



Promotion Optimization Institute, LLC

POI 2020 TPx Vendor Panorama

NEW**Eversight** eversightlabs.com

*New vendor to
the TPx Vendor
Panorama*

Profile: Eversight is a recognized leader in AI-powered pricing and promotions. Global brands and retailers rely on the Eversight platform to optimize pricing in response to market conditions and to deliver higher ROI on promotional spend.

Geographic presence: North America (95%), LatAm (1%), Europe (3%), Asia/Pacific/Africa (1%).

Total consumer goods users (seats): 359 (Eversight licenses by revenue not seats).

Tiers represented: All.

Solution offerings: TPO.

Major product sub-segments not covered: Tobacco.

Data Management: Eversight provides some data integration services such as integrating Nielsen, IRI, and numerator data sources, as well as ensuring the manufacturer's PPG hierarchy is reflected in the system in the initial configuration. Eversight is focused on harmonizing the data between third party sources.

Analytics: Eversight is a forward-looking, AI-powered approach to revenue management. With end-to-end promotion optimization, they coach, recommend, then track promotions to optimization.

The AI-powered tools in Eversight's Offer Innovation Suite allow consumer goods manufacturers to develop precise promotions tailored for both shoppers and retailers. The Offer Innovation Suite is an industry-leading capability that enables:

- Market sensing: analyzes promotion performance and identifies which offers need to be optimized, enabled by third-party data integration and AI.
- Smart Offer Bank: develops outperforming promotions optimized for customer segments, specific retailers, or markets.
- Performance tracking: evaluates promotional execution and compliance with guidelines.

Eversight's AI calculates millions of potential offer variants which, as promotions are presented, can then be compared based on numerous financial or business objectives, such as revenue, units, margin, or households. The Smart Offer Bank selects winners and suggests guidelines. The Offer Innovation methodology allows for detailed examination of multiple, sometimes overlapping, tactics to be measured. The best offers are then tested in a real environment, with real-time access to the results. The outcome is guidance around timing, frequency, what to and what not to promote, even what to cross promotion with. Eversight's promotion optimization methodology is unique in that it runs real-world experiments where multiple promotional offers are compared head to head. Targeted offers are distributed to statistically balanced groups of real shoppers to understand exactly which offers outperform relative to alternatives. We like the max/min promoted price feature as well. The ability to build Go to Market strategy and guidelines based off analytics, then track against these for actual compliance is unique. Eversight is the only company that integrates Offer Innovation into post event analysis to form guidance that is rooted in both sources. We like the new Top 10 Performance report and the ability to see KPI's relative to the success of promotions.

Configuration/Customization: Eversight does very little customization so as to keep users on the upgrade path. They do allow configuration and enhancements. They are agile and new features are released monthly.

Technology architecture/delivery options: Public cloud.

Service partners: Nielsen, IRI, Numerator, Genpact, Accenture.

Technology partners: Google Cloud, SAP.

User experience: Eversight offers a very nice user experience. Dashboards offer simple but robust intelligence. Personalization is offered in the dashboard and the ability to choose any level of the hierarchy, dimensions, and metrics is nice. Users are able to simply set up tests with controls to understand how consumers will react to an offer. The ability to understand compliance with the go to market strategy and guidelines is keen and visualization is helpful in quickly finding what works and what doesn't work.

Select TPx Capabilities:

Baseline: Eversight does not use base and incremental analysis to determine what is the best promotion. They use whatever method for baselines the client is used to or has developed. They convert a "consumer engagement" index into a predicted incremental lift for the purposes of helping the sales team sell in the new optimized promotion recommendation as well as provide a sales volume, unit profit forecast based upon systems and methods clients are used to.

Vendor trend: Eversight's unique focus is on developing proprietary science in experimentation for traditional retailers and consumer goods brands. They have and continue to invest heavily in these capabilities to stay ahead of the quickly changing industry. They are also working to deliver direct integration with TPM and this will enhance their offering.

Strengths: Eversight's unique approach to AI coupled with experiential testing is a strength. Their approach has proven results and it is a core strength. They are agile and quick, which is a benefit to their clients.

Challenges: The largest challenge is that they are not currently integrated with TPM so any suggested promotions have to still be added to the client's plan. Eversight is actively working to change this.

Adjacent offerings:

Retail Pricing Suite: Eversight's Pricing Suite was designed to help retailers become more agile and adaptive in an ever-fluctuating market. Shelf-edge experimentation unlocks the ability to continuously learn from real shoppers and applies this intelligence to driving dramatically better results across the retail pricing and promotions lifecycle. The solution offers:

- **AI-powered experimentation:** At the heart of any base price, promotion, or markdown business process are predictive models. Eversight's predictive models are based on controlled in-market experiments that are automatically designed, deployed, and evaluated, leveraging patented AI technology. This compares to traditional regression-based models that rely solely on historical price moves. Eversight's controlled-experimentation approach provides cleaner, more complete, and more current data, which results in far better models with superior predictive accuracy.
- **Intuitive UI/UX:** The Eversight solutions are designed to be effective "coaches" to the merchant and pricing teams, serving up context-aware insights and recommendations, streamlining tasks and processes, and enabling merchants and pricing professionals to focus on the strategic questions and exceptional situations that truly require their attention.
- **Modern cloud-based architecture:** Eversight is a SaaS solution that provides merchant and IT teams the cloud benefits of a modular design with frequent updates, and an overall lower TCO.

Key differentiators: Eversight is clearly TPO but they have effectively changed the game in that the delivery of recommendation is based upon actual testing of the promotion with consumers. Offer innovation is an output of this testing as well as the creation of a Smart Offer Bank, which houses optimal promotions and is continually updated as market dynamics are sensed. The ability to create guidelines and track compliance is also a differentiator for Eversight.

Outlook & prognosis: Eversight has a very unique offering in the market. They continue to invest in and expand their offering to meet the needs of their clients, as well as bring innovation to the space. We see Eversight continuing to grow and help manufacturers solve problems around what works in the market. Additionally, their ability to be agile is an asset during times of uncertainty, such as the industry has experienced with COVID-19. They are uniquely able to help retailers develop a plan for the future in the midst of what seems an unpredictable time.

Evaluate Eversight when: You are looking for the right promotion for your business. They help to fight the "sea of sameness" at retail by recommending new and different promotions that are actually tested in market. The turnaround is very quick on analysis and will enable innovation in the promotional space.

Avoid Eversight if: You are looking for a full end-to-end TPx. They do not offer TPM capabilities and the TPO is focused around finding the "right" promotion using experiential insight.

Distinction: POI Best-in-Class for External Collaboration and TPO Ergonomics.