

CASE STUDY

NONPLUSULTRA

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RAZER

ABOUT NONPLUSULTRA

BOLD AMBITIONS, BOUNDLESS IMPACT

nonplusultra enables consumer-tech brands to master EMEA Retail.

Working with a proven framework and cutting-edge technology, we build the right strategy for you to always stay two steps ahead of competition. Our top-talents secure executional excellence and turn your vision into measurable results.

OUR CORE VALUES



TAKE THE LEAD

We are proactive
and own our business.



DATA BUILDS OPINION

We argue based on
observations instead of
assumptions.



GO WHERE THE PAIN IS

We are actively facing
challenges to keep
growing.



TRUST FORMS LOYALTY

We act based on our values
and build long-lasting
partnerships.



SPREAD GOOD VIBES

We don't take ourselves too
seriously.

UNLOCKING RETAIL SUCCESS WITH

RAZER

A winning partnership with Razer:

Razer, a global leader in gaming hardware and peripherals, has built a reputation for delivering high-performance gaming experiences. With an expansive product line including laptops, keyboards, mice, and streaming equipment, Razer's dominance in the gaming industry is undeniable. However, achieving sustained retail growth in Europe requires a data-driven approach, precision execution, and deep market expertise.

Partnering with nonplusultra (NPU), Razer successfully enhanced its presence in European retail, leveraging **NPU's Retail Growth Framework** to increase visibility, optimize store performance, and drive significant sales uplift.



33% higher Sales in covered stores

- **+33% Sales Growth** in covered stores vs. uncovered stores in Germany
- **4x Faster Sales Increase** after retail visits
- **35% Weekly Sales Uplift** through improved RTS (Ready-to-sell-score)

CASE STUDY

RAZER

Razer is one of the most recognized brands in gaming, known for its high-performance gaming laptops, peripherals, and accessories. With a loyal global fan base, the company thrives on **innovation, premium design, and cutting-edge technology**. However, standing out in retail environments remains a critical challenge in an increasingly competitive landscape.



CHALLENGE

Razer faced several retail challenges, including inconsistent in-store execution, making it difficult to maximize sales opportunities. Visibility gaps reduced brand engagement, while performance varied across retail locations due to a lack of optimized strategies. Additionally, limited access to real-time data made it harder to make quick, data-driven decisions and improve retail efficiency.



RETAIL ACTIVATION

Ensuring consistent execution of our strategy on all levels and accelerating sales across all touch points through 3 visit types.



DATA SCIENCE

With unique technology, we track cross-functional KPIs and sales-impact analysis with customizable live dashboards.



CASE STUDY

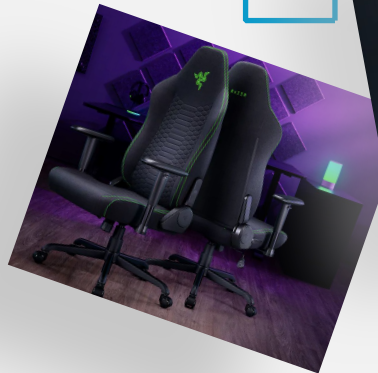
RAZER

NONPLUSULTRA GROWTH FRAMEWORK

Facing the challenge of optimizing its retail execution, Razer partnered with nonplusultra to **enhance in-store performance** and **strengthen brand presence in Germany**. Through targeted merchandising, sales-driven field support, and advanced retail analytics, nonplusultra developed a strategy to **maximize impact** across key retail locations.

Committed to driving growth, Razer worked closely with nonplusultra to refine its omnichannel approach, ensuring **seamless integration between online and offline** retail. By implementing Retail Growth Management, the brand achieved greater consistency in execution and improved sell-through rates across multiple markets.

To support this strategy, nonplusultra provided **comprehensive retail solutions**, including POS materials, data-driven insights, and on-the-ground sales training. Leveraging an extensive retail network, Razer **expanded its presence in key stores** across Europe, driving sustained performance improvements and laying the foundation for continued success in 2025.



CASE STUDY

RAZER

In 2024, Razer partnered with nonplusultra to enhance its retail execution and optimize in-store performance. Through strategic merchandising, field support, and data-driven insights, we strengthened brand visibility and sales impact for the German market, setting the stage for continued growth.



RESULTS

With nonplusultra's support, Razer significantly improved its retail performance in the German market. Stores included in the initiative saw a **33% increase in sales**, while **regular store visits accelerated growth four times faster**. Additionally, optimizing the Ready-to-Sell Score (RTS) led to a **35% boost in weekly sales**.

Conclusion

Razer's collaboration with nonplusultra **transformed** its **retail execution**, delivering tangible results in **sales, brand presence, and retail efficiency**. Through **data-driven decision-making and structured field execution**, nonplusultra empowered Razer to **dominate the retail space** and strengthen its market position.



RAZER QUARTERLY REPORT

At Nonplusultra, we don't just support brands in the retail space - we redefine the way they grow. With a data-driven, hands-on approach, we transform insights into action, ensuring brands maximize their potential across every sales channel. By combining cutting-edge analytics, in-depth market expertise, and strategic in-store execution, we help brands like Razer stay ahead of the competition.



UNLOCKING GROWTH FOR RAZER THROUGH DATA-DRIVEN INSIGHTS

In Q4 2024, we conducted a comprehensive analysis of Razer's sales data to uncover the key drivers behind performance fluctuations and regional sales trends. Our focus was on identifying the real impact of in-store activities, ensuring that every strategic decision was backed by concrete data.

