



FORESIGHT

# BENCHMARK

## YOUR NEW PRODUCT SUCCESS RATE AGAINST THE INDUSTRY

WITH FORESIGHT, IN AS LITTLE AS TWO WEEKS, YOU CAN:



### QUANTIFY

new product  
success rates  
by category

### BENCHMARK

these success rates  
against aggregated  
data from industry  
peers in the same  
categories

### IDENTIFY

areas of  
improvement  
possible through  
First Insight

### FIND

“Quick Wins” that can  
have an immediate  
impact on sales  
and margins

As a retailer or brand, your biggest challenge is introducing new products that meet or exceed sales, margin and sell-through expectations. Yet, according to studies published by Gartner, MIT Sloan, and Harvard Business Review, more than half of new product launches are deemed failures.

ForeSight by First Insight is the first ever solution enabling retailers and brands to accurately measure their own new product success rates and benchmark them against industry peers.

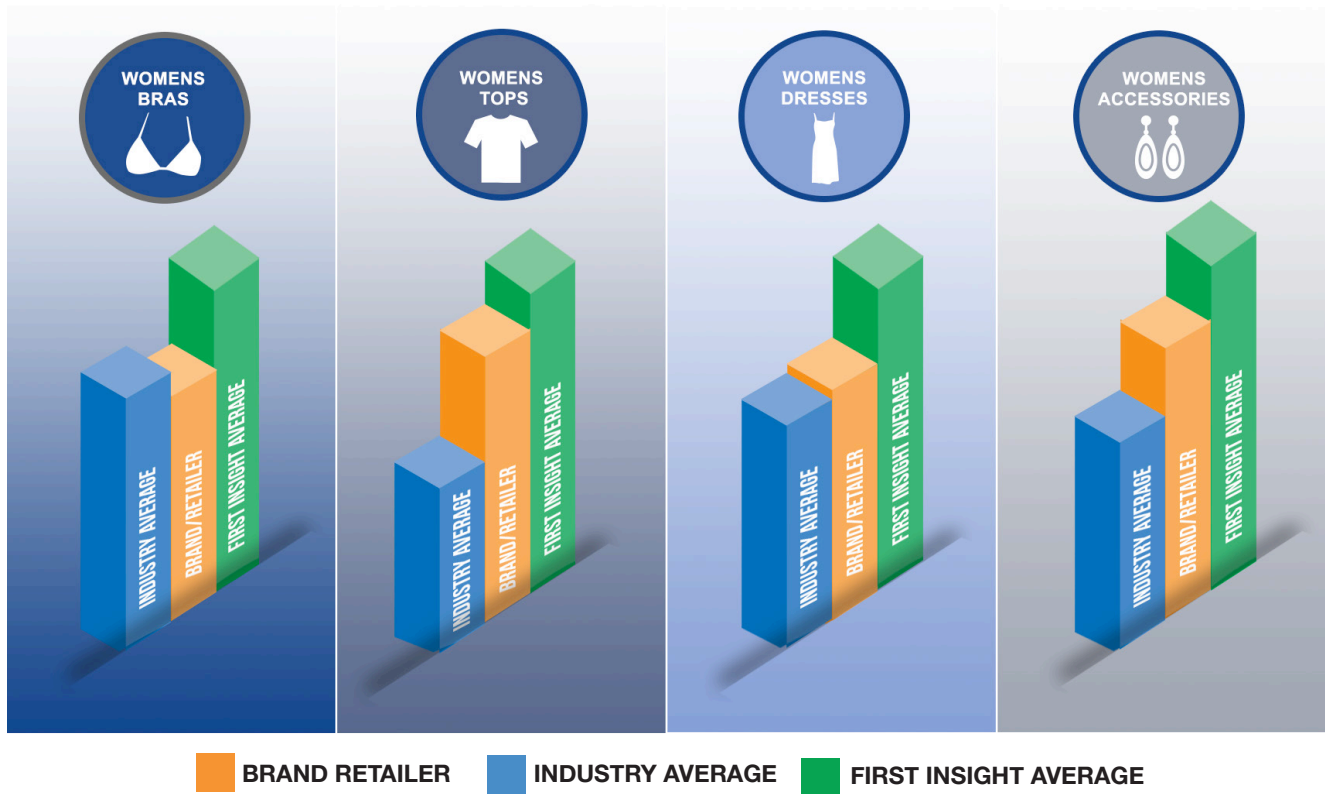
## WHY FIRST INSIGHT FOR BENCHMARKING?

First Insight has vast exposure to new product success rates across industries.



## HIT RATE BENCHMARK ANALYSIS

Gain insight on how you compare to the industry average and improve your success rate with First Insight.



## Additional Opportunity Analysis

<b>Inventory Analysis</b> <ul style="list-style-type: none"> <li>• Inventory driving top 80% sales</li> <li>• Excess inventory &amp; margin loss analysis</li> <li>• Stock-outs financial impact</li> </ul>	<b>Development &amp; Sample Cost Reduction Opportunity</b>
<b>Product/In-Store Testing Cost Reduction Opportunity</b>	<b>Product Development Cycle Time Reduction Opportunity</b>