207 ANALYTIX

The Retail Sell-In Sprint

Validating New Products With Verified Local Demand Before They Reach the Shelf

White Paper

Prepared by Afferent | November 2026

Executive Summary

Industry estimates put the failure rate of new consumer packaged goods (CPG) products between 60% and 85%. A central cause is that brands commit to a line review, a purchase order, and shelf space before they have store-level evidence that shoppers want the product. A retail buyer who sees no local evidence has little reason to take the risk.

Afferent Signal helps brands close that gap. In a Retail Sell-In Sprint, a brand's own audience declares the product it wants and the store it uses. Afferent matches every request to a real store and turns the result into a five-slide Merchant Pitch Deck a retail buyer can act on, in 21 days. Brands that prefer to run the work themselves can use Afferent Forms, the do-it-yourself version.

The Pre-Shelf Gap

Retail intelligence has traditionally been organized around four pillars: point-of-sale data, supply chain data, consumer panels, and shopper loyalty data. Each describes what has already happened inside an existing retail relationship. Concept tests add a fifth source, showing whether shoppers like an idea, but they do not say which stores to start with.

A new product needs a different kind of evidence: where shoppers ask for a specific product at a specific store, before it is on that shelf. That is the evidence a buyer cannot get from a product that has not yet been placed.

How a Sprint Works

STEP	WHAT HAPPENS
1. Launch	Afferent builds a white-labeled Product Lab for the brand. The brand shares it in its own email, social posts, and bio links. Shoppers request the brand's specific products at a store they use, in under a minute, with no app and no login.
2. Map	Each request is verified (email confirmation, one request per email per product per store, rate limits, distance checks) and matched to a real store record in the Store Network, Afferent's internal registry of 193,816 active store doors across 210 banners.
3. Deliver	The brand receives one Sprint Readout: a summary, a five-slide Merchant Pitch Deck (including shoppers' reasons in their own words), and reference pages with a door-by-door whitespace view, a one-page buyer brief, a day-21 snapshot, and a day-one waitlist of shoppers who opted in to hear from the brand.

What the Brand Receives

- **The opportunity:** requests, doors, and the metros where demand is concentrated.

- **Demand by product:** which flavors and UPCs shoppers asked for, ranked.
- **Whitespace by door:** the stores where shoppers asked and the brand is not yet on shelf.
- **In their own words:** shoppers' reasons for wanting the product.
- **Launch plan:** a first-wave plan, with the day-one waitlist.

Offers

OFFER	PRICE	TIMELINE	WHAT IT IS
Retail Sell-In Sprint	**$7,500, one time**	**21 days**	**A branded Product Lab for the brand's community, requests matched to real stores, and one Sprint Readout: a door-by-door whitespace analysis, a five-slide Merchant Pitch Deck, a one-page buyer brief, and a day-one waitlist.**
Concept & Flavor Sprint	$3,500, one time	14 days	Variant and claim ranking, with dietary friction analysis, before a brand commits to a production run.
Quarterly Line-Review Retainer	$2,000 a month ($24,000 a year)	Ongoing	Four dedicated quarterly Sprints, timed to the brand's retailers' review calendars.
Afferent Forms (do-it-yourself)	From $625 a month; 3-month minimum	At your pace	A white-label request form a brand builds in about 30 seconds from its own website, with a demand dashboard, a buyer brief, and campaign reports.

From Requests to Revenue at Risk

To help a buyer see the size of the opportunity, Afferent translates verified requests into a modeled estimate of revenue at risk: verified requests multiplied by a silent-shopper multiplier and an annual category spend per shopper. In the worked example, 210 verified requests, a 10x multiplier and $33.33 of annual spend give about $70,000 (a range of roughly $26,000 to $142,000 across 5x to 15x and $25 to $45 of spend).

> **How to read it.** The 210 requests are a modeled example, not live client data. The multiplier is an Afferent assumption, not a measured rate, and the spend figure is an illustrative category benchmark. The estimate is an exploratory tool, not a forecast. Afferent does not publish campaign-level capture volume, and shows real figures or none at all.

What a Sprint Is Not

- Not a guarantee of a listing, a purchase order, or sales. Shopper requests are declared interest, not completed purchases.
- Not a replacement for concept testing or syndicated sales data. It adds to them.
- Not a data product. Afferent does not sell store data, lists, benchmarks, or syndicated reports.
- Not a retailer-operated experience. The brand owns the consumer-facing experience and represents only its own products.

Status and Roadmap

Live today: the white-label request form, the Sprint offers, and Afferent Forms, at afferentsignal.com and forms.afferentsignal.com. Pilot, customer, and revenue results are not yet reported. On the roadmap and not available today: launch notifications to shoppers who requested a product, and sell-through calibration of the multiplier after a product is stocked.

Prepared for internal and prospective-client review by 207 Analytix. Afferent Signal is operated by 207 Analytix LLC. Prices, coverage and figures are as of 1 November 2026 (store coverage as of 24 October 2026) and may change. Revenue-at-risk figures are modeled estimates built on stated assumptions, not forecasts or guarantees. Declared shopper interest is not a completed purchase and does not guarantee a retail listing or sales.