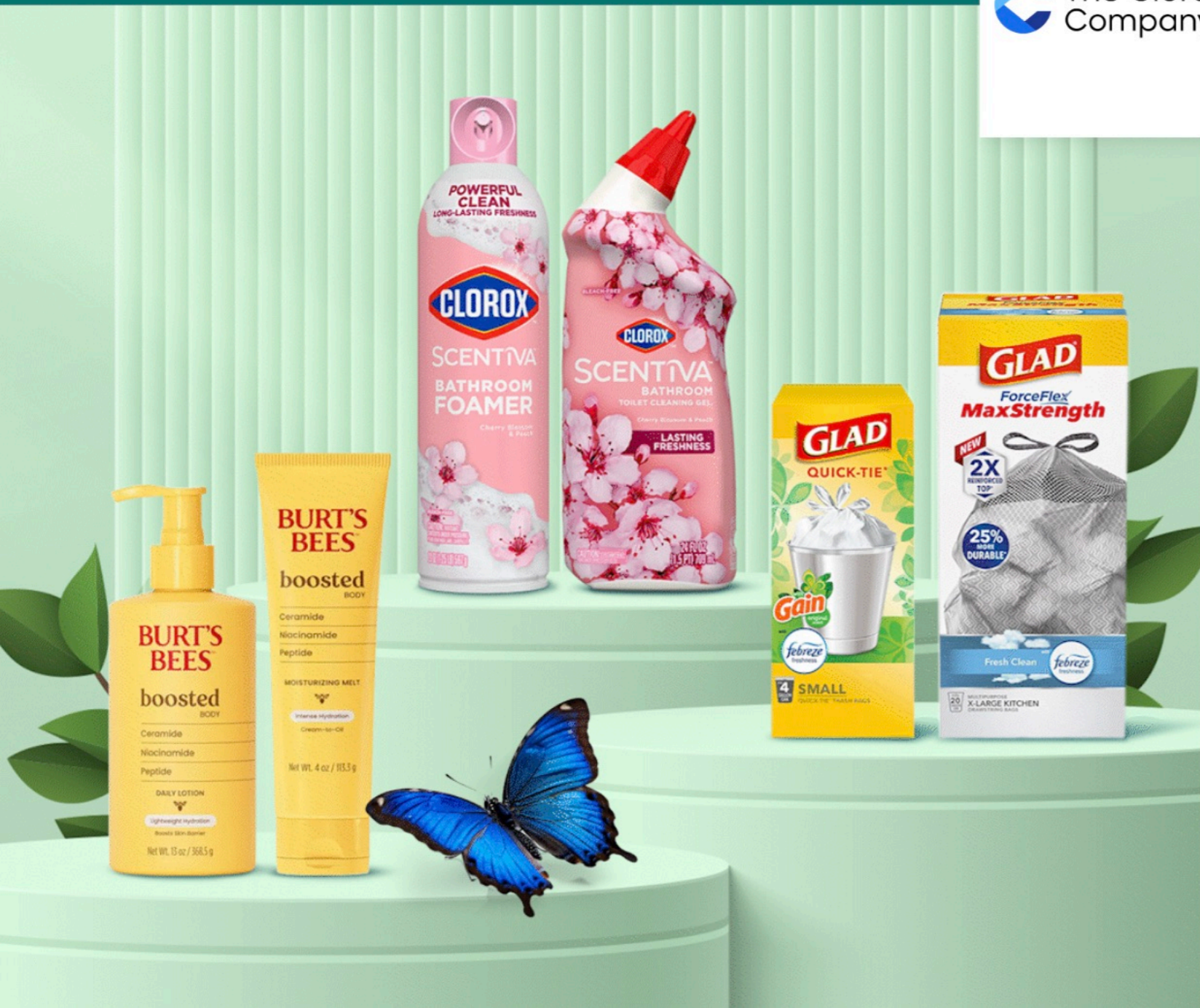


Clorox powers distribution with clean data in UNFI Insights powered by Crisp



Situation

With one of the broadest portfolios in CPG moving through UNFI's distribution network, the Crossmark team managing Clorox's sales needed retailer-specific visibility they couldn't get from syndicated reports. Market-level data arrived late and lacked the granularity to catch distribution gaps, validate store-level execution, or prepare confidently for business reviews.

Solution

UNFI Insights powered by Crisp delivers daily item- and store-level visibility across UNFI's network, giving Clorox's Crossmark team the **real-time, retailer-specific data** they need to monitor sales, optimize distribution, and walk into every business review with **clear answers** and **ROI-driven opportunities**.

Key results

- 174% Raley's growth
- Multi-category performance management
- Promotional evaluation
- Real-time DC and store-level validation

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Crisp enables us to drill into specific business units and retailers to clearly see what's performing best, what's missing, and what to sell.

Alyssa Peterson

Account Manager, Clorox, Crossmark