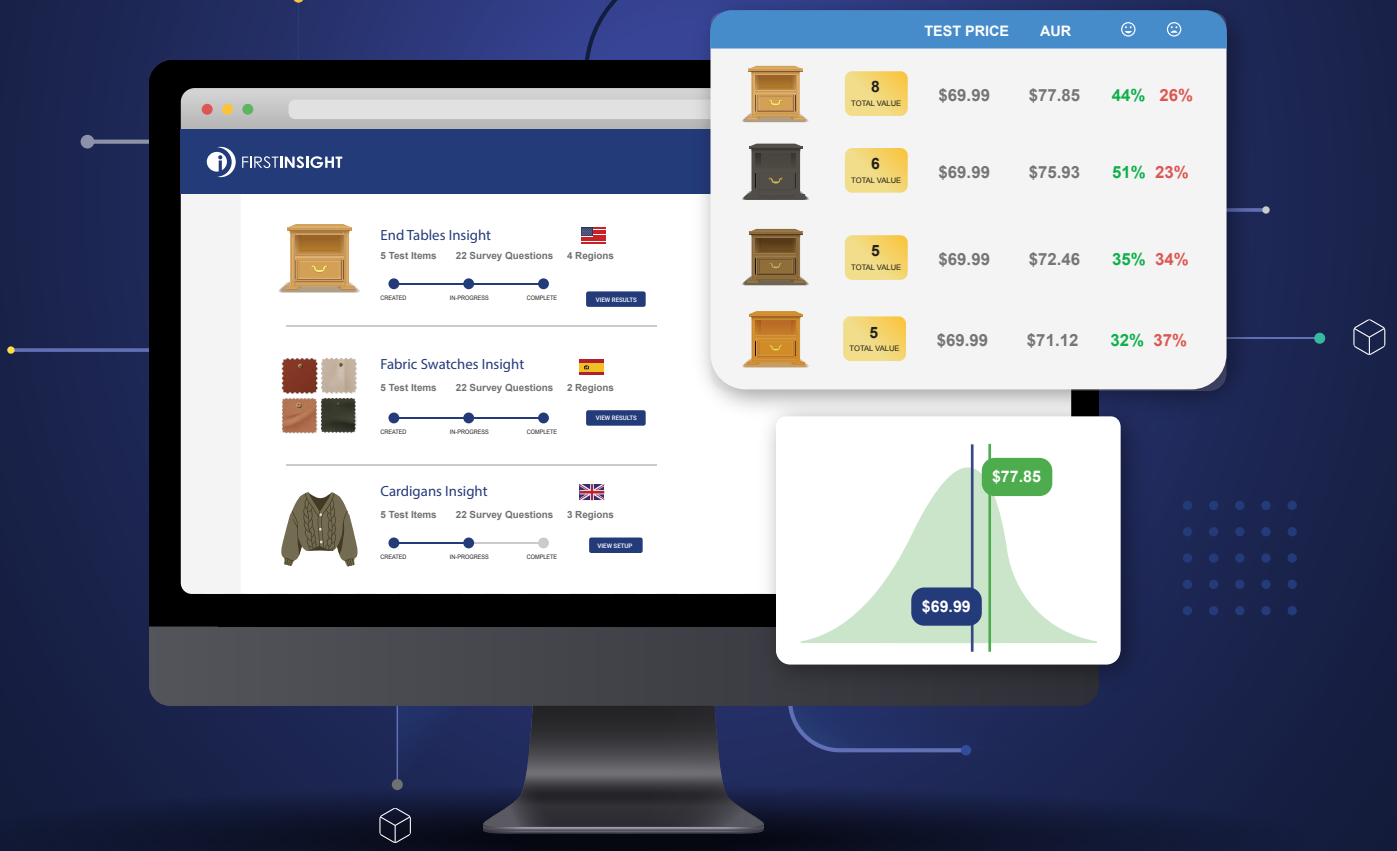
FIRSTINSIGHT

Next-Gen Retail Decision Platform

Unlock the Power of Your Customer



About First Insight

First Insight's Next-Gen Retail Decision Platform is a powerful, scalable, easy-to-integrate solution that informs your key product, pricing, and marketing decisions.

