

Offer Innovation

Leading Generation Promotion Optimization for Consumer Goods

November, 2019

Our mission is to rid the world of repetitive costly consumer promotions

We all know this, we've been saying this for 20 years...



About Eversight


Next generation price and promotion optimization platform

- Delivering improved customer results through a unique shopper-centric experimentation approach
- Cutting edge AI, machine-learning and automation
- Built for consumer goods and retailers by industry experts and top tech talent

Backed by a winning team:

- Since 2013 with 65 dedicated US-based associates
- High growth, well-funded, venture-backed company
- Offices in Palo Alto, Chicago, and New York
- A+ culture, as demonstrated by a 4.9* Glassdoor rating and recognition in 2019 Comparably Awards:





+125M
SHOPPERS REACHED

\$60B+
REVENUE INFLUENCED

28
PATENTS FILED



Eversight is the only company bringing proprietary technology in experimentation to **consumer goods and retail**.

Our platform is purpose built for consumer promotions optimization for both digital and physical channels >>

Eversight's unique focus is on developing proprietary science in experimentation for traditional retailers and consumer goods brands

SNAPSHOT OF PATENTS

- Architecture and Methods for Promotion Optimization
- Automated and Optimal Promotional Experimental Test Designs Incorporating Constraints
- Automated Event Correlation to Improve Promotional Testing
- Automated Behavioral Economic Patterns in Promotion Testing and Methods Therefor
- Highly Scalable Internet-Based Randomized Experiment Methods and Apparatus For Obtaining Insights From Test Promotion Results
- Adaptive Experimentation and Optimization in Automated Promotional Testing
- Automatic Offer Generation Using Concept Generator Apparatus and Methods Therefor
- Automated Promotion Forecasting And Methods Therefor
- Highly Scalable Internet-Based Parallel Experiment Methods and Apparatus For Obtaining Insights From Test Promotion Results

- Automatic Mass Scale Online Promotion Testing
- Promotion Offer Language And Methods Thereof
- Linkage to Reduce Errors in Online Promotion Testing

- Automatic Online Promotion Testing Utilizing Social Media
- Highly Scalable Internet-Based Controlled Experiment Methods and Apparatus For Obtaining Insights From Test Promotion Results
- Systems and Methods for Generating and Recommending Promotions in a Design Matrix
- Systems and Methods for Efficient Promotion Experimentation for Load to Card
- Systems and Methods for Automated Promotion to Profile Matching
- Systems and Methods for Intelligent Promotion Design With Promotion Scoring
- Systems and Methods for Intelligent Promotion Design With Promotion Selection
- Systems and Methods for Promotion Optimization
- Architecture and Methods for Generating Intelligent Offers with Dynamic Base Prices
- Systems and Methods for Intelligent Promotion Design in Brick and Mortar Retailers with Promotion Scoring
- Systems and Methods for Price Testing and Optimization in Brick and Mortar Retailers
- Systems and Methods for Collaborative Offer Generation
- Systems and Methods for Democratized Coupon Redemption

