



# FLAWLESS RESULTS WITH RETAIL ANALYTICS

INFO SHEET



## The world of data acquisition and transformation isn't always pretty

For beauty brands managing hundreds of SKUs, multiple retailers and various sales channels, performance data can be overwhelming. Add in seasonal promotions, viral trends and shelf space pressures, and suddenly the simplest decisions become difficult to make with confidence.

Visibility across platforms, partners and product lines is no longer a nice-to-have. It's essential. But for many teams, getting to a single source of truth can feel out of reach. With the right tools, it's possible to turn complex sell-through data into validated, actionable insights.

## See what's possible with real insights



### Sell more of what works

Spot top SKUs by region, retailer or channel and fine-tune your assortments to maximize sales.



### See the full picture

Get one view of in-store, online and social platform sales to align your strategy across channels.



### Win the space you deserve

Support line reviews with profitability data and defend your shelf space with performance insights.



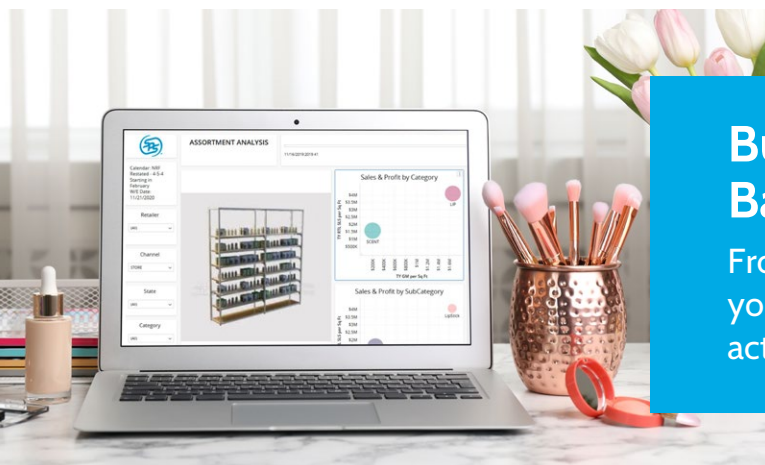
### Make every promo count

Measure the impact of launches and promos. Know what worked, what didn't and why.



### Stay agile when uncertainty hits

Respond quickly to disruptions with data that helps you adapt plans and minimize risk.



## Built for the beauty industry. Backed by SPS.

From color trends to stock-to-sales ratios, get the insights you need by SKU, door, region or channel. SPS helps you act fast, stay ahead and grow with data you can trust.



SPS COMMERCE

866-245-8100  
spscommerce.com



MO-12428  
©2025 SPS Commerce