

crisp.

PopSockets gets a grip on data with Crisp and Snowflake



→ Situation: Tangled data processes

PopSockets, the popular phone accessory brand, has grown rapidly since its founding in 2015. Today, its products are found in major retailers like Target, Walmart, and Best Buy, alongside a thriving e-commerce business. But managing retail data across such a vast distribution network became a challenge. Manually downloading and compiling weekly reports into massive spreadsheets consumed hours, and the lack of granular, timely data hindered decision-making.



→ Solution: A modern, integrated solution

Kyle Chu, PopSockets' BI and Financial Analyst Manager, turned to Crisp to automate data aggregation and deliver real-time store-level insights. Crisp integrates seamlessly into Snowflake, where PopSockets consolidates all its data sources, including retail, e-commerce, marketing, ERP, and finance data. This centralized cloud solution enables dynamic reporting, deep trend analysis, and nimble responses in a fast-paced category.

Using Crisp's data, PopSockets has strengthened its relationship with Target by optimizing inventory levels and addressing out-of-stocks – with replenishment models tailored to real-time data. Crisp's granular insights allow the team to track shopper trends, like the viral popularity of a sea turtle design, and inform future designs while fine-tuning inventory planning. Crisp also enables PopSockets to assess the impact of glass theft-prevention displays in retailers like Walmart and refine merchandising strategies. With Amazon Vendor Central data integrated through Crisp, the team monitors a large digital sales footprint and reveals trends.

Additionally, the growing success of premium MagSafe-compatible accessories, now outselling classic adhesive grips, showcases the role of Crisp in driving product innovation and category leadership.

Results: Smart and stylish decisions

- + Integrated retail data into Snowflake for a holistic business view
- + Improved nationwide inventory planning with regional and store-level insights
- + Analyzed and refined sales strategies for stores with theft-prevention displays
- + Can track performance of every SKU; understand omnichannel shopper trends

Favorite Insight:

"Target Performance Insights"
Tracks granular store-level insights, optimizing performance and boosting purchase orders (POs).



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“With Crisp, we saw that we could not only save hours in managing data, but we could be faster and more nimble using real-time data.”

Kyle Chu

Business Intelligence and Financial Analyst Manager

Learn how you can be Data Driven at www.gocrisp.com