



Promotion Optimization Institute, LLC

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# POI 2021 Enterprise Planning Vendor Panorama

(This document supersedes the 2020 POI TPx Vendor Panorama)

**TPO Vendors:** Applications utilizing advanced promotion analytics and optimization models to improve promotions & plans and to drive efficiency of the manufacturer & retailer business. Platforms may use various types of models: predictive and/or machine learning (ML)/artificial intelligence (AI) to improve promotional outcomes. Includes post event ROI Analytics. Solutions have the ability to create promotions and full year plans, but have limited or no TPM transactional components. Some TPO platforms may also include select or full RGM capabilities depending on the vendor, including pricing, promotion, and assortment components.

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## Eversight

 [eversightlabs.com](https://eversightlabs.com)



**Vendor 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 real-world 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):** Eversight licenses by revenue not seats.

**Tiers Represented:** Tier 1 (37 %), Tier 2 (47%), Tier 3 (16%).

**Solution Offerings:** TPO.

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. This differs from standard TPO promotion optimization tools as these other tools look at what has run historically and projects out promotional impact based on history vs. actual input from shoppers.

**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.

**Baseline Creation:** 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.

**Headquarter Capabilities:** There is the unique capability to create guidelines and guardrails that are disseminated throughout for reference. In addition, the ability to evaluate promotions for compliance to these guidelines is unique and offers tremendous value to manufacturers and retailers as it is very easy to see where compliance failed.

**Marketing:** N/A.

**TPM:** N/A, Eversight can integrate with existing TPM solutions.

**General 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 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, and even what to cross promotion with. 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 Top 10 Performance report and the ability to see KPI's relative to the success of promotions. Eversight's focus on agile, real-time, continuous optimization allows manufacturers to de-risk plans that may have been built off of historical data and allows them to rapidly adapt to the shifting marketplace. Eversight is complimentary to a manufacturer's TPM and TPO platforms. As a result, there is tremendous value in the Eversight solution at any point in the manufacturers journey for promotion and pricing.

**TPO:** Eversight offers real time shopper centric trade optimization that is very different than other TPO solutions on the market. This agile solution provides incremental value in that it is a completely different approach to optimization. Eversight not only provides post promotion evaluation and offers a very nice comparative look at promotions run vs. forecast; this solution provides scenario planning that is unlike others we have seen. Constraint based and prescriptive in nature, innovative offers are provided, then tested with actual shoppers to determine potential success. In situations such as with recent effects of COVID, where scenarios populated using historical data created uncertainty in validity, Eversight was able to effectively project scenarios and potential impact using real time data.

**Analytics Modeling:** Eversight's AI calculates millions of potential offer variants by flexing off structure, discount depth, buy quantities, ad visions, promoted product groupings, and even claims language when identifying different promotional alternatives. Promotions can be compared based on numerous financial or business objectives, such as revenue, units, margin, or households.

**RGM Analytics:** While the platform does not have an RGM suite, the core capability of Eversight is continual testing of promotional and pricing offers with real shoppers to understand exactly which offer structures, framing, artwork, and more resonate and drive toward business goals. From this they can gain a view of shopper engagement and associated impacts on sales, revenue, and margin depending on the price level.

**User Experience (UX):** 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.

**Foodservice:** N/A.

**IBP:** The system allows for Field Sales and HQ Revenue Management users to collaborate around the creation and execution of precise promotion guidelines. Testing continuously uncovers greatly improved offers that resonate with shoppers. Guidelines are tailored by various dimensions relevant to the business such as brand, product, region, channel, customer, season, and more.

**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, Advantage Sales & Marketing.

**Technology Partners:** Google Cloud, SAP.

**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 have effectively enabled integration with TPM, which enhances the offering with simplicity without duplication of effort for users. Eversight has recently entered into partnerships with SAP and Advantage that will continue to strengthen and compliment the solution, thereby providing more value for their clients.

**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 of benefit to their clients.

**Challenges:** The largest challenge is actually an easy problem to solve. The Eversight solution is unique and provides incremental value to TPM and TPO. As the offering is unique with no direct competition, getting a seat at the table can be challenging. Many manufacturers think they need to get TPM and TPO deployed before adding Eversight offers optimization and real-time testing, but POI disagrees and sees tremendous value in the Eversight solution at any point in the manufacturers journey for promotion and pricing efficiency. We see high value with Eversight as complimentary to a manufacturer's TPM and TPO platforms, and there is no need to wait.

**Adjacent Offerings:** none.

**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:

1. **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 excellent predictive accuracy.



2. **UI/UX That Coaches for Insights:** 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.
3. **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 classified in the POI report as 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 what the industry has experienced with COVID. They are uniquely able to help retailers develop a plan for the future in the midst of what seems to be an unpredictable time. Lastly, the new partnerships with SAP and Advantage will give Eversight access and opportunity to expand and leverage the impact of their current offering. The opportunity to impact retail execution and Retailer relationships as a result of the Advantage partnership is a completely unique differentiator and will help ensure mutually impactful programs are executed at retail. POI sees the Advantage partnership as a tremendous catalyst for growth for Eversight.

**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 real-world offers and experiential insight.

**Distinctions:** HQ Analytics & Insights, Collaboration - External, TPO Ergonomics

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