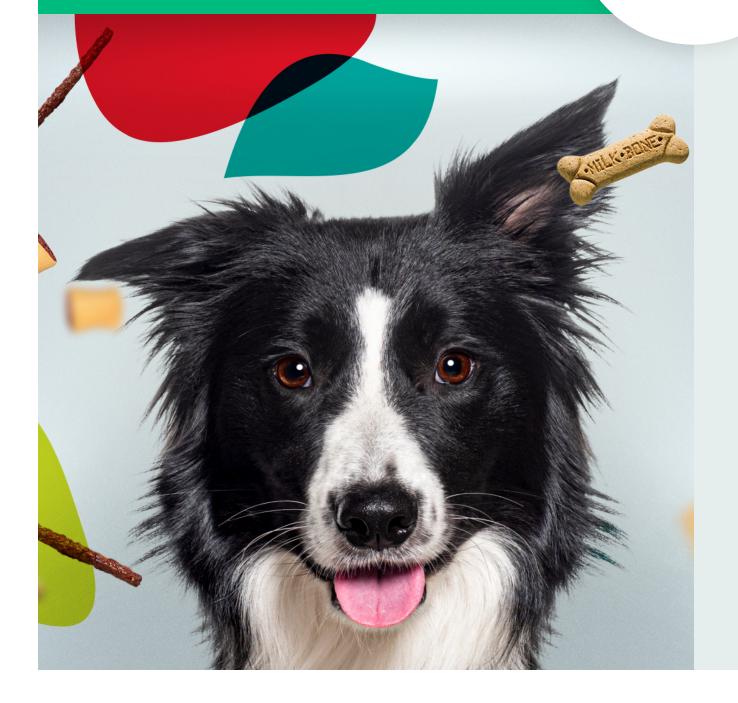# crisp.

# J.M. Smucker leads Target's pet aisle growth with real-time insights

THE J.M. SMUCKER Co

## → Situation: The pet aisle needs precision

With more shoppers treating pets like family, the pet aisle at Target has become a microcosm of innovation. Reflecting grocery store trends within a more compact space, it demands precision in product assortment to meet pet parents' rising expectations. Katie Asleson, Target Category Manager for Pet from J.M. Smucker, is **leading the charge by using SOLYS by Crisp to elevate category performance, optimize seasonal offerings, and align strategies across Target stores.**

## → Solution: Spot-on strategy

As a Target Category Manager for Dog Treats, Katie holds the prestigious Category Captain designation, trusted to elevate the entire category. With over a decade of experience using SOLYS by Crisp, Katie analyzes store-level performance and guides decisions on product placement, seasonal innovation, and omnichannel optimization for the Target Buyer.

"Spotting trends with data is something that I love to do," Katie explains. "It's rewarding to leverage trends in making informed business decisions that see tangible results."

Katie relies on SOLYS for everything from weekly reporting and planogram (POG) performance to seasonal recaps and annual reviews. With its 5,000 Target-specific metrics and intuitive reporting, SOLYS delivers actionable insights at both granular and holistic levels, empowering Katie to stay ahead in a fast-moving category. Accomplishments leveraging Crisp include planning targeted dental treat expansions, driving **a 65% boost in seasonal sales**, and tailoring omnichannel strategies with in-store and online performance data.

## Results: Data decisions that deliver

- **+** Plan precise planograms using granular data to meet regional preferences

- **+** Leverage in-store and online performance data for omnichannel optimization

- **+** Monitor and fine-tune seasonal strategies, collaborating with Target to make each year more successful than the last

- **+** Create custom reporting leveraging 5,000 Target specific metrics

## Favorite Insight: SOLYS Snapshots

Precise planogram planning uses granular data to meet regional preferences.



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*"You could spend days, weeks, months on analysis of raw data and still not get the level of visibility we have in SOLYS by Crisp."*

**Katie Asleson**
Category Manager, Pet, J.M. Smucker Co.

Learn why data is a category manager's best friend at gocrisp.com