How Kinator Amplified a Global Consumer Product Brand's Sale by Optimizing its Stock Availability to 94%

Description

Problem Area
The brand was a market leader in the offline space yet held a minuscule share online.

Diagnosis
They were unaware of their out-of-stock instances on the eCommerce channels on which they were selling their products, which led to sales loss.

Solution
Started tracking seller-level stock status multiple times a day across all serviceable zip codes through Paxcom's eCommerce tracking software, Kinator.

Result
As our eCommerce experts worked with this brand, they tracked and analyzed on-shelf availability to identify SKUs, locations, and sellers that were causing the gaps. This helped the brand to plug the problems and optimize stock availability, leading to increased sales for the brand, and they reclaimed the market leader spot.

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What we did?

Kept an eye on the stock status through daily stock tracking via **Kinator**

Result:

Increase the Stock availability from **63%** to **94%**