

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.



