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SPINS Insights Sprint Program

Get powerfully fast, data-driven insights to answer your toughest questions.

Looking for a **killer insight** for your next buyer meeting?

Need to understand what's behind that **new competitor's growth**?

Want to be **first-to-market** with new product innovation?

The SPINS Insights Sprint Program opens the door to best-in-class experts that can deliver quick-turn insights to accelerate your growth.

Uncover more value from your SPINS data

Data is rich with potential. We know how to find the insights you can act on fast. Our Sprints lead to actionable answers that enrich buyer meetings, sales briefings, and commercial plans.

How It Works

A SPINS data expert can be booked on an ad-hoc basis for 6 or 12 insights "Sprints" over the course of a year. These half-day Sprints provide you with presentation-ready PowerPoint or Excel reports for buyer meetings, sales briefings, or commercial plans.

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What You Get

In a short 1:1 consultation with a SPINS Consultant, you define your Sprint scope focused on a key area of growth: Distribution, Velocity or Innovation. The SPINS Consultant delivers data-driven Excel or PowerPoint insights to support your objectives.

Expand Distribution

	Sell Story Support	A tailored data narrative written for one of three audiences: • New Accounts that your brand is not currently in • Existing accounts where you might want to build distribution • Existing accounts where you want to add more items on shelf
	Geography Overview	Identify and showcase where a subcategory and brand is under/over performing.

Accelerate Velocity

	High-Level Category Review	Identify drivers of performance in a specific category including key brand ranking and attribute growth.
	Account Review	See your brand's performance across Channels (Natural, MULO, RIG) and your top 10 accounts. Includes sales, drivers of change (pricing, velocity, distribution) and promo volume. Use this review to identiy accounts for deeper engagement.
	Competitor Overview	Choose a competitor and receive a presentation that highlights their strengths and weaknesses.
	Promo Comparison	Examine the competition and compare their promo performance over time.

Build a Data-Driven Organization

	Customized Training	Schedule a personalized, recordable training for you or your entire team to uncover how to write a great sell story, turn insights into action, or understand the drivers of change.

Drive New Innovation

	Attribute Review	Overview of sales and dollar % change for all attributes in a category. The review will be divided into sections by attribute – Diet, Labeling, NFP, etc.

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