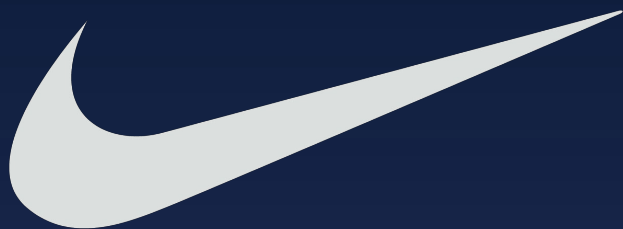


YOUR RESULTS ARE IN...



+





John Donahoe  
President & CEO  
Nike  
One Bowerman Drive  
Beaverton, OR. 97005

May 19, 2023

Dear John,

Successful leaders know better than to invest in new product lines and change strategies without first testing them with shoppers.

How can you make these decisions with confidence during so much disruption? Speaking from one executive to another, I understand the challenge. First Insight can help you navigate uncertainty and prepare for what's next. We help the world's top retailers turn pain points into profitable opportunities using digital testing software that delivers actionable consumer insights. We can help you operationalize customer-centric growth strategies with guaranteed results powered by AI.

**My team executed a comprehensive, custom set of Insights using feedback from 950 Nike customers, processed through our analytics platform.** Our goal is to give you actionable data which you can use to guide your top business strategies.

**The results are eye-opening and are provided in the enclosed package.** We identified the style preferences of your key customer segments, customer willingness to pay, and opportunities for assortment rationalization for Nike Dunk and Air Max shoes.

**We also have quantified the Proposed Financial Impact of a Nike + First Insight Partnership:**

- **\$54.8M lift in gross margin**
- **\$12M benefit from inventory reduction**

Our voice of customer, insight-driven approach helps partners like Nike optimize revenue and elevate assortments for successful market penetration. We can identify the right audience, pricing strategy, and products to maximize the success of your brand initiatives — allowing your company to gain market share.

My team will contact you to schedule a meeting to review our findings. Thank you and we look forward to helping Nike drive growth this year.

Best,

Greg Petro  
CEO  
First Insight, Inc

*Recipient List: Matthew Friend, Dirk-Jan van Hameren,  
Ravi Thanawala, Andrew Campion, Kelvin Yip, Martin  
Lotti, Phil Hodgson, Dave Schechter, Michael Newton*



