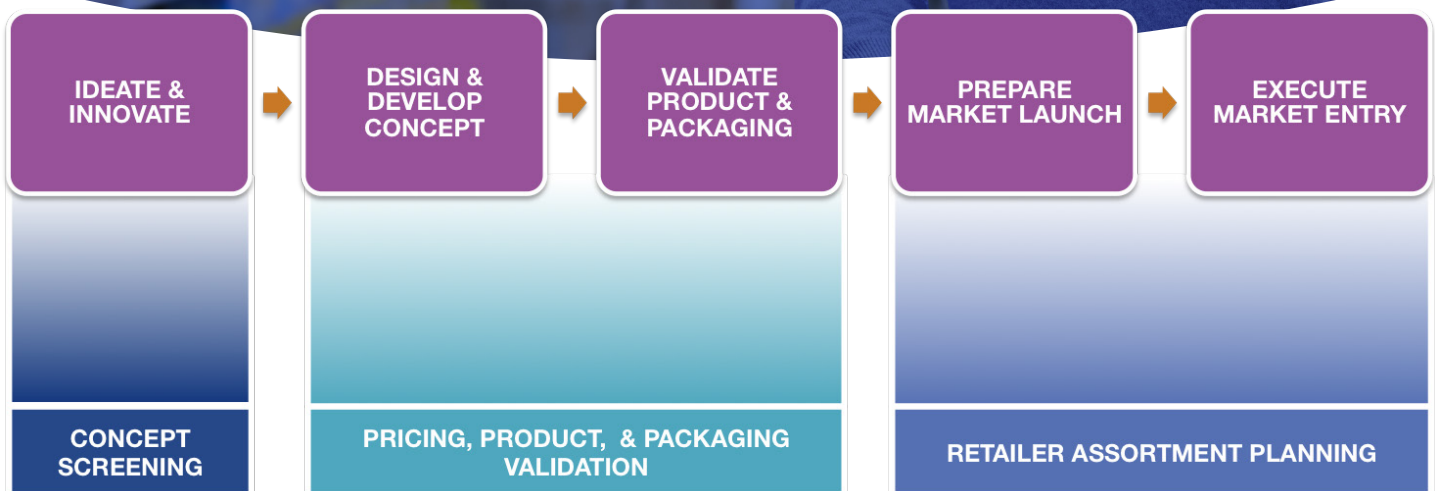


PREDICTIVE ANALYTICS

FOR CONSUMER PRODUCT DEVELOPMENT

How many of your new products are winners? What if you could double your success rate? Companies spend billions developing and launching new products, yet over 50% of new products fail within the first year. There is a better way.

TEST PRODUCT CONCEPTS IN 24-72 HRS.



SPEED. SCALE. SCIENCE.



Receive results from First Insight within 24-72 hours



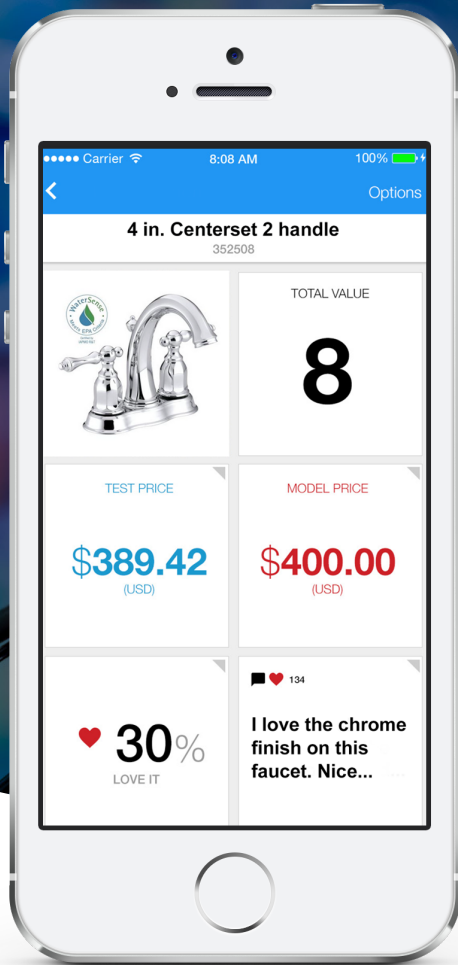
Test hundreds of attributes and/or product concepts



Filter and weight results with predictive analytics to find the “experts”

