# INSIGHTSEECTION

Over **50%** of new products **FAIL** - how do you know which ones will be the **WINNERS?** 

We help retailers **identify** winning **new products** and design elements, **before** investment decisions are made.



# Select Products

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



## **Modify Designs**

Modify new designs early in the development cycle to improve performance. 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.

#### **Contact Us**



724.759.7141



info@firstinsight.com







#### **Clear Product Rankings**

First Insight gives merchants clear guidance on new product performance to enable informed buying decisions, using input from hundreds or thousands of consumers, obtained in 48-72 hours.

FASHION FIRST								
Items Segments	Settings							
EN-USD (RESULTS)		✓ ALL RESPONDED	NTS 🔻		OPTIONS •••			
				SORT BY TOTA	AL VALUE 🔻			
	A-LINE PLAID DRESS							
<b>A</b>	10 TOTAL VALUE	\$99.00 TEST PRICE (USD)	\$107.00 MODEL PRICE (USD)	46% LOVE IT LIKE IT	23% LEAVE IT HATE IT			
<u>_</u>	COLORBLOCK DRESS							
	9 TOTAL VALUE	\$110.00 TEST PRICE (USD)	\$112.35 MODEL PRICE (USD)	46% LOVE IT LIKE IT	24% LEAVE IT HATE IT			
₩Ţ.	WHITE DRESS WITH LACE OVERLAY							
	9 TOTAL	\$95.99 TEST PRICE (USD)	\$ <b>93.50</b> MODEL PRICE (USD)	59% LOVE IT	15% LEAVE IT			

InsightSelection, the core of First Insight's InsightSuite platform, is the world's only solution designed to give merchants, planners and designers a consistent process for identifying new products and design elements, before investment decisions are made.

# **INSIGHT**SELECTION

FASHION FIF								
Items Segments	Settings							
EN-USD (RESULT	EN-USD (RESULTS)		▼ ALL RESPONDENTS ▼			OPTIONS .		
	A-LINE PLAID	DRESS						
A	<b>10</b> TOTAL VALUE	\$99.00 TEST PRICE (EUR)	\$107.00 MODEL PRICE (EUR)	46% LOVE IT LIKE IT	23% LEAVE IT HATE IT			
Comments						×		
💙 🛛 like the	I like the contrasting white, tailored look. Chic! ***							
I love this	I love this dress. I would wear it anywhere.							

### Identify Opportunities to Improve Designs

Aggregated comments using First Insight's word cloud technology let merchants and designers see what consumers are saying about new products, so designs can be improved early in the development cycle.

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