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**03** NEXT STEPS

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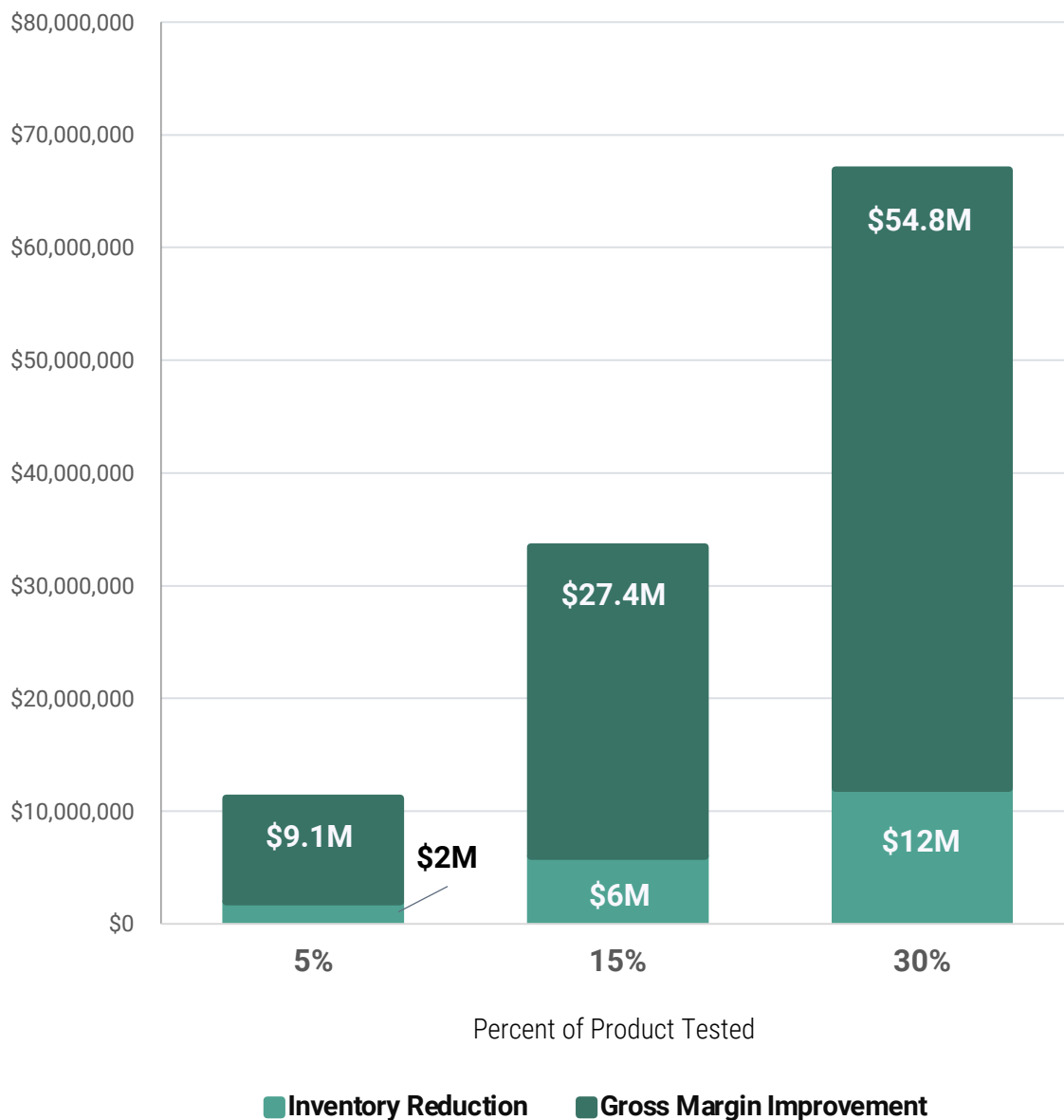
# FINANCIAL ANALYSIS

YEAR ONE PROJECTED SUCCESS



## YEAR ONE PROPOSED FINANCIAL IMPACT

INVENTORY REDUCTION & GROSS MARGIN IMPROVEMENT



Total First Insight Benefit Year One:

**\$66,870,000**



FIRSTINSIGHT



x	Percent of Product Tested			Source
	5%	15%	30%	
Total Inventory	\$8,905,000,000	\$8,905,000,000	\$8,905,000,000	Q3 Earnings Statement
Total Inventory of Applicable Product (e.g. New, Private Brand)	\$1,335,750,000	\$1,335,750,000	\$1,335,750,000	Assumption
Total Inventory Tested	\$66,787,500	\$200,362,500	\$400,725,000	Calculated
Inventory Reduction Percentage	3%	3%	3%	FI Typical Range
<b>Inventory Reduction</b>	<b>\$2,003,625</b>	<b>\$6,010,875</b>	<b>\$12,021,750</b>	<b>Calculated</b>
Total Annual Revenue	\$46,700,000,000	\$46,700,000,000	\$46,700,000,000	Q4 Earnings Guidance
Total Annual Revenue of Applicable Product (e.g. New, Private Brand)	\$7,005,000,000	\$7,005,000,000	\$7,005,000,000	Assumption
Gross Margin (%) of Applicable Product	44%	44%	44%	Q4 Earnings Guidance
Gross Margin (\$) of Applicable Product	\$3,047,175,000	\$3,047,175,000	\$3,047,175,000	Calculated
Gross Margin (\$) of Tested Product	\$152,358,750	\$457,076,250	\$914,152,500	Calculated
Gross Margin Improvement from First Insight Testing (%)	6%	6%	6%	FI Typical Range
<b>Gross Margin Improvement</b>	<b>\$9,141,525</b>	<b>\$27,424,575</b>	<b>\$54,849,150</b>	<b>Calculated</b>
<b>Total Benefit of First Insight Testing</b> <i>Year One</i>	<b>\$11,145,150</b>	<b>\$33,435,450</b>	<b>\$66,870,900</b>	<b>Calculated</b>



