Week	Week Ending Date	Stores contacted	Replies	Reply % (vs contacted)	Postive Replies	% Postive Replies (v total replies)	Sample Requests Forwarded	% Sample Requested vs Positive Replies
21	18-Jul	1,839	128	3.59%	40	16.96%	12	30.00%
22	25-Jul	3,061	118	3.59%	44	16.96%	20	45.45%
23	1-Aug	3,137	111	3.59%	59	16.96%	36	61.02%
24	8-Aug	3,345	117	3.59%	63	16.96%	36	57.14%
25	15-Aug	1,853	72	3.59%	38	16.96%	29	76.32%
AGGREGATE SO FAR		**54,949**	**2,341**	**4.26%**	**821**	**35.07%**	**411**	**50.06%**

Hyperke Reveals How to Get Products Stocked at Retail Stores Through Automated Wholesale Expansion Program

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SHERIDAN, WY - October 29, 2025 -
Hyperke Growth Partners has released detailed case study results demonstrating how direct-to-consumer brands can secure hundreds of retail placement opportunities through systematic outreach to qualified buyers across North America. The company's wholesale expansion program helped a gourmet food brand generate 411 qualified sample order requests from retail stores in approximately six months.

The program addresses a critical challenge facing consumer packaged goods and fashion brands seeking retail distribution without sacrificing profit margins to marketplace platforms or investing in expensive sales teams. Through automated outreach to over 50,000 stores across the United States and Canada, the system generated 2,300 total replies, with 821 positive inquiries filtered down to 411 triple-qualified sample order requests over approximately 25 weeks.

Triple-qualified requests meet three specific criteria: the retailer matches the ideal customer profile for the

brand, the buyer has expressed explicit written interest in stocking the products, and valid contact information has been provided for follow-up. This qualification process ensures brands receive genuine opportunities rather than unvetted leads.

"The traditional paths to retail distribution force brands into difficult choices between paying marketplace fees that can reach 15 percent on every order or hiring salespeople at costs exceeding $60,000 annually," said Atishay Jain, founder of Hyperke Growth Partners. "Our automated approach opens new retail doors while preserving margins and eliminating the need for additional sales hires."

The wholesale placement program operates through a four-step process beginning with AI-powered research to identify best-fit retailers for each brand. The system then utilizes deliverability-hardened enterprise infrastructure to conduct outreach at scale without triggering spam filters. Data-driven message testing by product line and audience ensures relevant communication, while seamless lead handoff to client CRM systems provides transparent communication and reporting throughout the process.

The case study results, available at https://www.hyperke.com/testimonials, showcase success stories from multiple brands that have implemented the wholesale expansion system.

Compared to common alternatives such as brokers, trade shows, and manual prospecting, the automated system offers greater transparency and effectiveness. Trade shows require significant time and financial investment with uncertain returns, while manual prospecting limits scale and consistency. The program eliminates these constraints through systematic retail buyer outreach.

Additional information about the program methodology can be found at https://www.hyperke.com/services/wholesale-expansion.

"Brands need a scalable way to find stockists and generate retailer sample requests without compromising their margins or relationship ownership," added Jain. "Our data shows that systematic outreach produces consistent results week after week, creating predictable growth in wholesale channels."

A detailed video presentation of the case study findings and methodology is available at https://youtu.be/U1dz4jiYU54.

Hyperke Growth Partners specializes in helping businesses generate new revenue through strategic sales and marketing initiatives. The company has facilitated over $29 million in sales pipeline development and nearly $9 million in revenue for direct-to-consumer brands expanding into retail channels. Their services

demand generation, business development, lead generation, and sales team training, with clients typically seeing a 4.2x return on investment.

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For more information about Hyperke Growth Partners, contact the company here:Hyperke Growth PartnersAtishay Jainpublic@hyperke.com43053, 30 N Gould St Sheridan Wyoming 82801

Hyperke Growth Partners

Hyperke Growth Partners is a B2B demand generation company that offers lead generation and sales support to businesses in North America and Europe.

Website: https://www.hyperke.com/

Email: public@hyperke.com