

# A PANDEMIC HIT, AMERICA GARDENED

WE TAPPED INTO AUTOMATION.

## LAWN, GARDEN, & PEST CONTROL BRAND SCOTTS MIRACLE GRO SAW A SPIKE IN DEMAND...

After Covid-19 prompted lockdowns in the U.S., lawncare brand Scotts Miracle-Gro saw a spike in demand as homebound consumers embraced do-it-yourself projects. Thanks to increased demand, Scotts generated record revenue, but Acronym ran into a problem: We spent our entire fiscal year budget in just a few months. But we were seeing 200% growth and were extremely profitable, so we wanted to continue to capitalize.

### The Strategy

We tapped into automation to understand how much money we needed on a real-time basis and to justify the additional spend for the remainder of 2020. Acronym also prioritized brand launches on new marketplaces, including Walmart and Home Depot. We identified product line budgets like grass seed and fertilizer that needed incremental funds to maintain market share during core seasons and recommended categories and months where budget could be reallocated.

Then, Acronym accelerated reporting frequency to make it easy for the client to see its additional budget was being spent efficiently. We also built dashboards to display spend in real time by category and marketplace, which also include revenue, year-over-year comparisons and ROAS. And we developed an AI-based tool to demonstrate precisely how much money was needed at any given time.

Dramatic  
**218%**

Increase in marketplace  
YoY revenue, mid-March  
to mid-May

### The Results

As a result, Scotts saw a **218% increase** in year-over-year marketplace revenue from mid-March to mid-May.



**Strong** early  
results on Home  
Dept & Walmart



Maintained market  
share status in all  
categories