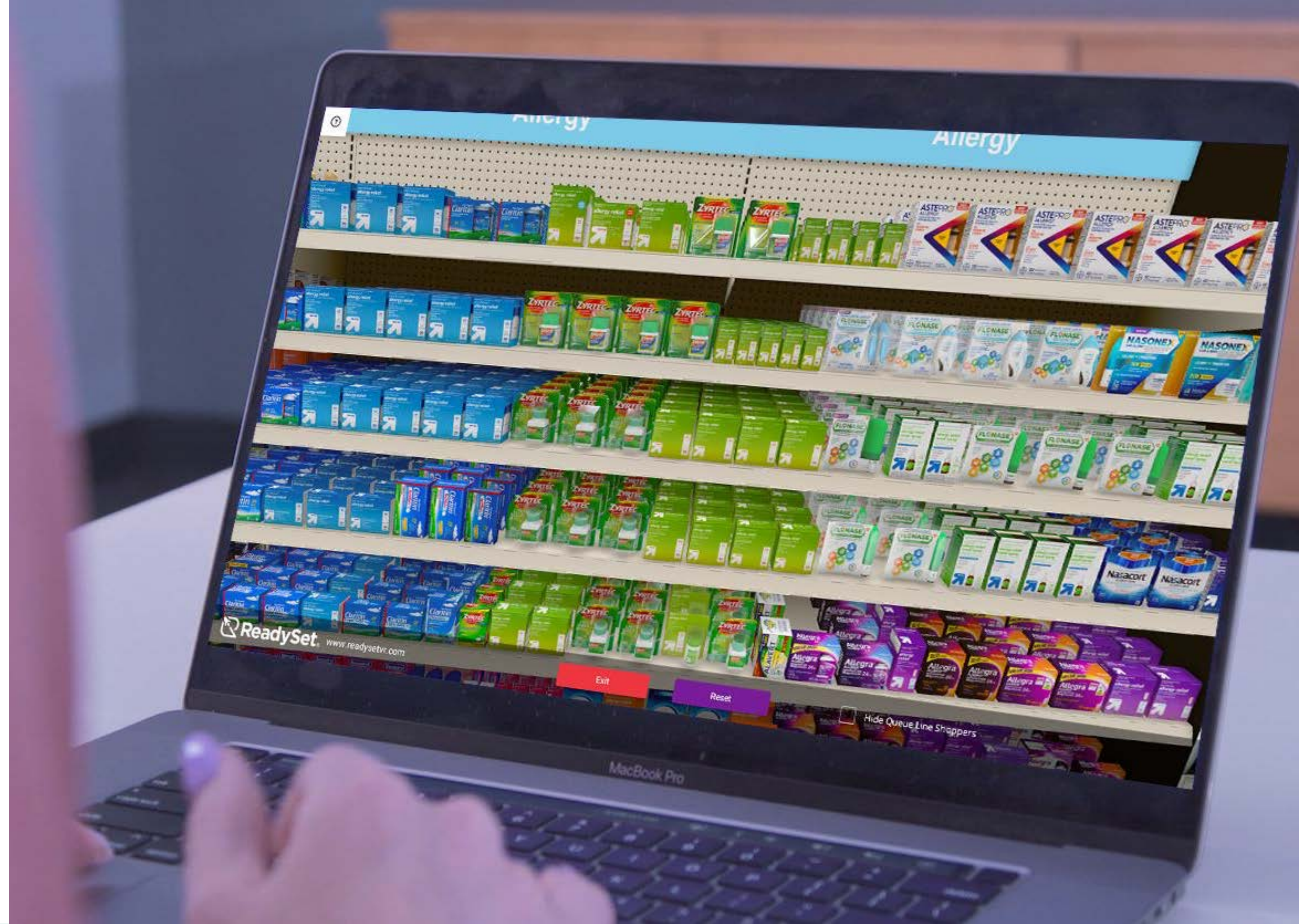




A Global Healthcare Company Optimizes the Allergy Planogram



THE CHALLENGES

- **Inefficient process for planogram design and testing** of allergy products across retailers.
- **Uncertainty identifying winning configurations** that drive measurable category sales growth.
- **Difficulty improving shopper navigation** to make it easier to discover allergy products.
- **Limited brand visibility** preventing key brands from strengthening overall category performance.
- **Lack of a clear blueprint** hindering broader rollout opportunities across all retail locations.

THE SOLUTION

Studio: Design with Confidence in 3D, Validate Fast using Online Virtual Research

Planogram Creation: A custom product library of allergy packaging images was built for the drag-and-drop planogram builder to create the current assortment and new concepts.

Virtual Shopping Study: An Online Virtual Research (OVR) study was deployed through the company's research partner. Respondents navigated aisles with interactive products for viewing and purchase. The experience was more engaging and realistic than traditional surveys using static images.

Data Analysis & Visualization: The platform tracked shopper behavior, including mouse navigation, product selections, find times, purchases and eye gaze via webcam Dynamic Attention Tracking. Heatmaps and reports refined planogram recommendations which were presented to the retailer through a similar interactive aisle viewer experience.

OVR Cost Savings

The healthcare company achieved **60% cost savings** versus traditional in-person methods. Eliminating travel, mock store setup, and other logistics **delivered actionable insights at a fraction of the cost.**

The result?

The interactive virtual experience produced more accurate data and reduced the need for additional studies.

THE RESULTS

By utilizing Studio for 3D assortment planning and concept testing, the brand:

- ✓ **Earned strong implementation recommendation** after the test planogram exceeded all critical action standards.
- ✓ **Enhanced shopper navigation** with improved store layouts that made products easier to find for a smoother shopping experience.
- ✓ **Increased brand visibility** by giving key allergy brands greater shelf prominence and shopper attention.
- ✓ **Boosted sales performance** through an optimized planogram that drove category growth aligned with the retailer's goals.



LOOKING AHEAD

Studio empowered the healthcare company to execute a data-driven, cost-effective study that exceeded expectations. The optimized planogram enhanced the shopper experience, boosted brand visibility, and drove measurable sales growth.

Studio Delivers

Cost-Effective Insights: High-quality data at a fraction of the cost.

Faster Data Collection: Rapid deployment and response gathering.

Real-Time Analysis: Immediate insights for smart, fast decisions.

Scalable Solutions: Adaptable across category and research objectives.

UNLOCK FASTER, DEEPER SHOPPER INSIGHTS WITH OVR

Ready to revolutionize shopper insights? [Book a demo](#) to see Studio deliver interactive, lifelike shopping experiences with faster, deeper insights at a fraction of traditional costs.