

crisp.

Crisp brews up customer acquisition at Zest Tea.



→ Situation: Trying to power through

Before founding Zest Tea, James Fayal learned two important lessons as a financial analyst: how to sustain long hours at work, and how to use data to grow a business. Craving a healthy way to stay focused throughout the day, James launched Zest Tea’s line of high-octane teas as a direct-to-consumer business in 2014. But as the brand grew and entered into retail stores, it became harder to run a data-driven business. “You get spoiled with data in DTC and then you move to retail and realize.... ‘I don’t have any data,’” James recalls. “I won’t know anything for six months.”

Using his analytics background, James resolved to build reports himself, trying to get signals on how the company’s activities translated on retail shelves. Not only was this incredibly difficult, but it kept James in the role of Analyst instead of focusing on his responsibilities as a CEO. **That’s when he decided to look at Crisp.**

→ Solution: Focusing on sustained retail growth

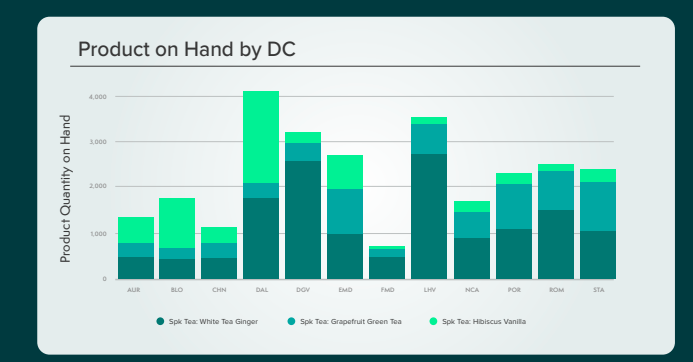
Now, Zest Tea uses Crisp to make important decisions about their thousands of retail locations. Particularly important to James is a data-driven promotional strategy. Just like with tea, he doesn’t want the boost that comes from promotions to be a spike-and-crash. “You’re encouraged to do all kinds of retail promotions as a growing brand...but what’s the long-term effect coming out of those promos?” James wonders. “You need data to make those decisions -- to figure out if you’re attracting the right type of customers who will actually stick around.” Once they’ve designed the right promotion, the team tracks fill rates at each distribution center to prevent out-of-stocks.

Zest Tea also uses Crisp to eye long-term trend lines and manage their product mix accordingly. In one example, they spotted that a slower moving SKU was actually a big hit in the Northeast. Instead of cutting the product, they focused their growth efforts in a regionally specific way. “Who knows how long it would have taken us to find that out, but it was rapidly available to us via Crisp,” James explains. In addition to saving the team dozens of hours per month combing through raw data, James says that Crisp has democratized data across the company. Now, every team member is armed with sophisticated insights to make better sales, marketing, and operations decisions. Given how expensive and time-consuming data analysis can be, James says this wouldn’t normally be possible for an emerging brand: “With Crisp, we have the data access of a much larger company.”

Potent results:

- + Dozens of hours per month saved from pulling reports
- + Successful promotions that attract loyal customers
- + Prevented out-of-stock incidents
- + Optimized regional product mixes

Favorite Insight:
“Product on hand by DC”



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James Fayal
CEO

Learn how you can be Data Driven at www.gocrisp.com