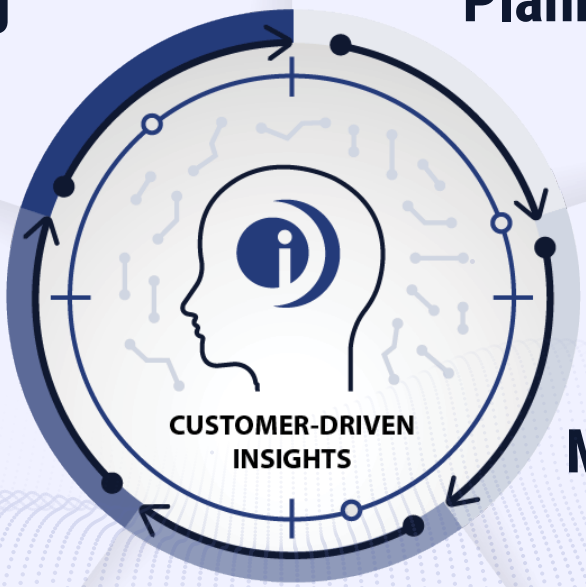
We equip retailers with zero-party consumer data to help you keep a pulse on your customer throughout the product development process. First Insight helps you unlock the power of your customer with insights integrated across your enterprise.

Hundreds of retailers and brands trust us to deliver proven results that both drive their business forward and prevent risky investments from ever hitting the market.

We Put Your Customer at the Center of Every Decision

INSIGHT
Marketing & Selling

INSIGHT
Strategy & Planning



INSIGHT
Supply Chain Planning

INSIGHT
Design, Merchandising & Sourcing

INSIGHT
Pricing

Our Solutions

INSIGHT **Strategy & Planning**

Consumer & Trend Insights

Track changes in consumer behavior, identify trends and uncover untapped product areas.

Forecasting

Assess sales and margin forecasts for items per region, country, or department.

Strategic Insights

Have your customers guide you on specific strategic decisions.

INSIGHT **Design, Merchandising & Sourcing**

Concept Research, Ideation & Sourcing

Have our consumers guide you on early concept ideas and trends.

Product Design

Create products more consumers will love and value.

Assortment Building

Create more successful assortments.

Assortment Rationalization

Optimize investments and remove the long tail.

INSIGHT **Pricing**

Price Optimization

Optimize initial prices, promotions, and markdown cadences.

Margin Optimization

Model average unit margin for initial prices and markdown cadences.

INSIGHT **Supply Chain Planning**

Plan & Inventory Optimization

Remove the guesswork on buy depth for new items.

Allocation Optimization

Optimize allocations for new, high-volume, and high-ticket items.

In-Season Optimization

Revise replenishment, allocation, and pricing plans per region or channel.

INSIGHT **Marketing & Selling**

Brand & Wholesale Sales

Improve sell-in and minimize allowances.

Market Research

Update your knowledge of your target consumers.

Creative & Messaging

Optimize messages and visuals for your target segments.