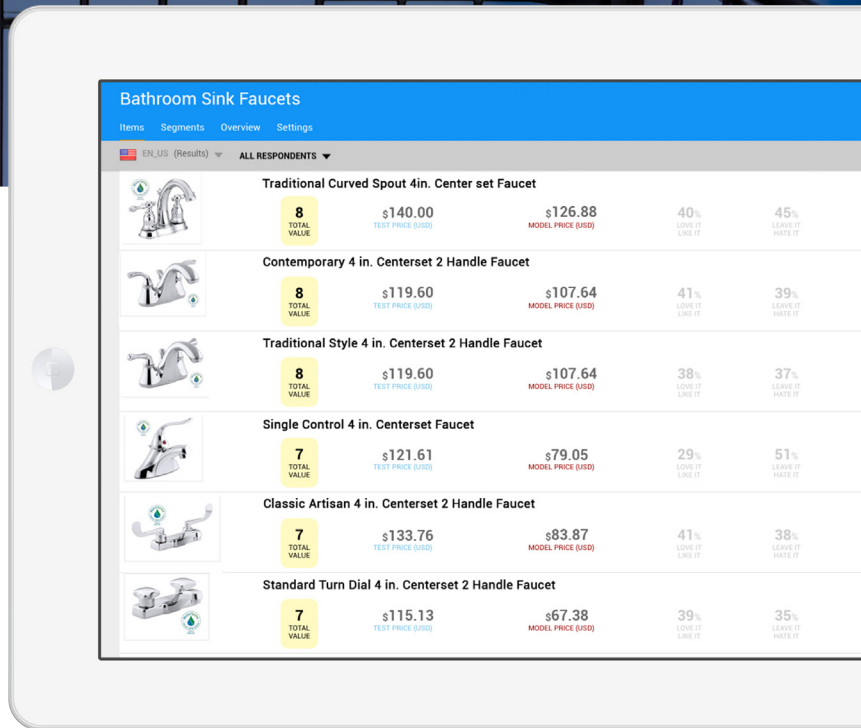
IDENTIFY OPPORTUNITIES TO OPTIMIZE PRICES AND IMPROVE DESIGNS







Item detail highlights price increase opportunities and enables manufacturers to make design changes based on direct customer feedback.



CLEAR PRODUCT RANKINGS

Products are easily identified as high or low rated items. Gain insight on new product performance to enable informed decisions, using input from hundreds or thousands of consumers obtained in 24-72 hours.



Bathroom Sink Faucets					
Items	Segments	Overview	Settings		
BATH, US (Results) ALL RESPONDENTS					
	Traditional Curved Spout 4in. Center set Faucet	8 TOTAL VALUE	\$140.00 TEST PRICE (USD)	\$126.88 MODEL PRICE (USD)	40% LOVE IT, 45% LEAVE IT / RATE IT
	Contemporary 4 in. Centerset 2 Handle Faucet	8 TOTAL VALUE	\$119.60 TEST PRICE (USD)	\$107.64 MODEL PRICE (USD)	41% LOVE IT, 39% LEAVE IT / RATE IT
	Traditional Style 4 in. Centerset 2 Handle Faucet	8 TOTAL VALUE	\$119.60 TEST PRICE (USD)	\$107.64 MODEL PRICE (USD)	38% LOVE IT, 37% LEAVE IT / RATE IT
	Single Control 4 in. Centerset Faucet	7 TOTAL VALUE	\$121.61 TEST PRICE (USD)	\$79.05 MODEL PRICE (USD)	29% LOVE IT, 51% LEAVE IT / RATE IT
	Classic Artisan 4 in. Centerset 2 Handle Faucet	7 TOTAL VALUE	\$133.76 TEST PRICE (USD)	\$83.87 MODEL PRICE (USD)	41% LOVE IT, 38% LEAVE IT / RATE IT
	Standard Turn Dial 4 in. Centerset 2 Handle Faucet	7 TOTAL VALUE	\$115.13 TEST PRICE (USD)	\$67.38 MODEL PRICE (USD)	39% LOVE IT, 35% LEAVE IT / RATE IT

SCREEN NEW PRODUCT CONCEPTS

First Insight applies a layer of science to the Wisdom of Crowds, creating a predictive analytic solution that tests new product concepts with speed and scale.

TEST PRODUCTS, PACKAGING, AND PRICING

By applying our predictive algorithms to this data, we give product managers and marketers a forward-looking view of which product and packaging designs will be winners - and why.

IDENTIFY OPTIMAL RETAILER ASSORTMENTS

Customizing the assortment by retailer puts the right product in front of the right consumer at the right price.