FIRSTINSIGHT



# INSIGHT ANALYSIS

OVERVIEW

# PROJECT SCOPE AND SUMMARY

**Methodology:** We heard from over 950 of your customers in just a few days

Tested an assortment of Nike Dunk & Nike Air Max to determine style/design preference, willingness to pay and potential opportunities for assortment rationalization. Engaged 950+ respondents on 20 styles using our platform.

**Insight Launch Date:** 4/22/2023

**Insight Close Date:** 4/25/2023

**2** **20**  
TESTS ITEMS

**1 LOCALE**  
 **US**

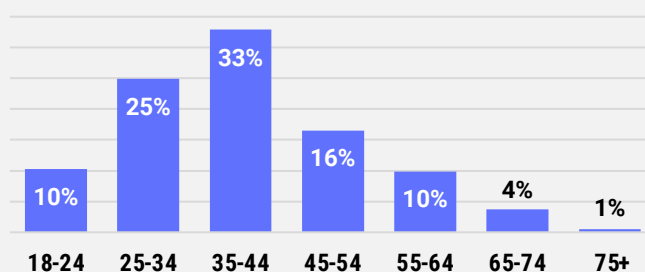
**3100+**  
COMMENTS

**950**

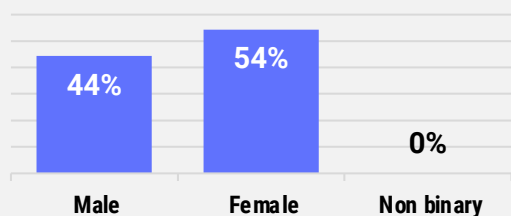
RESPONDENTS

**Shoppers age 18+ who have  
purchased Nike footwear in the last  
12 months**

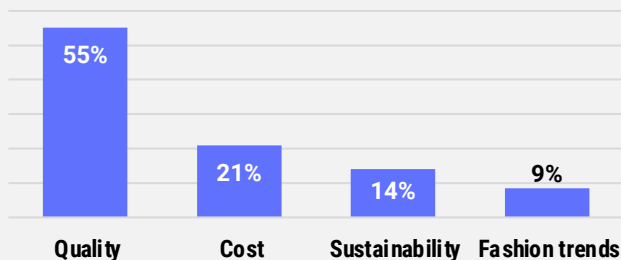
RESPONDENT AGE BREAKDOWN



RESPONDENT GENDER  
BREAKDOWN



TOP PRIORITIES WHEN SHOPPING  
FOOTWEAR



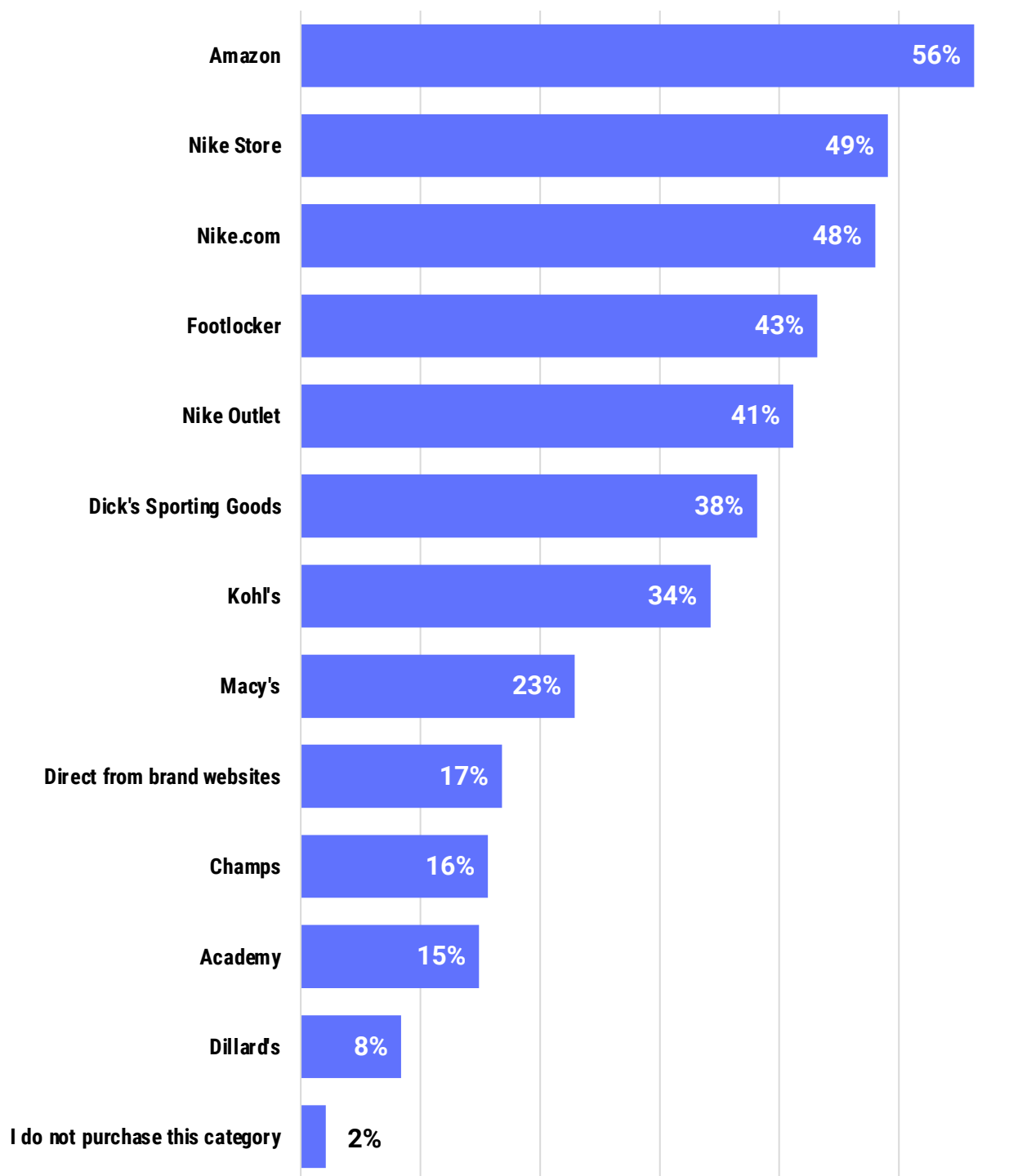
## KEY FINDINGS

- ▶ 68% of respondents age 44 & younger
- ▶ 54% of respondents identify as female
- ▶ Quality is most important driver when deciding to purchase footwear