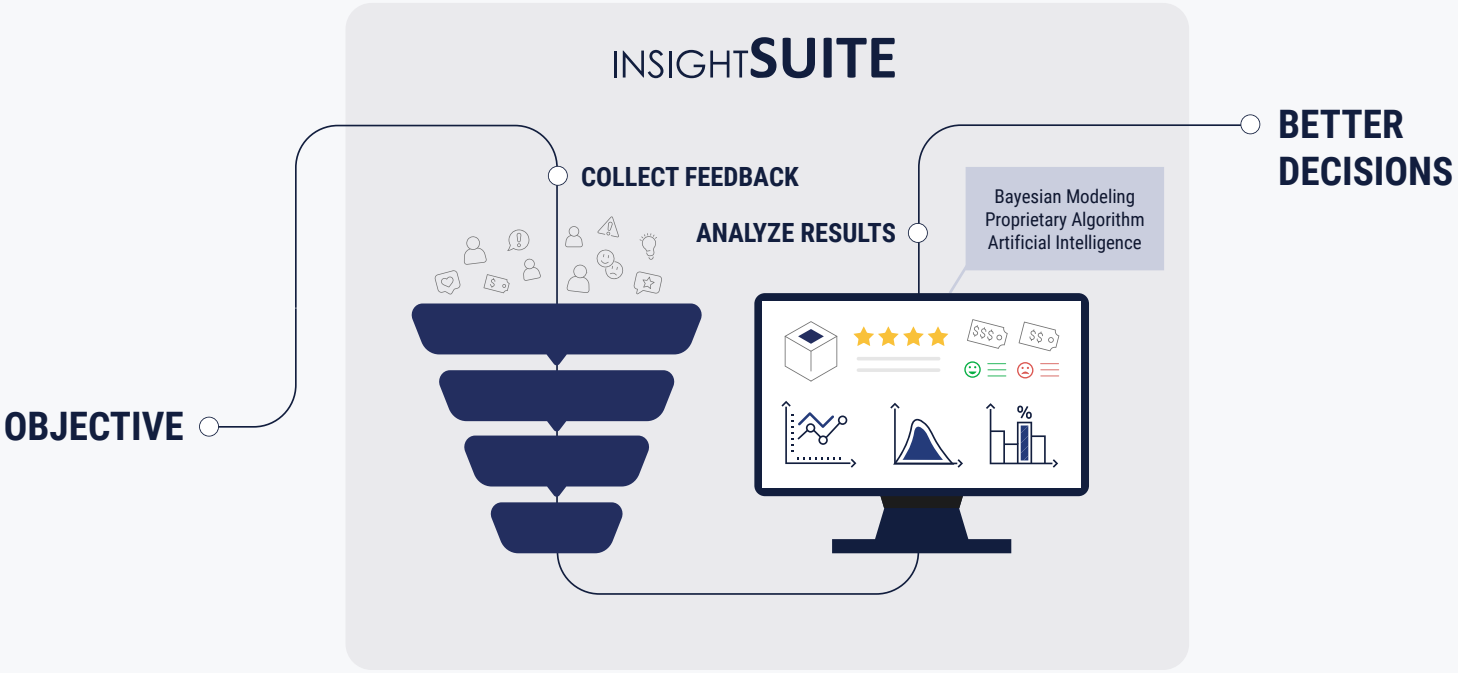
Campaigns & Targeting

Create stronger campaigns, connecting them to the next season.

Our Platform

Our Next-Gen Decision Platform enables retail leaders, designers, merchants, planners, and marketers to elevate assortments, gain market share, and invest with confidence leading to significant financial outcomes for your business.

How It Works



Our Approach and Process



START WITH AN OBJECTIVE

SELECT TEST AND PREPARE INSIGHT FOR LAUNCH

RUN INSIGHT & COLLECT FEEDBACK FROM CONSUMERS

ANALYZE CONSUMER DATA

USE RESULTS TO MAKE MORE PROFITABLE DECISIONS

Why First Insight?

With hundreds of enterprises using First Insight to transform their businesses every day, there are many reasons First Insight is different – and better. But the most important data point is this one:

98% of our customers would recommend First Insight.

We asked them why, and here is what they told us.

- Proven signal: Bayesian Modeling + NLP + AI
- Zero-party voice of customer data
- Test future initiatives
- Actionable data
- Hundreds of customers
- $100M+ invested in R&D
- 11-15X quantified ROI
- Speed, scale, & efficiency
- Recognized by leading industry analysts
- Start at any level and expand & operationalize
- Self-service or full-service
- Global & mobile
- Get started with no IT impact