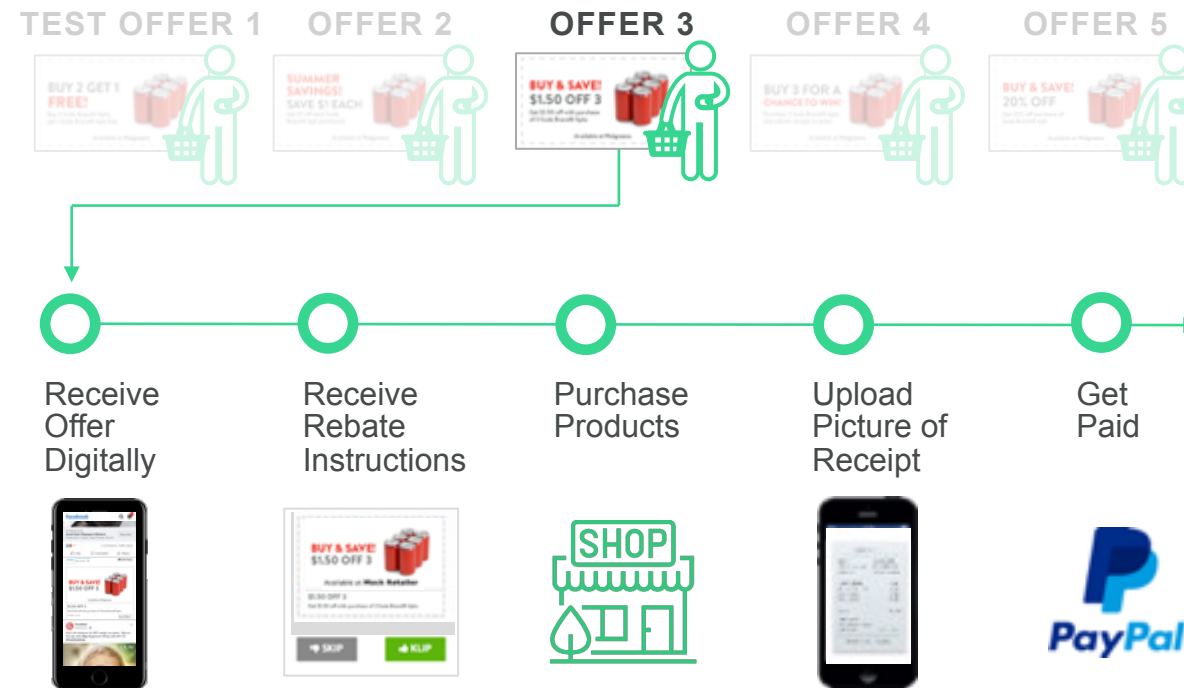
CPGs can now quickly test new offers with their shoppers at low cost

Offer Innovation allows brands to understand what drives performance via revealed shopper behavior before investing in an event

Digital testing uncovers superior promotional strategies for both virtual and physical shopping experiences



1. The software **coaches the user** toward priority products and retailers – where testing will inform a superior promotional strategy



2. Experiments are automatically generated, targeted and fielded to **real shoppers**



3. The experiment results reveal the **best offers for activation** in physical stores, via email, loyalty apps, coupons, and more with a 93% success rate

CPGs benefit from an end-to-end performance management capability

Coach

Recommend

Track

Builds high performers into a smart offer bank; empowers confident activation at sell-in

AI surfaces and tests new offers with real shoppers

Scales insights and enables users to develop and manage guidelines

Coaches users on opportunities to improve

Tracks events and in-market compliance to guidelines

Machine Learning | Artificial Intelligence | Sensing

Offer Innovation is a new and disruptive approach to promotion optimization

Eversight's proprietary experimentation technology unlocks revenue growth opportunities for brands and retailers



Example: OTC Drug Product

Measured Impact

Walgreens

Price Point



\$ Off with Card

\$2MM Incremental Sales



Price Point



Get \$ in ExtraBucks Rewards

\$1.8MM Incremental Sales

Publix

Price Point



\$ Off

\$200k+ Incremental Sales

meijer

BOGO 50%



\$ Off when you buy 2

+12% Incremental Sales

Offer Innovation is unlocking revenue growth for consumer goods and retail

Optimized offers across categories, channels, and retailers

93%

Proven AI success rate

10-25%

Improvement in sales volume at same investment

2-5%

Better margins at same volume

50+ Categories

Beer & Wine	Family Care	Non-Alcoholic Beverages
Cereal	Frozen	Outdoor
Cleaning	General Merchandise	Prepared Meals
Dairy	Health & Beauty	Snacks...



**Offers
activated at
50+ Retailers**



“We’re leveraging Oversight to rapidly develop outcomes and deliver plans to improve our promotion planning initiatives”

Company Group Chairman, North America
Leading Consumer Health Care Company

“Oversight is so much more than a technology partner to our business. Oversight is the absolute foundation of our Revenue Management Strategy”

Chief Retail Sales Officer
Leading Beverage Manufacturer

“Oversight is a trusted partner. We look to this team to help solve the most pressing issues related to pricing as well as for guidance on our strategic initiatives over the longer-term horizon”

VP, Chief Customer Officer
Leading Confection Company

“We are looking to Oversight to scale our capabilities to the broader business – bringing automation, machine learning and a test and learn approach to our Sales Strategy and Planning process.”

SVP GM
Leading Personal Care and Household Company