## COMPETITOR INSIGHT

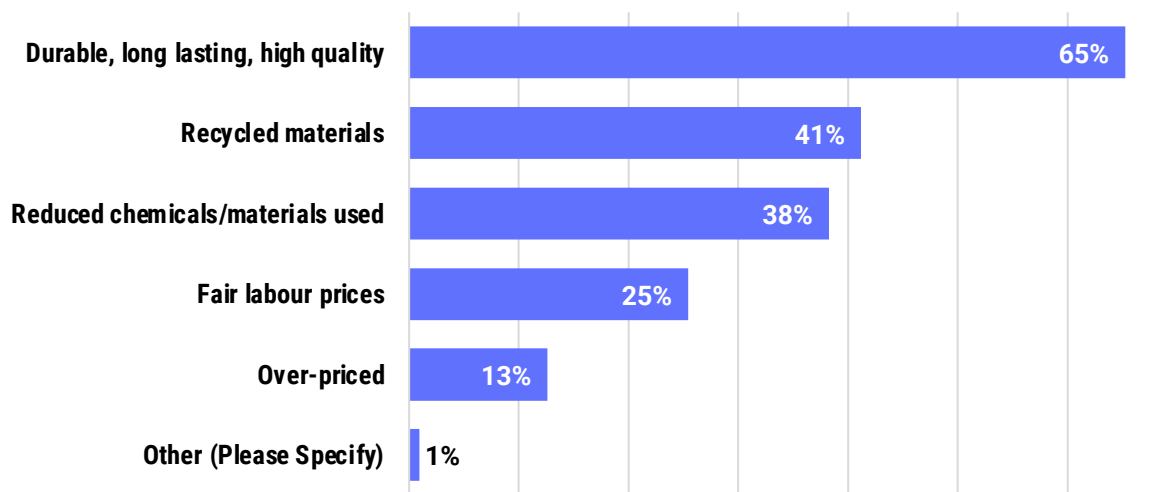
Q: When shopping for athletic & lifestyle footwear, which retailers do you purchase from? [select all that apply]



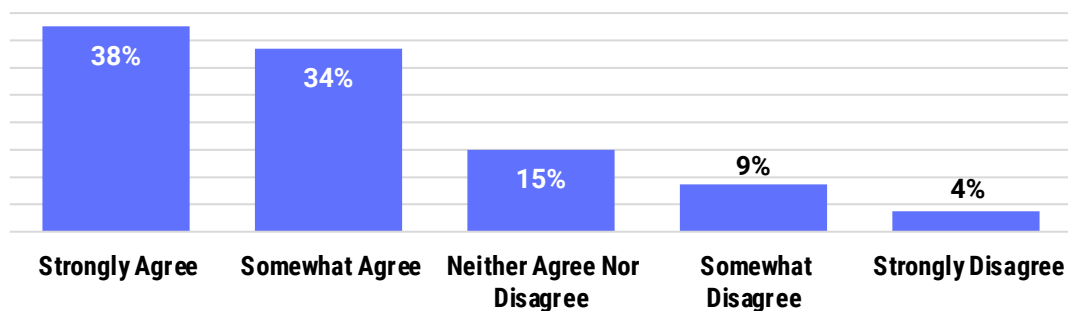
FIRSTINSIGHT

## SUSTAINABILITY & ESG

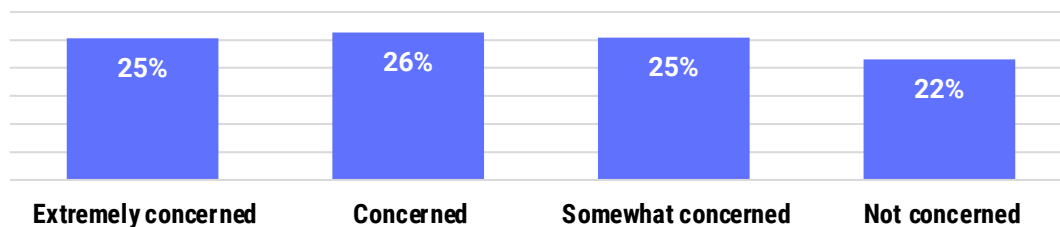
WHAT DO YOU THINK 'SUSTAINABLE FOOTWEAR' MEANS? [SELECT ALL THAT APPLY]



CONSIDERING STYLE, COMFORT AND QUALITY ARE THE SAME, I WOULD PURCHASE SUSTAINABLE FOOTWEAR IF IT COSTS MORE THAN WHAT I WOULD NORMALLY PAY.



