

Retail Performance Analysis

Key dates: Sign up by 1/22. Ship samples week of 1/28. Study completed by 2/14.

Feedback: Survey with quantitative and qualitative components from 100 consumers

How it works:

At-shelf: Stock your product on the shelves of Fairway for a pop-up

At-home: Bring your product into the homes of consumers for a natural experience

Select your packages

~~\$15,600~~ **\$7,800/product for both or pick just one for ~~\$10,000~~ \$5,000/product.**

At-shelf



Measure expected product velocity with benchmarking to competitors on selection rates and purchase intent



Attract more customers with real-world insight into the “why” behind your product’s performance (e.g., perception, drivers & barriers, pricing, placement)

At-home



Measure your repeat rate with benchmarking to key competitors on repeat rate, overall liking, and preparation experience



Retain more customers through identifying opportunities to improve preparation and sensory experience



Understand your product’s use case through insights into occasions, expected frequency, setting, and value prop

Deliverables



Feedback from 100 consumers via a survey designed by Palate with up to 5 custom questions



Live response dashboard and raw data displaying all feedback from consumers



Executive summary covering top findings and key datapoints (reports available as add-on)



Readout with Palate covering key findings and recommendations for future product development