

Case Study -

PRIMAL PET FOODS

How Primal sustained a multi-distributor model and helped pioneer the raw pet food market...

Years Ago...

15 years ago the terms Raw and Freeze Dried were simply not a part of the Pet Food world. Primal Pet Foods emerged as one of the founding members of what has now become a staple category in Pet Retail. Through their focus on partnerships, Primal has not only met consumer needs but also “created retail solutions” according to Vice President Matt Pirz. "Education and Passion" are at the foundation to what Primal does throughout their business. And it is that foundation and the desire for lasting solutions that led to the partnership with CoopDIGITy and their ReSight data platform.



Challenges

Pioneering change always comes with unforeseen challenges and risk. Coming into his current role in 2012, Matt Pirz, faced the challenge of acquiring consistent and timely sales data across all their distributors. This universal challenge of acquiring, validating, combining and presenting distributor data becomes far more complex when dealing with raw frozen products. Due to their need for a freezer, the Primal products have limited storage capacity in a given store. "There is only so much product that can exist in a store at a given time." This led to a greater need for varied distribution to deliver the products as often as possible in order to keep fast moving items in store. While varied distribution can be a solution to keep more product in limited space it creates a convoluted data acquisition process. Yet the need for one clear picture across locations and territories is as critical as ever. "The more we know, the more we can do" – Matt Pirz

The Solution

That is where the journeys of Primal and Resight by CoopDIGITy converged. The ReSight data platform gave Primal a comprehensive solution through its ability to sort data specific to locations and territories across a multi-distributor market. ReSight was able to gather Primal's data by Store, by SKU, and by Date, and then report back to Primal through a robust set of helpful parameters.

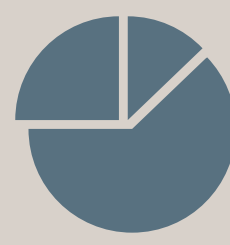
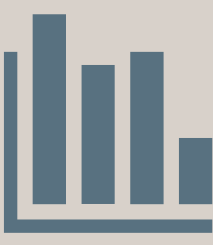
Along with the critical data points, ReSight provided a user-friendly dashboard to the hands of the Primal sales team. "The platform empowers people who are not technically savvy or data-driven [to easily navigate their sales data]" "It's not just for monitoring sales rep performance but also for reporting back to retailers as well." Primal is able to target market gaps, track promotional performance and present data trends in a professional looking dashboard that builds trust and legitimacy at all critical decision-making points.

