

INSIGHTSELECTION

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

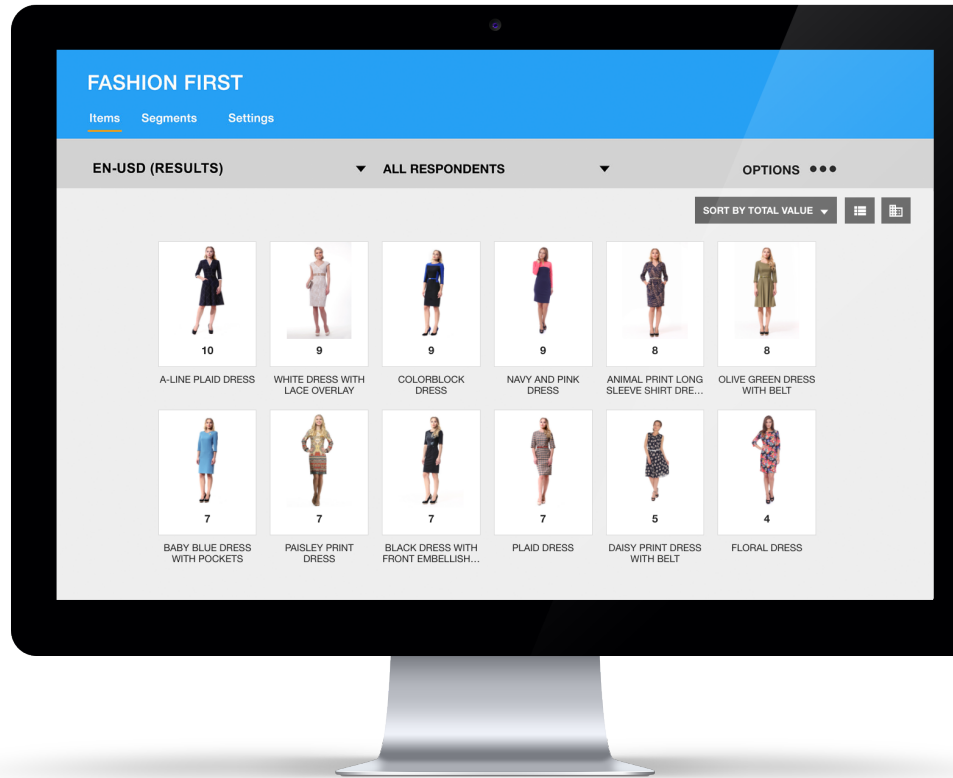
 info@firstinsight.com

 www.firstinsight.com



Clear Product Rankings

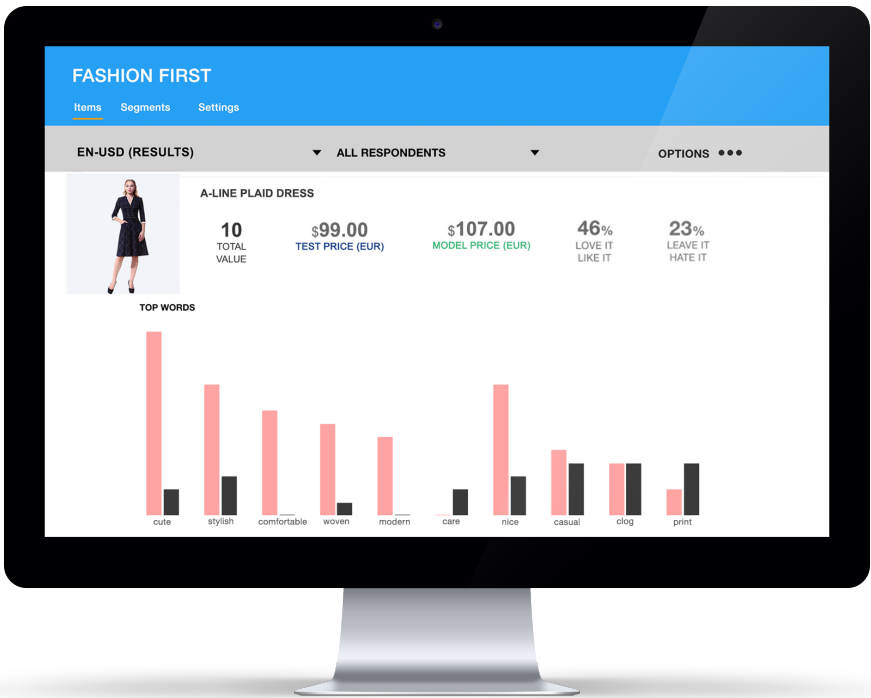
First Insight gives merchants clear guidance on new product performance to enable informed buying decisions, using input from hundreds or thousands of consumers, obtained in 24-72 hours.



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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.

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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.