HOW CONCERNED ARE YOU ABOUT THE SOCIAL, ENVIRONMENTAL AND ETHICAL IMPACTS THE FASHION INDUSTRY HAS ON THE WORLD?



FIRSTINSIGHT

# INSIGHT ANALYSIS

Nike Dunk



## INSIGHT RESULTS HIGHLIGHTS – NIKE DUNK

### ▶ MOST VALUED COLORS

- 1 Burgundy  
Crush/Sail/Burgundy Crush
- 2 Summit  
White/Sail/Black/White
- 3 Gorge  
Green/Phantom/Midnight  
Navy

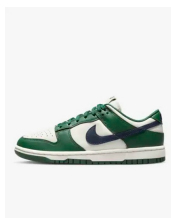
### ▶ LEAST VALUED COLORS

- 1 Pink Oxford
- 2 Sail/Cashmere/Team  
Gold/Sail

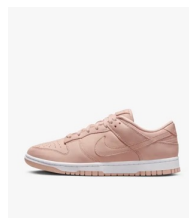
## FEMALE DICK'S SPORTING GOODS' SHOPPERS

SEGMENTS SEE HIGHER VALUE IN  
ASSORTMENT FOOTLOCKER OR NIKE DTC CUSTOMERS AND  
MALE RESPONDENTS

### ▶ TOP RATED































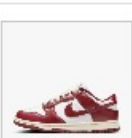




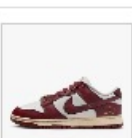
















### ▶ BOTTOM RATED



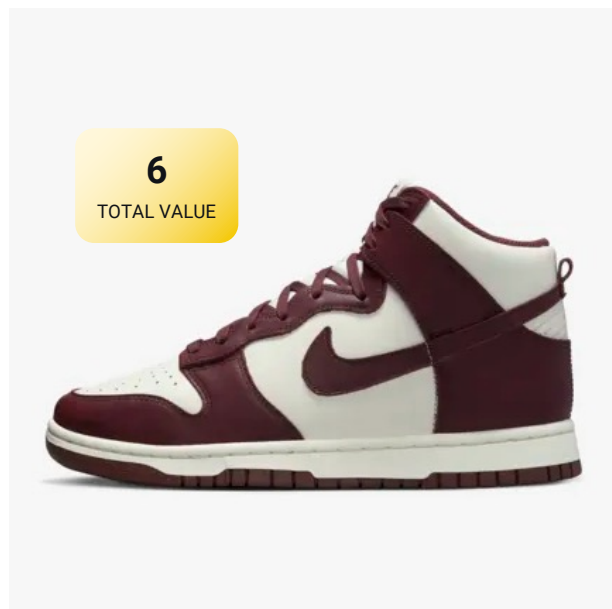
# ITEMS TESTED

Value Score Guide: First Insight's Predicted Measure of Success	
7-10 High	Buy deeply with confidence or increase price
4-6 Medium	Maintain current pricing and average buy depths
1-3 Low/Avoid	Drop these styles, buy lower than category average, or consider lowering the price

