

FIELD AGENT®

# How One Brand Got the Scoop on Retail Conditions

CASE STUDY







## The Case Study in Brief

My Brother's Salsa (MBS), a premium brand of salsa sold through thousands of stores nationwide, needed a way to monitor in-store prices and promotions. Working with Field Agent, MBS ran a Mobile Audit of 200 stores across nine retail chains. From the audit, MBS identified retailers marking and pricing its products incorrectly. Audit photos and information gave MBS the proof it needed to have discussions with distributors and get problems fixed quickly.

39%

of stores had promotional tags on  
MBS salsas

32%

of stores where MBS was the  
most expensive salsa brand

15%

of stores were *not* carrying MBS





## About My Brother's Salsa

My Brother's Salsa is known for its premium, carefully sourced salsas and chips. With traditional salsa flavors like Roasted Tomato and Farm Stand, and designer salsa recipes like Peach Tomatillo, Black Bean Chimayo Chile, and Hatch Green Chile, My Brother's Salsa prides itself on innovation, flavor, texture, and optimal food pairings. The women-owned, family company sells its all-natural salsas and chips through about 3,000 stores across the United States.

*[Click here to visit My Brother's Salsa on the web](#)*



## Problem: My Brother's Salsa had some burning questions about in-store price and promotions

Ashley Pointer, CEO and co-owner of My Brother's Salsa (MBS), was wrestling with a question. A question frequently asked by CPG brands: **What's really happening inside stores?**

With approximately 3,000 stores across the nation carrying MBS products, Pointer found it challenging to monitor the retail execution of her salsas. **Most recently, Pointer wondered if retail partners were marking MBS salsas with the correct promotional prices.** It's a challenge "checking to make sure promotions are actually being executed at the store-level," she said.

**Pointer also had burning questions about competitive brands and their price points.** As a premium salsa, she said it's particularly crucial to know what other brands are charging for their salsa. "We're always interested to see, at any given retailer, what is their highest price point..." Pointer said. "Just to know how far north we are of the main category."

Ultimately, Pointer needed to see in stores.



Safeway, Mesa, AZ





## Solution: Mobile Audits offered MBS instant in-store visibility to prices, promotions

While Pointer already had access to P.O.S. data furnished by retailers, she had no real way of explaining or even understanding ebbs and flows in sales. “If there weren’t sales, we didn’t have a clear explanation of why,” she said. “We can’t be everywhere; we can’t be in all these stores.”

But then Pointer worked with Field Agent to conduct a 200-store audit of MBS salsas across nine different retail chains.

**Mobile Audits crowdsource the smartphones of shoppers across the country to offer CPG brands instant in-store visibility.** Through the Field Agent app, Mobile Audits offer, in Pointer’s words, “photo proof” of what’s really happening with in-store products, displays, promotions, prices, and on-shelf availability.

“For us to see those pictures and see the evidence [from the audit], “ Pointer said, “that’s really helpful to build a full picture of what’s going on.”

And, as you’ll see, the photos and data revealed a lot.





