They never missed an order. That was the expensive part.

Not Your Mother's grew past $250 million a year, over 40% growth, by never letting a shelf go empty. Every promotion, every new country, every innovation launch got answered with inventory. It worked. Fill rates were strong. The cost was that the cash which should have funded the next phase of growth sat in a warehouse instead. Underneath it all, a time-series model was struggling to forecast promotions and regions it had never seen.

NOT YOUR MOTHER'S

$250M REVENUE · 40%+ YOY GROWTH · MASSTIGE HAIR CARE · US AND INTERNATIONAL

CORE SKUS

~16%

Less inventory across the existing portfolio, at the same service levels

NEW GEOGRAPHY

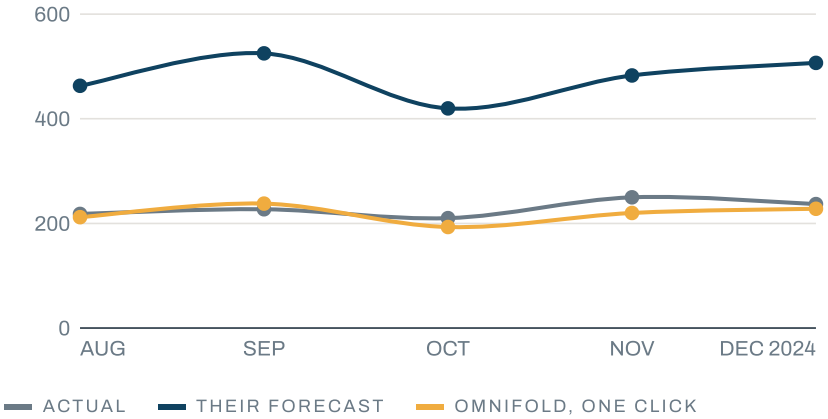
~83%

Less inventory to launch a new country at the same fill rates

Omnifold trained a purpose-built model on Not Your Mother's own POS and sell-in data, their promotional calendar, their supply network, and geographic expansion plans. Omnifold replaced the brand's existing planning system, delivering higher forecast accuracy and lower carrying costs across the full product portfolio.

FORECAST COMPARISON · NEW COUNTRY LAUNCH

Forecast at 75 and 90+ days out, no sales history. Monthly SKU volume.



"We gave Omnifold all the data we had used to generate our forecasts prior to that launch, and the forecast Omnifold generated using that same data was much more in line with the actual shipments."

ERIC FALKENMAYER
SENIOR MANAGER OF DEMAND PLANNING
NOT YOUR MOTHER'S

See what your forecast is hiding. A pilot takes 4-6 weeks and about 10–12 hours of your team's time.

Get a demo

omnifold.ai/demo