

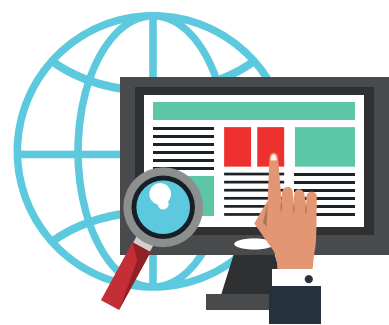
EVERSIGHT GUIDELINES & COMPLIANCE

HOW ONE BEST-IN-CLASS CPG IS
DRIVING 23%+ INCREMENTAL
PROMOTIONAL SALES LIFT

One leading CPG company initially implemented Eversight as a tool to augment existing processes and guidance, with **experimentation focused solely on key products in a limited sector of the grocery channel**. They evolved to embed the Eversight software at scale, producing strong results:

EXPERIMENTATION EXPANDED TO NATION-WIDE COVERAGE

Channel level and region wide testing
produces 1:1 activation opportunities



FOCUS SHIFTED TO COMMERCIAL DEPLOYMENTS

Broader testing coverage and increased
access to the software enable field
teams to push sell-in at retailer
customers at scale

EVERSIGHT SYSTEMIZED GUIDELINES & COMPLIANCE

Numerous data sources are replaced
by Eversight as the single repository
for facilitating guidance and tracking
compliance across the business



SCALED STATE OF SUCCESS

IMPROVING BUSINESS VISIBILITY

BOOSTING TEAM PRODUCTIVITY

DRIVING INCREMENTAL VALUE



COMPLIANT EVENTS DRIVE:

3.7% IMPROVEMENT IN TOTAL SALES

23%+ HIGHER SALES LIFT OVER NON-COMPLIANT EVENTS

53%+ HIGHER UNIT LIFT OVER NON-COMPLIANT EVENTS