Proven Results to Drive Your Business

10-12% Increase in Conversions

Cut 30-40% on Product Development Time

4-10% Sales and Gross Margin Gains

20-30% Reduction in Sample Costs

50-80% Improvement in New Offering Success Rate

11-15X ROI

Reduce Inventory by 5-18%

Endorsed by Industry Experts

FORRESTER®

Named as Sample Vender in Forrester Tech Tide™: AI And Analytics For Retail

Gartner

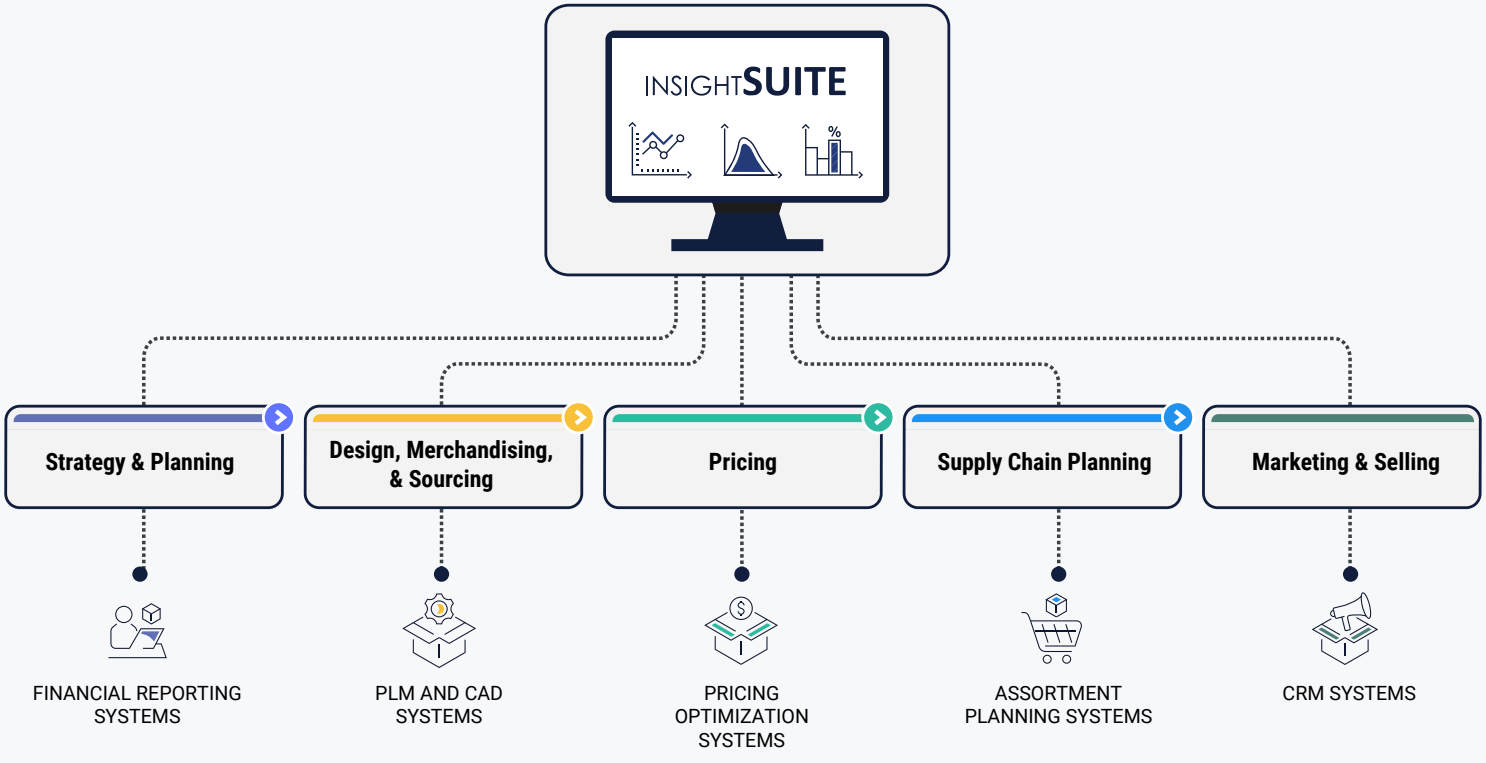
Recognized in Gartner's Market Guide for Unified Price, Promotion, and Markdown Optimization Applications - Four consecutive reports

IDC

Named Major Player by IDC in MarketScape for Worldwide B2C Retail Price Optimization

VIEW ANALYST COVERAGE

Integrate Your Customer's Voice into All of Your Decisions



Our Customers

We deliver proven results and actionable insights to help our customers achieve more profitable operations, create elevated assortments, and gain market share.

MARKS & SPENCER

"We saw a 12% increase in sell-through for products tested with First Insight vs untested products."

We realized a 12% lift in full-price sell-through for products tested through First Insight compared to untested products. M&S uses First Insight across its vast range of departments and product categories to identify potentially poor performers and remove them from their assortments early in the design phase to reduce risky investments.

Head of Digital Product

MORE CUSTOMER SUCCESS

Some of Our Trusted Partners

GAP · Dr. Scholl's · The North Face · Hydro Flask · DICK'S Sporting Goods · David's Bridal · ZIPPO · Crate&Barrel

OLD NAVY · Pokémon · rue21 · Under Armour · Lilly Pulitzer · HANES Brands · Design Within Reach

CENTRIC BRANDS · francesca's · CALERES · MARKS & SPENCER · NATURALIZER · SPERRY · WOLVERINE worldwide

VIEW CASE STUDIES

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INFORMATION AND SALES INQUIRIES

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Ready to See Our Industry-Leading Tools in Action?

Schedule a demo to learn how our platform works.

REQUEST DEMO



Stay On Top of the Latest Industry News and Trends

Access our Resource Center for consumer research reports, blogs, customer case studies, and more.

RESOURCE CENTER