Store Visits & Sales Impact

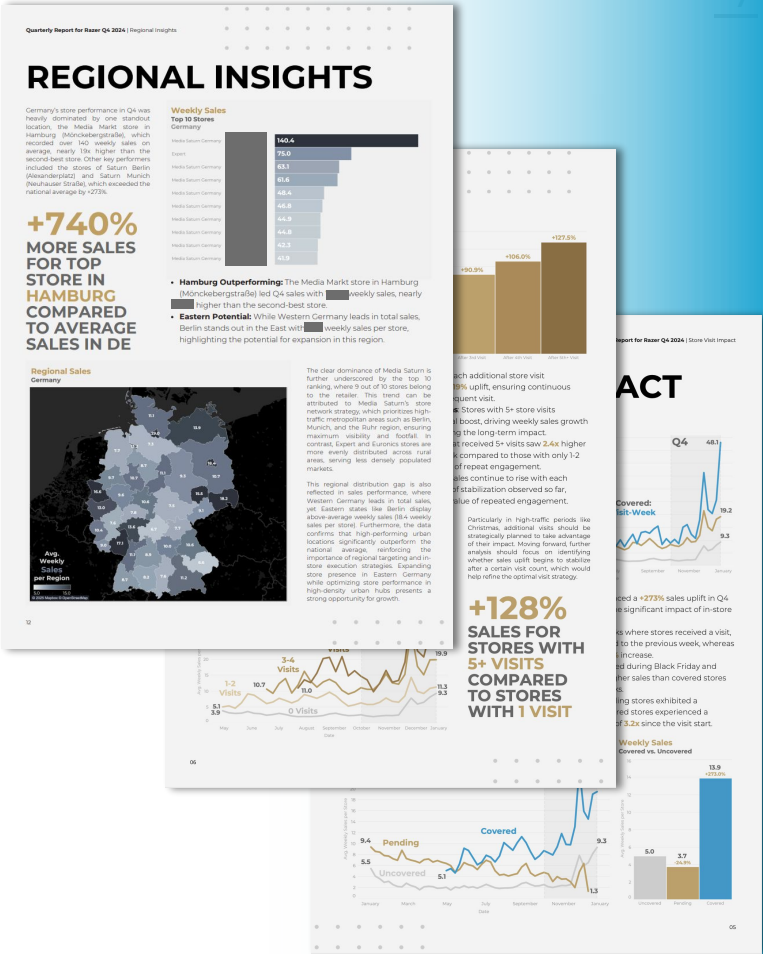
Through rigorous data analysis, we proved a direct correlation between store visits and sales uplift. By quantifying the effect of in-store engagement, we provided Razer with actionable insights on optimizing store coverage and visit frequency.

Ready-to-Sell (RTS) Score Optimization

We assessed the RTS Score to pinpoint bottlenecks in product availability, merchandising, and execution. This allowed us to identify areas requiring immediate improvement, ensuring products were consistently positioned for maximum sales impact.

Deep Dive into Product & Market Trends

Our analysis went beyond numbers - we evaluated seasonal sales trends, regional performance discrepancies, and consumer buying behaviors. By leveraging these insights, Razer gained a clearer understanding of when and where to invest in promotional efforts.



UNLOCKING RETAIL SUCCESS WITH

RAZER

CHALLENGE

Razer faced challenges in optimizing its retail execution, with inconsistent in-store visibility, varying sales performance across german locations, and limited access to actionable retail insights. Without a structured approach, ensuring consistent brand presence and maximizing sell-through rates remained difficult.

SOLUTION

Razer partnered with nonplusultra to enhance its in-store execution through strategic merchandising, data-driven retail analytics, and field sales support. By refining its omnichannel strategy and implementing Retail Growth Management, the brand achieved greater consistency across key retail locations in the german market, driving stronger engagement and performance.

RESULT

With nonplusultra's support, Razer improved its retail execution, strengthened brand visibility, and optimized sales impact across multiple European markets. The partnership led to measurable improvements in sell-through rates and set the foundation for continued expansion.

CONCLUSION

Our collaboration enabled Razer to elevate its german retail presence, overcome execution challenges, and drive sustainable growth in the competitive gaming market, with strong momentum for future success.





ABOUT



OUR PURPOSE

BOLD AMBITIONS, BOUNDLESS IMPACT

The leading Retail Growth Partner for Tech Brands in EMEA.

2015

Founded by Florian Hutterer & Benjamin Gehring

70+

Full-time employees across EMEA

20+

Active trusted brand partnerships

1 Mission

To skyrocket your growth in EMEA,
omnichannel proof!



1

DATA SCIENCE

From cutting-edge Retail Data Management to strategic intelligence and predictive analytics, we transform internal and external data into actionable insights and retail growth.

2

RETAIL SOLUTIONS

From strategic **Retail Growth Management** and **Amazon & E-commerce** Optimization to our **Field Force** and **Training**, we empower brands to maximize sales and market impact.

3

CONSUMER SOLUTIONS

From immersive **retail experiences** and buzz-generating brand activations to boutique concepts and full-service shop-in-shops, we create **impactful consumer touchpoints**.

OUR SOLUTIONS

READY TO LET'S GET TO WORK! SCALE?

[CONTACT NOW!](#)

