



SELECTION

IDENTIFY WINNING PRODUCT EXPERIENCES AND ELIMINATE UNDERPERFORMERS EARLY



LAUNCH PRODUCTS WITH CONFIDENCE

Real-time data analytics and customer feedback help you optimize product experiences and identify winning products and design elements before costly investment decisions are made.

LEVERAGE THE VOICE OF YOUR CUSTOMER

- Get real-time insight into the potential success of your offerings.
- Invest in winning experiences while avoiding potential poor performers
- Reduce or eliminate in-store testing costs



DRIVE HIGHER OFFERING SUCCESS RATES

Select new offerings with confidence, armed with predictive consumer data. Choose more winning products and eliminate under-performers before they are manufactured



MODIFY DESIGNS AND ATTRIBUTES

Modify new designs early in the development cycle to improve performance and speed to market. Understand which new categories represent the best opportunity for brand extension.



IDENTIFY TRENDS

Learn which attributes will resonate best with consumers in the months ahead. Identify trends at an item and category level.



PRICING

GET ACTIONABLE INSIGHT
ON PRODUCTS WITH NO
SALES HISTORY



ESTABLISH AN EFFECTIVE, REPEATABLE PRICING STRATEGY

Gain control of your pricing strategy from Day 1. See relative demand at each price point, which can help merchants determine opportunities to increase prices and modify buy depth.

DON'T LEAVE MONEY ON THE TABLE

- Plan your pricing strategy using predictive analytics and AI
- Increase margins by 4-10%
- Establish optimal entry price points to maximize sales



MAXIMIZE GROSS MARGINS

Quickly quantify market demand for an item at each price point throughout its lifecycle. Find out what your customers are willing to pay before your product hits the shelf.



FORECAST AVERAGE SELLING PRICE

Understand demand for products at various price points to optimize initial pricing and markdown cadence to get the most out of your season.



IDENTIFY ITEMS THAT CAN BE PRICED HIGHER

Learn which products consumers will pay more for and maximize full-price sales to improve margins and avoid costly markdowns.



PLANNING

ACCURATE FORECASTING
FOR ASSORTMENT PLANNING



REDUCE THE RISK IN DEFINING YOUR ASSORTMENTS

Combine predictive analytics & machine learning to inform your planning process with customer preference data. Gain deeper insight into future product sales performance with more accuracy than with using historical data alone.



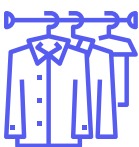
HOW MUCH PRODUCT SHOULD YOU BUY?

Combine historical sales performance data with customer preferences data on new products to gain insight into optimal assortment plans.



LEVERAGING REAL-TIME CONSUMER DATA

Predictive analytics and machine learning technology align customer preferences on new products with data from your planning system to reduce the risk in defining assortments.



DEFINING SUCCESSFUL ASSORTMENTS

Correctly defining the appropriate items and associated buy ratios drives accurate plans and more successful assortments. Maximize sales and margins while reducing inventory using the power of predictive analytics.

GET MORE FROM YOUR DATA

- Supplement sales data with real-time input from your customers
- Use API's to integrate your current systems
- Create assortment plans with confidence



TARGETING

MARKETING EXPERIENCES TAILORED FOR YOUR CUSTOMERS

IN MARKETING, ONE SIZE NEVER FITS ALL

Get to know your customers and what they want. Your marketing team will use these data to create more effective and impactful marketing experiences that will drive results.



IDENTIFY KEY SELLING POINTS

Identify the specific products and attributes that will resonate the most with each customer segment.



CRAFT SPECIALIZED PROMOTIONS

Determine optimal pricing and promotions for your new products and refine promotional strategies for your existing products.



ANSWER STRATEGIC QUESTIONS

Understand your customers' preferences, such as how they perceive your brand, why they buy, and where and how they shop.

MAKE THE RIGHT OFFER

- Match products and attributes to customer segments
- Drive higher conversions with targeted promotions
- Arm your marketing team with data-driven strategies for your entire assortment