Promotion performance matters more than ever

Shopper behavior is **constantly changing**.

Promotions are a key part of your **value proposition** yet shoppers are exposed to small pools of repetitive offers, creating a “**sea of sameness**”.

This “sea of sameness” is further perpetuated by overreliance on **backward looking optimization** tools.

Meanwhile the **pressure to grow the topline** is greater than ever.

**How do you apply agile approaches to breaking this cycle while uncovering the highest performing promotions, continuously?**

We know there’s a better way, thanks to digitally connected commerce.

Eversight leverages **automation and artificial intelligence** to systematically uncover better performing promotions via **real-world experimentation**.
Eversight’s AI-powered experimentation approach is leading edge, with 28 patents filed (and counting!)

| 200+ million shoppers reached | $59 billion in revenue influenced | 39%+ incremental sales for promoted events | 28 patents filed |

**SNAPSHOT OF PATENTS FILED**

- Architecture and Methods for Promotion Optimization
- Adaptive Experimentation and Optimization in Automated Promotional Testing
- Offer Generation using Concept Generator
- Event Correlation to Improve Promotional Testing
- Promotion Forecasting
- Behavioral Economic Patterns In Promotion Testing
- Online Promotion Testing Utilizing Social Media
- Mass Scale Online Promotion Testing
- Promotion Offer Language
- Linkage to Reduce Errors in Online Promotion Testing
- Parallel Scalable Experimental Methods for Obtaining Insights from Test Promotion Results
- Randomized Internet-Based Experiments to Obtain Insights from Test Promotion Results
- Using Controlled Experimental Test Promotion Results to Obtain Insights
- Generating and Recommending Promotions in a Design Matrix
- Efficient Promotion Experimentation for Load to Card
- Intelligent Offers with Dynamic Base Pricing
- Promotion Optimization with Offer Sets Applied Across Multiple Retailer or Shopper Networks
- Automated Promotion to Match Consumer Profiles
- Promotion Optimization with Pre-approved Personalized Offer Bank
- Intelligent Promotion Design with Promotion Scoring
- Intelligent Promotion Design with Promotion Selection
- Promotion Optimization with Objective-Driven Personalization
- …
Top Brands Rely on Eversight
Eversight’s Offer Innovation Suite is **end-to-end, automated, and scalable**

- Tracks in-market performance and compliance
- Senses market dynamics
- Confidently activate new offers
- AI recommends offer variants
- Builds a smart offer bank of winning promotions
- Dynamically tests offers with real shoppers
- AI identifies winning offers
Leading National Retailer Drove +1.2M Units on Key Coffee Subsegment

Challenges

- Retailer **struggled to maintain share** on a high-margin, growing subsegment of the coffee category
- Traditional **offers had become much less effective** vs. aggressive competitive promotional strategy

Experimentation and AI Revealed that Consumers Preferred Buy/Get Offers

**Activation Results (example)**

- Sales of 1.2 million incremental units (~ $7 million) in following 12 months

B2G1 | Buy, Get % off | Gift Card | $ off Multiples | Single Price Point | % off
---|---|---|---|---|---
195 | 179 | 171 | 87 | 77 | 72

Avg. Promo Lift vs Traditional Events

B2G1 | Single Price Point
---|---
+73%
Revitalized Promotions in Beverages Drove a 17% - 34% Increase in Sales

**Challenges**

- A popular regional Convenience chain (2,000+ stores) needed to revamp promotional strategy on key beverage items
- Replaced four key traditional promotions chainwide with new Eversight-tested winning offers (across 26 promo weeks in 2017)

**Results**

- By shifting offer language (same discount % per unit) the retailer has increased sales by 17% and 34% on each SKU respectively (average across all 26 weeks)

**Example Offers**

SKU 1: Save $1 when you buy 2 replaced BOGO $1
SKU 2: Save 75 cents when you buy 2 replaced 2/$4
Retailer Drove a **13% Increase** in Topline Sales & **25% Lift** in Household Penetration

**Challenges**

- Retailer focused on **exploring promotional options** on core products beyond their traditional 2/$8 offer
- Needed to **increase household penetration and topline sales** without sacrificing margin

**Results**

- **New single price point offer improved sales and engagement at the same economics**
  - 25% increase in household penetration
  - 13% increase in sales dollars

**In-Store Results**

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<tr>
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<th>Households</th>
<th>Sales $</th>
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These subtle changes add up...

Performance of Eversight Optimized Promotions, compared to “control promotions” that would have otherwise been run

– *meta analysis of thousands of promoted product groups*
AI is Here – Role of Promotional Testing and Guidelines is Changing with “Software as a Coach”

- From HQ push to account level pull, guideline process becomes more specific to each customer/region, driven by an empowered field capability to test to find more precise winning offers.

- Automation and AI-powered experimentation allow teams to:
  - Sense the promotions in market
  - Trigger new tests with AI-powered recommended offers to try
  - Identify winners automatically
  - Act as a coach to say “replace this with that”
  - Track compliance with new winning offers