



FIRSTINSIGHT

Over **50%** of **NEW PRODUCTS** fail. Of those that succeed, many miss the upside because they are **UNDERPRICED** or “underbought” - resulting in **STOCK-OUTS**.

First Insight partners with retailers and manufacturers to eliminate the high cost of new product failures by enabling them to **design**, **select** and optimally **price** winning new products.



Optimal Assortments

Utilizing predictive analytics, we help you design and select winning new products. Retailers and brands using First Insight typically realize a 50-100% increase in the success rate of new products.

Deeper Buys

We help ensure you have the right inventory levels on winning products, reducing stock-outs. By reducing or eliminating under-performers and reinvesting in items with higher sell-through and margin, you increase overall gross margins by 3-9%.

Price Increases

By identifying MarginMovers – items that can bear a higher opening price point – you increase margins. Many products tested by First Insight can bear a higher price than originally planned – without price resistance or declines in sell-through.

Contact Us

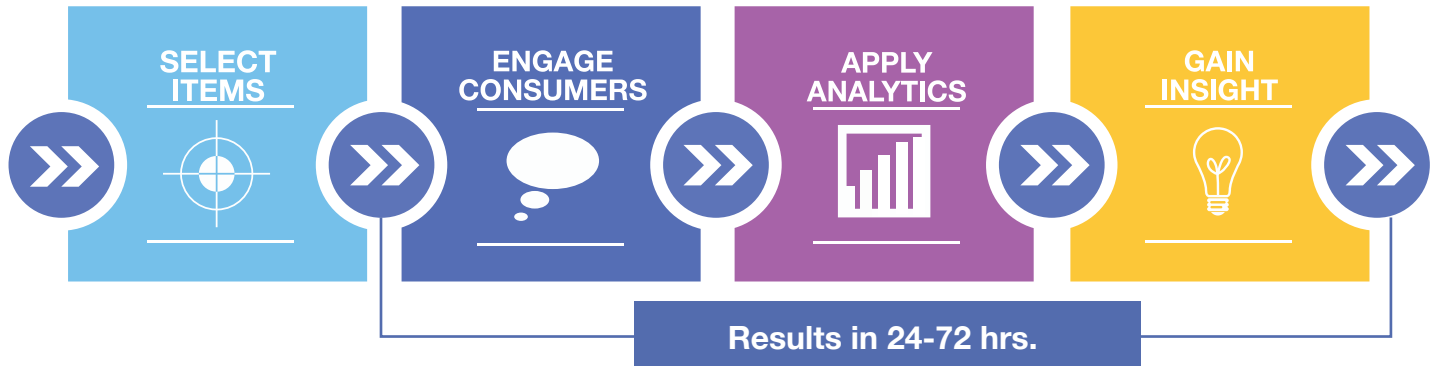
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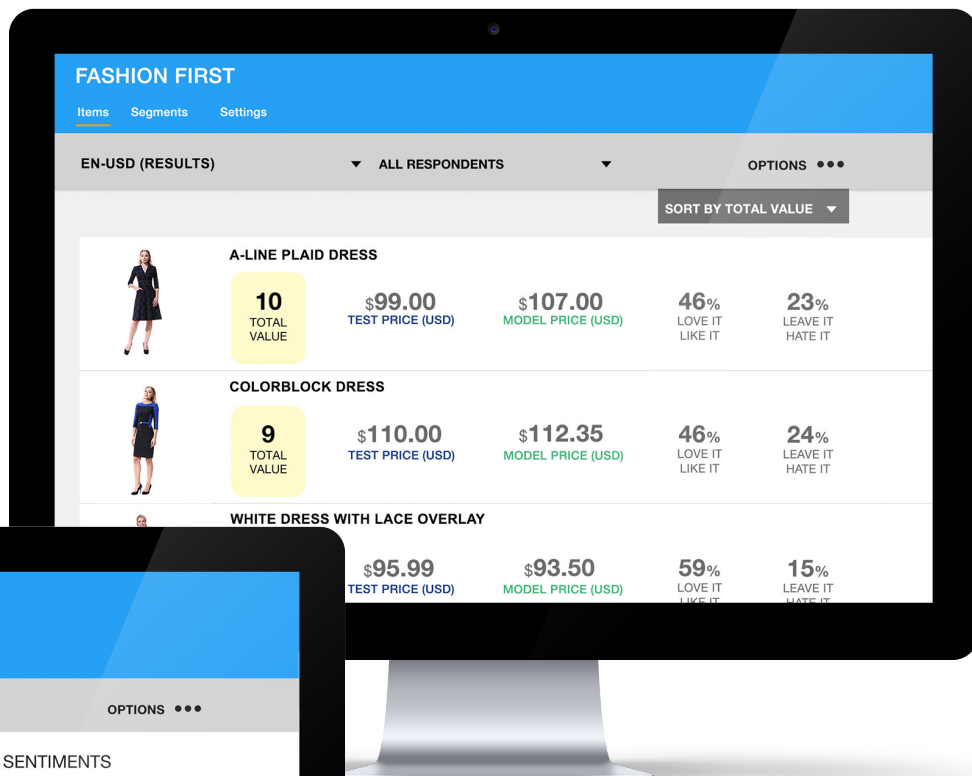


Our Process is Simple...



Clear Product Rankings

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



Identify Opportunities to Increase Prices and Improve Designs

Our solution enables you to more accurately forecast AUR and identify items than can bear a higher price based on direct consumer feedback. Comments collected from consumer engagements lets merchants and designers see what consumers are saying about new products, so designs can be improved early in the product development cycle.