

CASE STUDY

Structure, speed, and confidence for Unilever's excess Beauty & Personal Care inventory

A lean, one-person waste team at one of the world's largest CPGs runs two complex monthly programs across thousands of SKUs and dozens of off-price buyers — turning what was once chaos into a predictable, scalable cadence and revenue.

\$160M+

inventory sold
through Spoiler Alert

+22pp

cost recovery
increase

51

engaged
buyers

\$550k+

added revenue
from negotiations

THE CHALLENGE

**Two complex programs. Tight timelines.
Zero room for error.**

Unilever's waste team oversees two monthly closeout programs, spanning thousands of SKUs, multiple distribution centers, and a diverse off-price buyer set.

Managing closeouts previously meant manual tracking, inconsistent processes, and time-intensive coordination across Supply Chain, Finance, Brand, and Sales — with high risk of errors and delays.

THE SOLUTION

One repeatable workflow for two high-stakes programs.

Spoiler Alert centralized Unilever's Liquidation and SMOG into a single, structured workflow — replacing spreadsheets and phone calls with offer creation, negotiation, and awarding all in one platform.

- Real-time and historical performance reporting
- Pricing and logistics guardrails are baked-in
- Hands-on coaching from Spoiler Alert Customer Operations

THE IMPACT

**Faster sales cycles. Better recovery.
Stronger buyer alignment.**

- 5+ hours saved during each awarding cycle
- Consistent YoY improvements in cost recovery
- Buyer engagement for beauty & personal care product from Ollie's, Burlington, Grocery Outlet, Ross, TJX, *more*

"Spoiler Alert helps us organize our inventory across multiple locations and streamlines the entire process for us from the start. From publishing offers, reviewing them, and awarding them, all the way to the finish line."

- SR. SALES MANAGER, UNILEVER

WHY IT MATTERS

Excess isn't a planning failure, it's a structural reality.

Beauty & Personal Care (BPC) moves fast: short product cycles, packaging refreshes, seasonality, and shopper-trend shifts produce predictable surplus. The differentiator is whether you handle it with *discipline and data*, or with ad-hoc scrambling.

With Spoiler Alert, Unilever turns surplus BPC inventory into a controlled, profitable channel — with brand protection, buyer guardrails, and recovery insights powering each sales cycle.

**Ready to bring the same data-powered discipline to
your Beauty & Personal Care excess inventory?**

Discover more at spoileralert.com

