

INSIGHT **MARKETING**



Know which customers will buy your new products, well before they hit the stores.

- Identify groups of consumers that are most likely to buy a new product.
- Find optimal new product sets to market to specific customer profiles.
- Isolate regions where new products will resonate with customers.
- Pick the right products to feature in catalogs, circulars and websites.



InsightMarketing

Retail marketers have endless amounts of intelligence on product performance after products hit the stores. They know exactly which customers are buying which products, where those customers are and what offers they respond to.

With InsightMarketing, retailers and manufacturers now have access to this same level of intelligence before the products are launched.

InsightMarketing helps marketers identify the optimal customer profile for products that are new to the market or new to a retailer's assortment. Marketers can now access this data as early as the design stage, so they can prepare marketing campaigns before the products are launched.

InsightMarketing lets retailers know the geographic regions where a new product will best perform. This lets marketing departments tailor offers, signage and in-store product placements to appeal to local preferences.

“Armed with the ideal customer profile for a new product, marketers can mine customer databases and CRM systems for customers with similar profiles, providing a ready-made market for targeting the new item.”

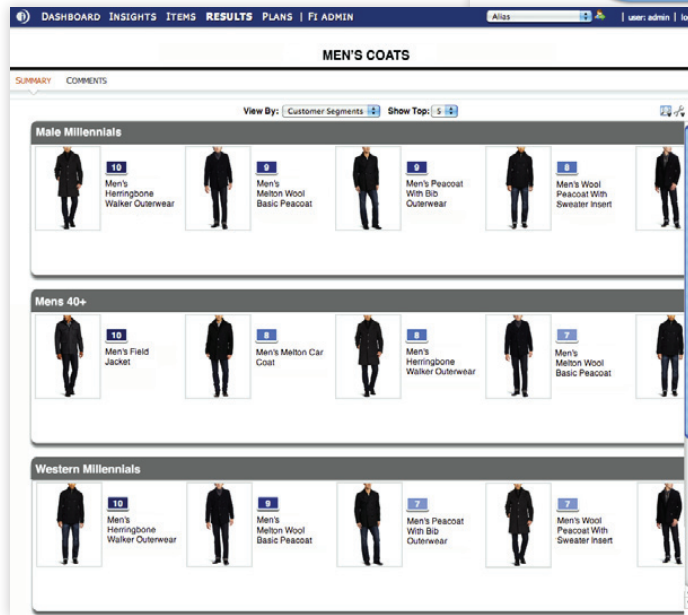
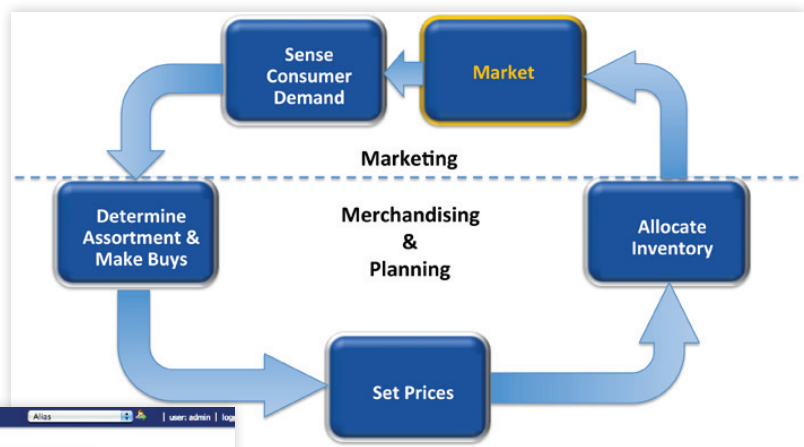


FIRSTINSIGHT

THINK LIKE YOUR CUSTOMER

Closed-Loop Marketing

First Insight lets you listen to your customers and determine the products they want, set optimal price points and allocate inventory. Now we enable you to market to these customers based on demographic and geographic data.



Identify Ideal Customer Profiles for New Products

Drill down and find out which products resonate with which customer segments. You can even determine the price each segment will pay for a new item – enabling zone-based pricing or tailored offers.

SOFTWARE
THE SOFTWARE DECISION JOURNAL | MAGAZINE

“First Insight is one example of retail’s move to embrace social media, analytics, and mobile technologies. The company offers a front-end tool that helps retailers determine a product’s success or failure in advance and arrive at what customers would pay for the product by engaging feedback.”

– Software Magazine

CHAINLINK
RESEARCH

“The key to using this approach well is creating motivation for customers and also making the back-end data actionable—that is feeding the demand and product investment cycle. One company that developed gamification and successfully developed a merchandising and pricing solution is First Insight.”

– Chain Link Research

Think like your customer.

www.firstinsight.com