

INSIGHT**SELECTION**

Identify winning new products and design elements, before investment decisions are made.

- Select new products and determine buy depth with confidence, armed with predictive consumer data.
- Modify new designs early in the development cycle to improve performance.
- Understand which new categories represent the best opportunity for brand extension.
- Identify regional and segment-based preferences, informing inventory allocation.

InsightSelection

The First Insight platform empowers brands and retailers to design, select, price and market winning new products. Our cloud-based software solution gives companies insight into expected product performance and optimal entry price points for new items that have no sales history, all within 48-72 hours.

First Insight is a scalable platform that enables thousands of consumers to evaluate hundreds of candidate new products through online games that are presented to them via social media, websites, emails, and on mobile devices. Our predictive analytic solution filters and weights consumer input, ensuring that you are listening to the right consumers. The result has been 3-9% gains in sales and margin dollars for all of First Insight's customers.

InsightSelection is the core of the First Insight platform. With InsightSelection, retailers and brands gain clear guidance on which products will perform well in the marketplace, so merchants and planners can make investment decisions with confidence.



"With this application, the retailer gathered more detailed information about customer preferences than it could after about six weeks of in-store testing. This empowered merchants to make more informed and timely business decisions"

– "How Social Gamification Improves the Success Rate of Retail New Product Launches" - August 2, 2012, by Kevin Sternecker, Gartner Inc.



Clear Product Rankings

First Insight gives merchants clear guidance on new product performance to enable informed buying decisions, using input from hundreds or thousands of consumers obtained in 48-72 hours.

SPRING 2013 DRESSES

Summary | Details | Subsets | Comments | Settings

Sort: (Total Value)
Gross Margin %
Love it / Like it
Leave it / Hate it

View: (All)
Northwest Women
New York Women
> \$150,000

Total Value Filter: 10, 9, 8, 7, 6, 5

PAPARAZZI DRESS
TOTAL VALUE: 10

Cost: \$24.75
MSRP (GM%): \$99.00 (72%)
MAX GM PRICE (GM%): \$114.50 (76%)
Margin Improvement: 400 Basis Points

58%
"Sexy, I like!"
"It's like a sexy ranga!"
"The ties on the shoulders are a bit much for me but like it overall."

17%
"Would like it a whole lot better without the shoulder embellishments which make it a bit 'parrot' look..."
"You could hand yourself with all the ribbons"
"Pulling across hips and thighs just make it look too tight, not sexy."

Identify Opportunities to Improve Designs

Aggregated comments using First Insight's word cloud technology lets merchants and designers see what consumers are saying about new products, so designs can be improved early in the development cycle.

DAVID'S BRIDAL

"We reduced store testing costs, accelerated time to market, discovered new wins, and made fewer bad buys."

— Jeff Warzel, SVP Supply Chain, David's Bridal

Retailing Today

"In essence, The Limited will be able to evaluate thousands of designs or products quickly, to increase speed to market and reduce in-store testing costs. Another advantage relates to the ability to calibrate inventory buys based on direct consumer input and then determine optimal entry price points and forecast average unit retail prices."

— Retailing Today

Think like your customer.

www.firstinsight.com