



ExpertVoice



SUNWARRIOR®

CASE STUDY

Sunwarrior, a leading naturals brand, partnered with ExpertVoice to build product advocacy with influential experts to drive full-price consumer sales.

Since 2015, they've been working with ExpertVoice to empower industry professionals — sales associates at Fresh Thyme, Sprouts, GNC, Vitamin Shoppe and more — with compelling behind-the-scenes content and exclusive product access to elevate their recommendations — and impact Sunwarrior's bottom line.



The Goal

Improve and increase expert recommendations to drive consumer sales for Sunwarrior.





THE SOLUTIONS



- **Identify retail experts** who influence Sunwarrior's targeted consumers



- **Provide an inside look** at the brand's history, innovations and products through compelling educational content

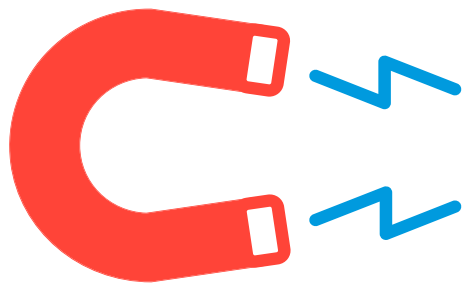


- **Give experts the opportunity to experience Sunwarrior products** firsthand through seeding

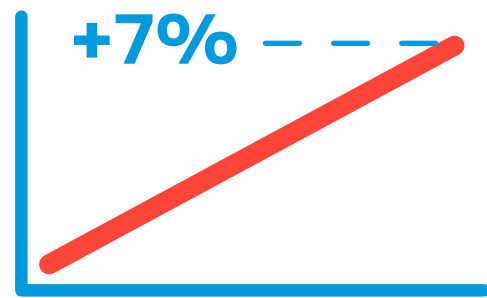


- **Compare sales data of non-engaged retail locations with engaged retail locations** to identify the impact of education and seeding through ExpertVoice

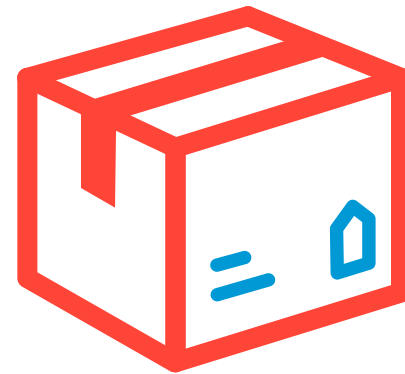
THE RESULTS



4,804 experts engaged



7% sales increase in locations with engaged associates



3,303 products experienced by experts



\$29,535 in sales to experts

A woman with long blonde hair, wearing a black sports bra and leggings with blue and green horizontal stripes, is walking on a sandy beach. She is carrying a large, teal-colored surfboard under her arm. The background shows a vast, arid landscape with low mountains under a clear sky.

Sales associates who engage with ExpertVoice sell more.

In fact, retail locations with at least **one** engaged associate sold 7% more than non-engaged locations.



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Contact Us

**Don't leave product recommendations to chance.
See how ExpertVoice can help you sell more product.**