Alloy empowers beauty brands to take control

To successfully sell in retail, all manufacturers need to effectively make use of POS and inventory data. It's not easy, and Alloy understands the unique challenges beauty brands face. From managing daily sales goals to the impact of influencers and in-store salespeople, our demand platform can help you accelerate your response to demand changes, stand out to retailers, and grow sales.

Challenge #1: With daily and weekly sales goals, you need quick access to yesterday's results and sales-to-plan performance to react quickly and meet your targets.

Alloy automatically extracts and processes daily and weekly retailer data, so you always have the most up-to-date information for decision-making and performance management.

Challenge #2: Doing so requires managing large volumes of data, resulting from a typical "1 style to 1 UPC" mapping that creates thousands of SKUs, multiplied by hundreds of stores and daily updates. The result is often massive spreadsheets that are error-prone and very difficult to use.

In addition to eliminating the time-consuming, error-prone work of downloading and aggregating all that retailer data, Alloy also executes checks for data accuracy. The online dashboard is a reliable source of truth that can be easily searched and filtered to find exactly what you're looking for, including historical data.

Challenge #3: Retailers report sales and inventory at the style/UPC level, but if you want to analyze data at a higher level, e.g., brand, product type, color, fragrance, you have to cross-reference product catalogs or databases.

Alloy maps all incoming retailer data to your product master, intelligently translating between retailer-specific product numbers and characteristics, and how your view your products. You can then easily zoom in and out and analyze performance from a SKU-store specific level up to product categories, styles, retailers, and even your entire business.

Challenge #4: Promotional activity is constant and ever-changing, with product launches, gifts-with-purchase, and holiday and seasonal sets that jump from retailer to retailer, making it very hard to keep track of it all and ensure inventory is in the right place to meet demand.

Use Alloy's marketing and events tool to document and share planned promos, marketing activities, significant national holidays, and key events. See that information alongside your forecast when demand planning, so you can easily adjust order and inventory plans to support the promo activity.

Challenge #5: Influencers on social media can make a product "hot" very quickly, and you can miss out on the opportunity if you are not constantly tracking current consumer demand and allocating product accordingly.

Alloy's smart alerts notify you when trigger events occur, such as sales significantly exceeding forecast or jumps in out-of-stocks. They help you keep your finger on the pulse of the business despite your busy schedule, and when these situations do occur, you can quickly determine if/ how product needs to be reallocated to take advantage of the opportunity.

Challenge #6: Inventory shown on reports as 'on hand' is often not actually on display due to in-store execution issues. However, it's impossible for sales reps to visit every store every day to ensure products are properly displayed.

When inventory is on-hand but not displayed, it often leads to sell-through below what is average for that particular store. Alloy can intelligently flag when that happens and highlight it to the right people, so reps can prioritize those specific stores for visits.

Challenge #7: Retail store salespeople are not as brand loyal as consumers, and will recommend a different brand if your item is out-of-stock. If a consumer tries a new brand and likes it, they are likely to purchase it again, leading to not only an immediate lost sale, but a lost customer.

Alloy identifies future lost sales opportunities based on when sales are forecasted to exceed inventory, so your team can act on them to prevent the shortage risk. It goes beyond just identifying out-of-stocks, and actually determines when that's likely to lead to a lost sale, as well as quantifies it in terms of lost sales $ so your team can prioritize accordingly and use the data to influence partners to make the needed changes.

Challenge #8: Because beauty consultants are compensated at the store-item level, you must track their performance accordingly to measure your ROI.

Because Alloy automatically extracts the most granular data available and fills in the gaps, you can analyze performance down to the SKU-store-day level.

Alloy is a proud member of the Professional Beauty Association, and trusted by leaders at beauty brands to enable their supply chain and sales & marketing teams. Our modern data, analytics, and planning SaaS offers a quick, seamless solution for identifying problem and opportunity areas, and then collaborating with partners to grow sales and optimize inventory.

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" *I would recommend Alloy to anyone manufacturing something who needs to sell it, who's trying to develop and grow a business, whether it be a pacifier or cosmetics. It is a* **huge time saver***, and it is accurate and reliable.*"

—Laura Cline, Director of Education YOUTH TO THE PEOPLE