

# #1 on Amazon and in-stores, Made By Gather stirs up retail wins with Crisp



## Situation

crisp.

Before Crisp, collecting retail data required hours of manual integration into Made By Gather's Snowflake environment. By the time reports were analyzed, the insights were already outdated. Portal updates often led to broken pipelines and costly errors. Data Operations Manager Emma was tasked with building a data infrastructure to support the company's ambitious growth goals.

## Solution

Crisp delivers real-time, harmonized retail data directly into Made By Gather's Snowflake instance, giving more than **35 team members** access to accurate, timely reporting across every channel. With a trusted data foundation, teams **keep DCs and shelves stocked, improve forecasting, and confidently scale rapid omnichannel growth.**

## Key results

- Grew bella Fits-anywhere™ line 1,450% YOY at Target
- Became #1 toaster and griddle brand in USA
- 95%+ Amazon in-stock rate
- Launched 100s of new SKUs

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Bringing Crisp data to the table of our retail conversations proves our capabilities as a best-in-class supplier.

**Emma Todd**  
Data Operations Manager,  
Made by Gather