

Case study

Coty nails high-volume beauty with data-driven space intelligence

COTY
SINCE 1904

Situation

Coty's nail care team manages a high-volume beauty category with about 1,400 active SKUs per modular season, frequent assortment changes, and complex white wall fixtures. Legacy planogram and reporting workflows were too manual and time-intensive to keep pace.

Solution

Coty partnered with Crisp to automate planogram stitching, streamline fixture execution, and build custom reporting that surfaces weekly insights faster. This gave the team more time to focus on merchant strategy, shopper experience, and high-value analysis instead of manual reporting and formatting.

Key results

- 20% Nail Care sales growth mod-to-date
- Planogram creation reduced from 2+ weeks to less than 1 day
- Organized 10,000 online-only items with Crisp AI Master Data

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It's all about building the best relationship with the retailers, fueled by clean data and efficient processes.

Jordan Klosterman,
Director of Category and
Shopper Insights