



Lumē Identifies Multimillion-Dollar

Revenue Leakage
Recovery Opportunities
and Growth Blueprint
from Customer Journey Mapping



The Challenge

As competition intensified in the growing Whole-Body Deodorant (WBD) segment, Lumē and its parent company Mammoth Brands were challenged to step forward with strategic category insights to fuel long-term growth. Lumē needed to:

- Expand the overall APDO category
- Accelerate Whole-Body adoption
- Improve shelf planograms and in-store messaging
- Influence Walmart and Target merchandising strategies
- Strengthen its leadership position with retailers

The Solution

Mammoth Brands partnered with Gold Research, an award-winning customer journey mapping and research firm, to help Lumē move from brand participant to category visionary. Working with Gold Research, Lumē designed a comprehensive, end-to-end shopper study combining behavioral science and large-scale qualitative and quantitative validation that would:

- Decode the full shopper journey and Consumer Decision Tree (CDT).
- Identify barriers to trial, repeat, and Whole-Body adoption.
- Reveal revenue leakage points across channels.
- Provide actionable merchandising and messaging guidance.



- Quantify retailer and brand revenue upside.

To ensure robust and representative insights, this multi-mode research effort included:

1. In-Aisle Behavioral Research (Eye-Tracking + IDIs)

Shoppers wore mobile eye-tracking glasses while shopping at national retailers like Walmart and Target revealing:

- Visual attention heatmaps.
- Gaze sequences and dwell time.
- Decision hierarchies and switching triggers.
- Friction points and hesitation moments.
- Emotional engagement with merchandising elements.
- Eye-tracking sessions were immediately followed by retrospective think-aloud qualitative interviews in which shoppers verbalized their thoughts while watching playbacks of their own shopping experiences — revealing subconscious decision drivers and confusion points.

2. A Post-Purchase Quantitative Study

Segmented across Whole-Body users, considerers, triers, and non-considerers, the national study mapped:

- Full purchase funnel drop-offs.
- Trial and repeat barriers.
- Retailer/channel differences.
- Trade-offs influencing purchase decisions.

3. Merchandising & Opportunity Modeling

Gold Research translated insights into:

- Multiple shopper journey maps (customized by specific retailers and shopper segments).
- Retailer-specific decision trees.
- Planogram optimization recommendations.
- In-aisle messaging strategy.
- Promotional prioritization roadmap.
- Revenue leakage analysis.
- Category and Lume growth opportunity estimates.

The Results

This research provided Mammoth Brands and Lume with:

1. A Category Growth Framework and a strategic blueprint to expand APDO by:

- clarifying the role of Whole-Body Deodorant.
- improving navigation speed and confidence.
- reducing cognitive overload at shelf.

2. Data-backed merchandising guidance on:
 - shelf adjacency strategy.
 - benefit-forward communication.
 - placement of natural vs. traditional segments.
 - messaging hierarchy to accelerate decisions.
3. Journey maps and decision trees that became powerful tools for:
 - retailer presentations.
 - strategic account planning.
 - trade marketing activation.
 - cross-functional alignment.
4. Revenue leakage modeling identified:
 - category expansion potential.
 - Lume share capture potential.
 - loyalty improvement pathways.
 - revenue leakage recovery opportunities.
5. Strategic Outcomes
 - Elevated Lume's positioning as a category visionary.
 - Provided actionable growth strategies.
 - Delivered immediate promotional and merchandising activation priorities.
 - Built a foundation for long-term APDO and Whole-Body expansion.

Testimonial:

“Gold Research delivered far more than shopper insights — they provided a strategic blueprint for category growth. The combination of live eye-tracking behavioral research and robust quantitative validation gave us a level of clarity we've never had before about how shoppers truly navigate the deodorant aisle. Their work helped us understand the decision hierarchy, the barriers to Whole-Body adoption, and exactly where revenue leakage was occurring.

Most importantly, they translated insights into actionable merchandising and retailer-ready recommendations. This research fundamentally elevated how we approach marketing, trade strategy, and category development.”



- **Jeff Strong, Senior Advisor, Lume & Mammoth Brands**