

SOLAWAVE

Executive Summary

Launched amidst a global pandemic in 2020 by Andrew Silberstein, **Solawave** is an exciting brand of skincare devices that use red light therapy and other technologies to improve the appearance of skin.

Julie Gaza Head of Retail Sales & Marketing Strategy briefed Accelerated to support **Solawave**, initially across key retailers like ULTA, Nordstrom, and Von Maur.

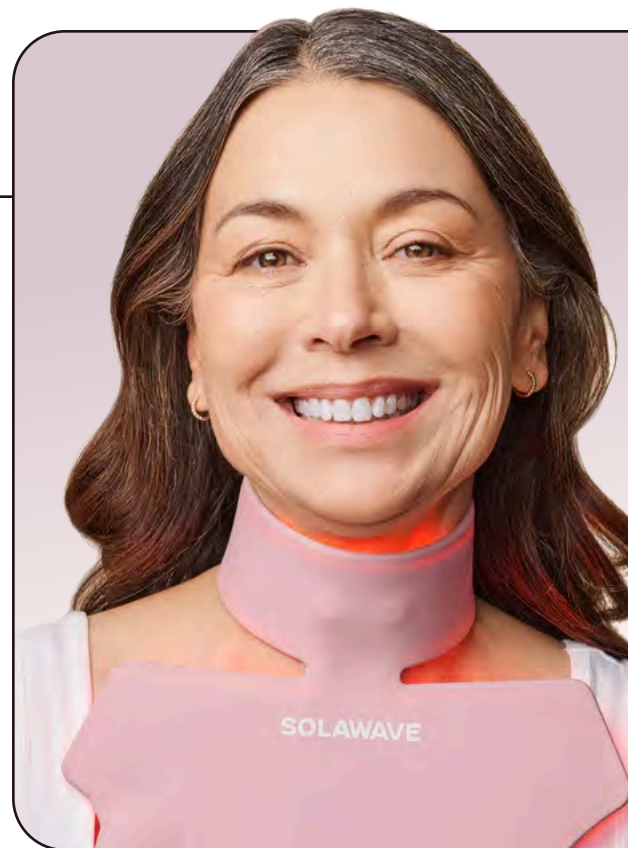
Challenges

Julie had limited data from ULTA - “At this point I’ve only got basic Ulta data and we really want to see better data on sell thru what the turn is on store productivity”.

Without precise visibility at both a door & sku level **Solawave** couldn’t accurately monitor the success of their launch and certainly were not able to pinpoint priority doors or areas that might need support.

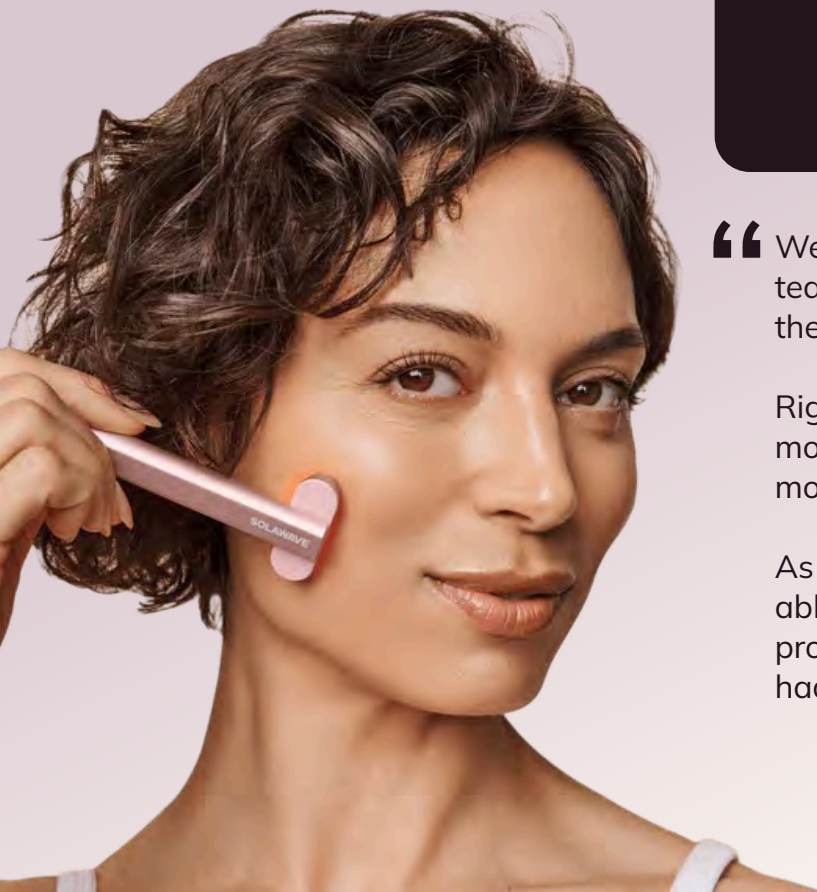
After onboarding, the **Solawave** team noticed the Last Year data was not at the door grain. LY Data project – prior year sales were at SKU grain but not SKU x Door. Accelerated was able to provide a breakout of SKU x Door for historical comps’.

Director of Field Sales Keri Kemper is a key user in our partnership, Keri’s objectives for Accelerated are clear, she needs quick and accurate ability to show performance of the field team and the sales in covered vs noncovered doors, how are they performing? Which are most effective and who needs more coaching? What’s the ROI on education & events?



“I was on-boarded approximately 6 months after the company was, during those 6 months I don’t know who or how AA was used. My onboarding was thorough, and I felt supported anytime I needed help”.

Keri Kemper
Director, Field Sales
& Education



“ We have been able to show solid % increases in the doors where we have education and events vs those we don't Doors without education and events. ”

“ We have learned just how valuable the field team can be in hot zone markets and how they can positively affect business.

Right now we're pivoting from an education model to an eventing model. So we have a lot more of brand focus indoors on weekends.

As we continue to move forward, we'll be able to analyze the success of the event focus program versus our focus program that we've had for the past. ”

Keri Kemper
Director, Field Sales
& Education

Camille Nimocks – VP Business Operations then uses this information to present to the board offering a clear view on what **Solawave** is seeing in terms of sales versus uncovered and uncovered doors this year, but also sales this year versus last year when they had no education or events.

For start-up beauty brands making the right investments at the right time are crucial – Accelerated enable that justification by providing **Solawave** and the team with the right information to make the most informed decisions at the right times.





Solawave team members leverage Accelerated Subscriptions, so that all of their favorite reporting views are emailed to their inbox each week – which is a massive time saver, whilst custom reference files allow the option to have personalized field sales team members' names in the reports which makes it much easier to manage a growing field team, and offer different views for different team members.

We continue to support **Solawave** and admire their exciting growth journey and success, Accelerated remains on hand as **Solawave** continue to scale their retailers and distribution into 2025.

“ It's great every time that I need help. You're always there. It's pretty. I love it. It's so easy to book help. I would say there's nothing really that could be done better.

The sales map helps me a lot because that's what allows me to really see where our penetration is and where I'm not getting any traction. Above and beyond where I can see the sales are happening because just because there aren't sales there could be because we don't have somebody there. But also if I have somebody there and it's not changing, then I can reallocate those hours to another location.

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