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:

**EVERSIGHT SYSTEMIZED GUIDELINES & COMPLIANCE**
Numerous data sources are replaced by Eversight as the single repository for facilitating guidance and tracking compliance across the business.

**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.

**EXPERIMENTATION EXPANDED TO NATION-WIDE COVERAGE**
Channel level and region wide testing produces 1:1 activation opportunities.

**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

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