Safeway  
Cottonwood, AZ



Lucky's Market  
Orlando, FL

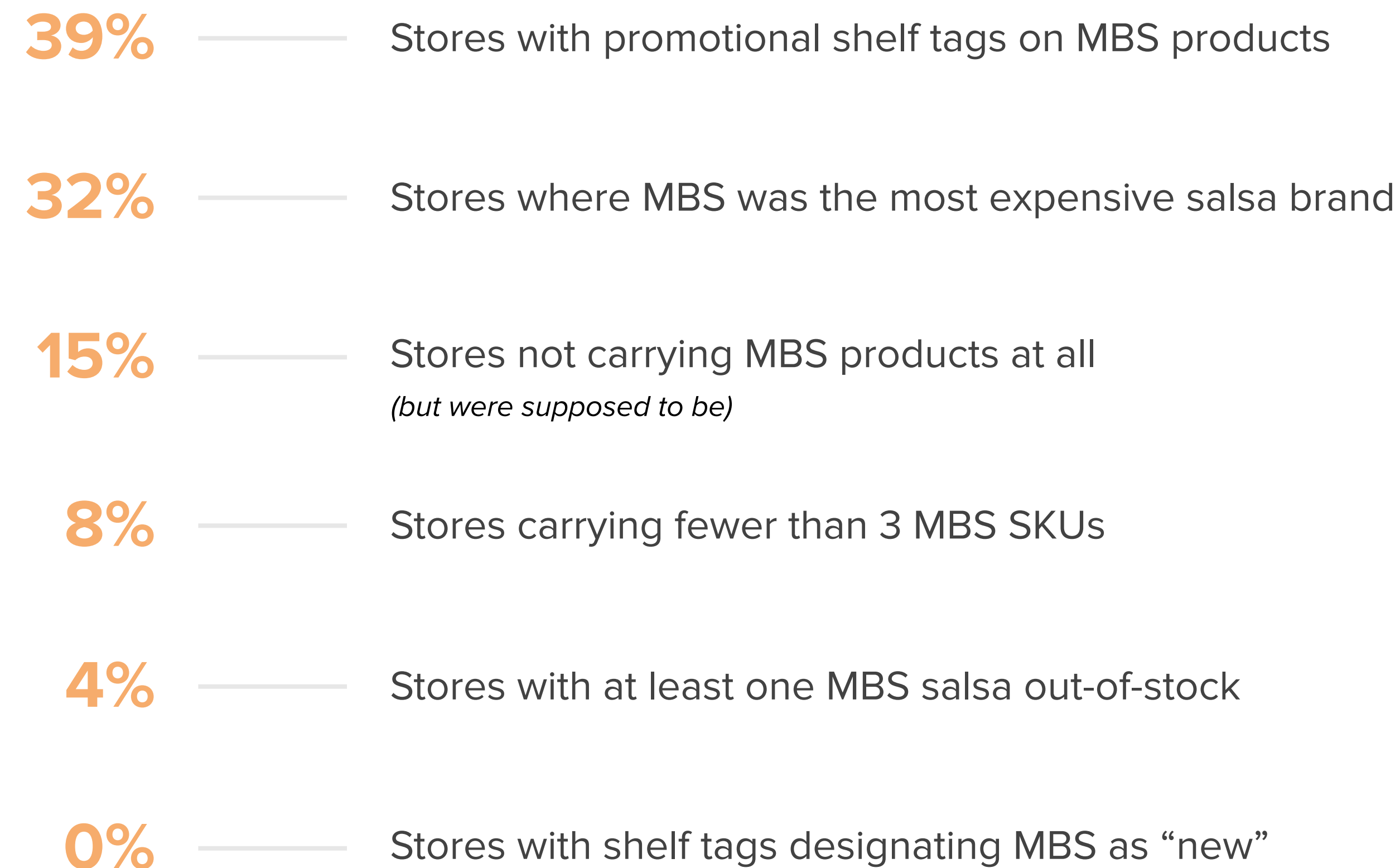


Raley's  
Folsom, CA



# Mobile Audit of My Brother's Salsa

What My Brother's Salsa learned from the 200-store Mobile Audit:

