

With help from Stackline Waterpik is cleaning up on Amazon.

Partner Profile

Founded in 1962, Waterpik has become the #1 brand of water flossers and replaceable shower heads. Waterpik continues to develop an ever-expanding digital presence with eRetailers like Amazon and Costco.

Waterpik has a rich history of innovation and design - from engineering personal and oral health care to embracing eCommerce platforms that allow the wellness benefits of Waterpik to be experienced world-wide.

As consumers' needs change and increase, so does Waterpik's approach to the market. Stackline provides the insights, data and support that helps the personal health care company take care of the competition.

Business Goals



Increasing Profitability

Waterpik, like a lot of brands, are searching for increased profitability. However, one of the challenges of eCommerce platforms is the lack of accurate data to comb through to find opportunities that increase margins and profitability.

How does Waterpik get timely, accurate data that's easy to extract and helps move the needle?



Expanding Amazon Market Share

With hundreds of new offerings entering the oral care and personal wellness category regularly, the market is more crowded than ever on Amazon. Efforts to capitalize and expand market share will require insights into these competitors, as well as category finding and supporting metrics.

How can Waterpik use insights to find whitespace opportunities?



Product Differentiation

Between big name brands and overseas knockoffs, consumers are inundated by products with seemingly little differentiation. To ensure sales velocity, it is critical to elevate against 'me too' products across advertising, content, ratings and reviews.

How does Waterpik leverage data to set their brand apart from competitors?



Stackline makes it easy to navigate everything that's happening in our space.



Stackline Solutions

Stackline's Accurate Solutions

You've heard it before, but one of the keys to success lies in analytics. However, it's the accuracy and ease of understanding that data that's going to be the difference maker for brands like Waterpik. And on a platform like Amazon, insights like product monitoring, ad performance, category market share metrics and competitor spends are going to be valuable tools. That's where Stackline professional services and software solutions can differentiate itself from other data aggregators.

Market Intelligence. Market Share.

For Waterpik, winning market share on Amazon is aided by product monitoring and category performance insights. Being able to utilize Atlas, Stackline's Professional Services software, gives Waterpik a comprehensive tool that further simplifies maintaining products on Amazon. The proprietary software helps Waterpik know exactly what percentage of the category they own and presents advantages that allows them to expand their market share with smart strategic decisions.

Understanding the Competition

Understanding the competition, their tactics and ad spends can play a key role in separating brand identities and online product differentiation. Stackline uses insights and data to keep an eye on specified brands – allowing Waterpik to react and adjust strategy accordingly. Even in saturated categories, Stackline can track quickly rising competitors through a number of variables, even differentiating and monitoring by spend.

Results

YTD Q1 2022

+22% In Amazon Sales

+5% In Paid Traffic

+71% Increase in organic traffic

Partnership success starts with trust, and the alliance between Waterpik and Stackline has resulted in optimized efficiencies on the Amazon platform and ultimately, a tremendous amount of trust. As a result, Amazon sales year-to-date and last year are up year-over-year +22% and +3% respectively. Paid traffic is up +5% YTD and +24% last year vs the prior year. Organic traffic is up +71% YTD and +26% last year vs the prior year.

Waterpik makes Stackline a key part of their digital shelf strategy—one they feel is vital in order for their company to have access to the most accurate, best-in-class data available.

“It's vital for our company to be using the best data out there, and Stackline's data accuracy is best in class.”

ABOUT STACKLINE

Stackline is the first full-funnel connected commerce platform for the world's most innovative brands. Business leaders, product innovators, performance marketers and analysts trust Stackline as the single source of commerce truth. Fueled by our proprietary neural network, our market insights, revenue metrics, behavior analysis and autonomous functionality, create the actions that determine success or failure.

