

EXPERIMENTATION

IN THE CONTEXT OF

COVID-19



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A major manufacturer leveraged the Eversight software to conduct national promotional testing on a core product during the COVID-19 pandemic. Results were compared to previously established trends in consumer behavior to identify emerging shifts in shopper preferences and habits.

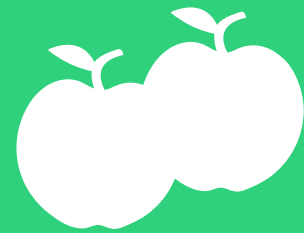
ESTABLISHED PRIOR CONSUMER TRENDS

COVID-19 EXPERIMENTATION RESULTS

1

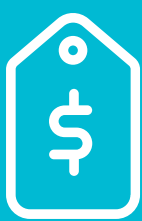


Shoppers strongly engage with promotions at a buy quantity of one



Shoppers indicate willingness to stock up, favoring must-buy promotions

2



Single price point offers often resonate with shoppers, while % Off offers are less effective



Shoppers are responding to clear perceived value statements like % Off and Buy/Get % Off

3



Buy/Get Free is consistently a top performing offer structure



Shoppers continue to engage with Buy/Get Free offers, in some cases at even stronger levels