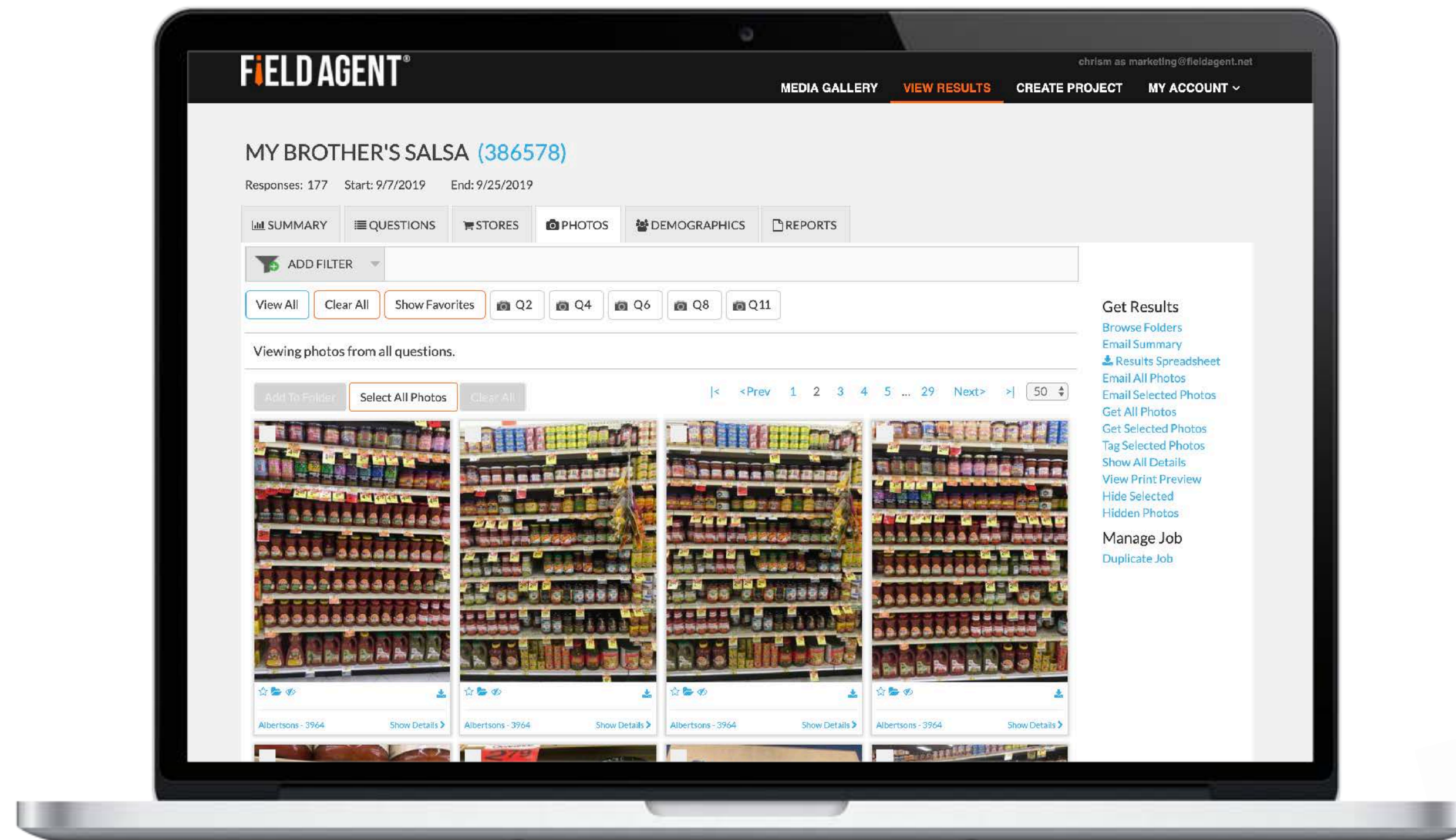


Harmons, Orem, UT

*“If we have a question about a chain and if they are actually executing a promotion, your pictures show whether our tags are up.”*

Ashley Pointer, CEO/co-owner, My Brother's Salsa





## Real-Time Dashboard and Report of the Results

My Brother's Salsa monitored real-time results from a private, online dashboard. Field Agent then furnished the brand with a presentation-ready client report at the end of the audit.

*“Through the dashboard...I could look store by store. I thought it was really easy to use.”*

Ashley Pointer, CEO/co-owner, My Brother's Salsa







Giant Eagle, Erie, PA

## Conclusion: My Brother's Salsa gets both proof and peace of mind

Audit photos and information gave Pointer the, in her words, “evidence” she needed to approach buyers with certainty and confidence. And fast. The CEO was surprised by how quickly Field Agent collected the results.

“If we have proof that we submitted promotions but their stores didn’t execute,” she said, “then [buyers] can’t really penalize us for not having sales lift.

“The quick turnaround...is really helpful, especially if you have any kind of minor crisis that you’re trying to check on.

From the audit, Pointer even learned that one retailer was mistakenly removing MBS products from shelves—*entirely*. An alarming predicament for sure. “We were saying [to the distributor],” she explained, “No there’s a bigger problem and here are the photos. **He is now getting it all fixed. You can’t argue with the proof.**”





## Watch the Video Case!

*How My Brother's Salsa Got the Scoop on Retail Conditions*

---

Listen in as Ashley Pointer, CEO of My Brother's Salsa, describes how Mobile Audits saved her brand from losing valuable retail sales.



# Get Instant In-Store Visibility

Mobile Audits harness shoppers and their smartphones to capture photos and collect information inside stores and across the omnichannel landscape. Anywhere, anytime. From price checks to on-shelf availability, display execution to planogram compliance, Mobile Audits make it easy to know exactly what's happening at-retail, so you...

*Never Lose Sight of Your Retail Operations*

[Learn More](#)