

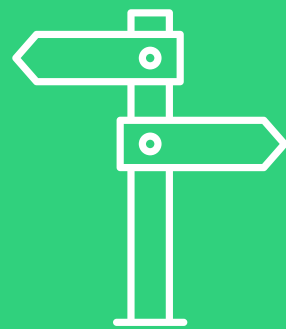
AGILITY AND CONTROL IN DYNAMIC TIMES

HOW A LEADING CPG IS LEVERAGING EVERSIGHT IN RESPONSE TO COVID-19 DISRUPTION



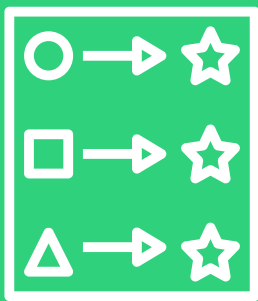
PRIORITIZED SUPPLY CHAIN TO FEED AMERICA

- Paused promotional testing to support successful navigation of supply issues



REVISED APPROACH TO GUIDANCE

- Leveraged flexibility in Eversight's software to shift away from broad promotional guardrails and toward specific, trackable guidance



CREATED & SHARED COVID-19 SPECIFIC GUIDELINES

- Generated prescriptive guidelines on pulling back promotions and lowering discount depth during the COVID-19 pandemic
- Tailored guidance by product, retailer, frequency, and cross-promotion
- Coached sales reps through uncharted territory by quickly disseminating guidance to teams directly in the Eversight app



MONITORED ACTIVITY VIA REAL-TIME TRACKING

- Tracked in-market activity to gain visibility and understanding of execution and compliance for newly issued COVID-19 guidelines



PARTNERED TO DESIGN A BETTER FUTURE

- Partnered with the Eversight Customer Success team to shape CPG's overall business response



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