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More Benefits

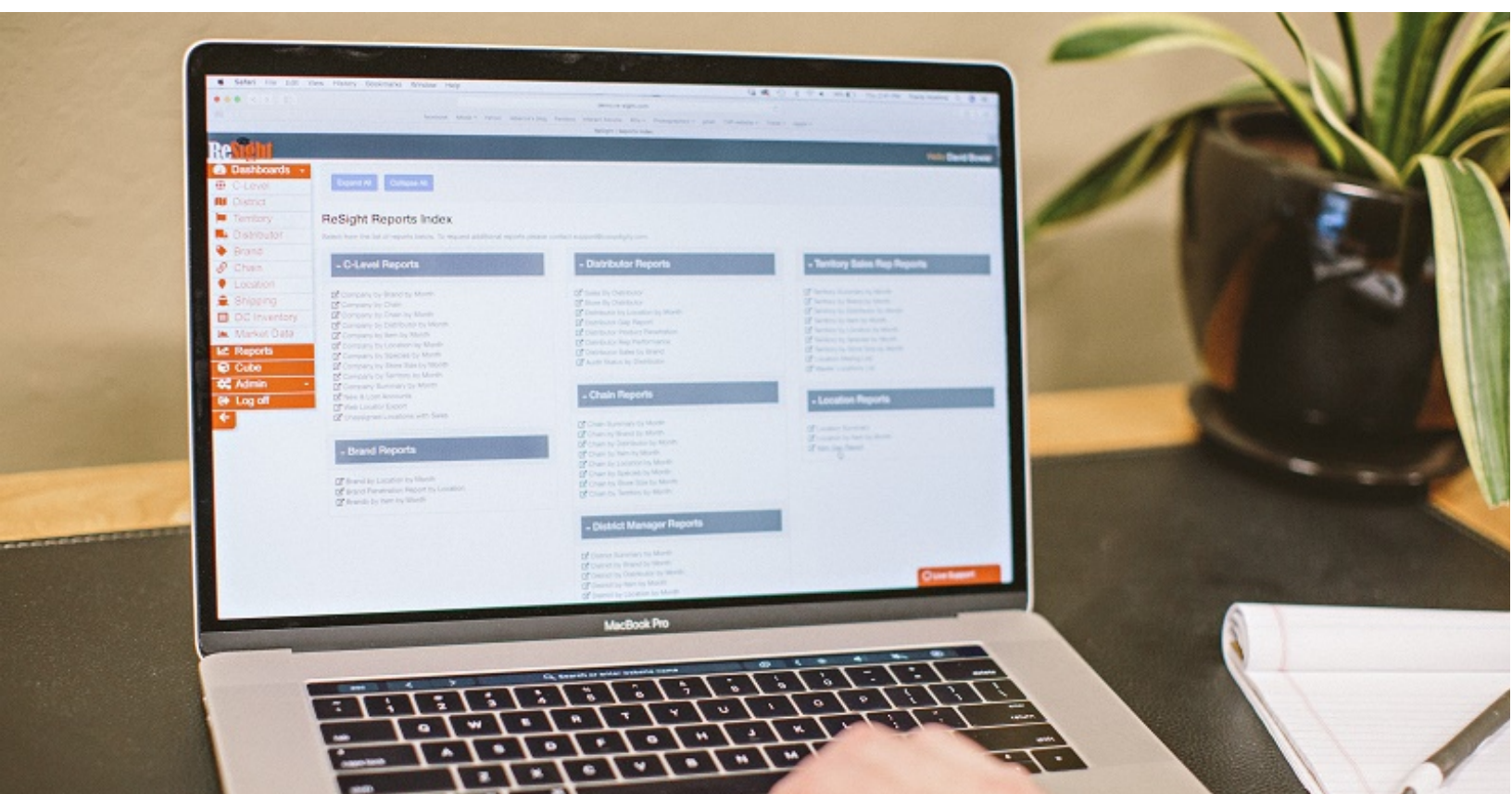
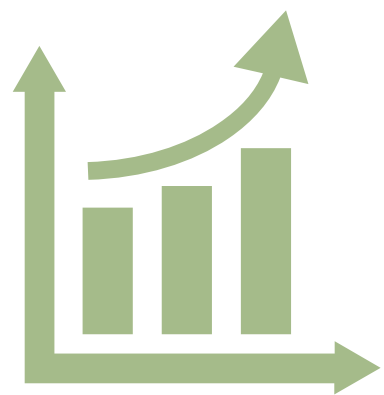
Primal has also used ReSight's data reporting to validate promotional concepts. When testing out a new "Free pint of goat milk" promotion with a purchase of freeze dried products, Primal used data reports in ReSight to monitor the performance. Did the increase hold after the initial spike? Now they have the data to track the lasting benefits of the promotion.

Because of the ability to view distributor performance trends and comparisons, Primal was able to make strategic changes in their distribution partnerships. Using the ReSight data they navigated the transition and success of those changes without having to guess and wonder if they made the right moves.



In Summary

In the past four years, coinciding with their use of ReSight, Primal has grown by 5x. Alongside their growth, ReSight has given them the flexibility to change and adapt territory tracking with their increasing sales force while maintaining consistent and complete sales picture. Knowing the emphasis that Primal places on partnerships it is no surprise that the first things you will hear about are the "exceptional" customer service, willingness to grow and responsiveness of the ReSight team. With this strong partnership and pioneering focus, we look forward to what Primal and ReSight can accomplish together next.



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