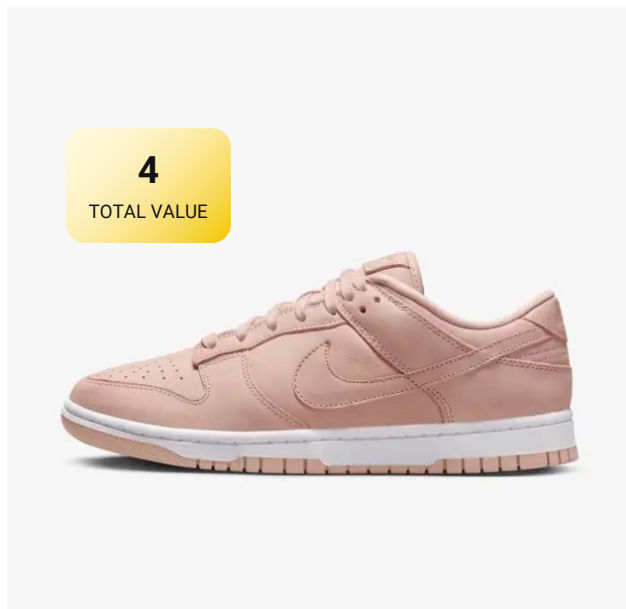
	<b>Nike Dunk High - Burgundy Crush/Sail/Burgundy Crush</b> - Nike Womens 13	<b>6</b> TOTAL VALUE	<b>\$125</b> TEST PRICE (USD)	<b>\$96.29</b> MODEL PRICE (USD)	<b>62%</b>  	<b>14%</b>  
	<b>Nike Dunk High Up - Summit White/Sail/Black/White</b> - Nike Womens 16	<b>6</b> TOTAL VALUE	<b>\$125</b> TEST PRICE (USD)	<b>\$95.51</b> MODEL PRICE (USD)	<b>65%</b>  	<b>14%</b>  
	<b>Nike Dunk Low - Gorge Green/Phantom/Midnight Navy</b> - Nike Womens 11	<b>6</b> TOTAL VALUE	<b>\$110</b> TEST PRICE (USD)	<b>\$82.69</b> MODEL PRICE (USD)	<b>56%</b>  	<b>18%</b>  
	<b>Nike SB Dunk Low Pro - Wolf Grey</b> - Nike Womens 10	<b>5</b> TOTAL VALUE	<b>\$110</b> TEST PRICE (USD)	<b>\$81.07</b> MODEL PRICE (USD)	<b>72%</b>  	<b>8%</b>  
	<b>Nike Dunk High Up - Sail/Light Madder Root/Crimson Bliss</b> - Nike Womens 14	<b>5</b> TOTAL VALUE	<b>\$125</b> TEST PRICE (USD)	<b>\$91.93</b> MODEL PRICE (USD)	<b>60%</b>  	<b>19%</b>  
	<b>Nike Dunk High - Summit White/Team Red/Gym Red/Black</b> - Nike Womens 15	<b>5</b> TOTAL VALUE	<b>\$120</b> TEST PRICE (USD)	<b>\$86.13</b> MODEL PRICE (USD)	<b>54%</b>  	<b>22%</b>  
	<b>Nike Dunk Low - Team Red and White</b> - Nike Womens 12	<b>4</b> TOTAL VALUE	<b>\$120</b> TEST PRICE (USD)	<b>\$82.38</b> MODEL PRICE (USD)	<b>54%</b>  	<b>19%</b>  
	<b>Nike Dunk Low SE - Sail/Black/Muslin/Team Red</b> - Nike Womens 8	<b>4</b> TOTAL VALUE	<b>\$120</b> TEST PRICE (USD)	<b>\$80.50</b> MODEL PRICE (USD)	<b>56%</b>  	<b>15%</b>  
	<b>Nike Dunk Low SE - Sail/Cashmere/Team Gold/Sail</b> - Nike Womens 9	<b>4</b> TOTAL VALUE	<b>\$110</b> TEST PRICE (USD)	<b>\$71.91</b> MODEL PRICE (USD)	<b>52%</b>  	<b>22%</b>  
	<b>Nike Dunk Low - Pink Oxford</b> - Nike Womens 5	<b>4</b> TOTAL VALUE	<b>\$120</b> TEST PRICE (USD)	<b>\$74.16</b> MODEL PRICE (USD)	<b>59%</b>  	<b>17%</b>  



## COMMENTS



- ▶ I honestly don't usually show interest in any kind of high tops but I actually find these shoes to fit my style
- ▶ Favorite style and love high tops
- ▶ Oh, I love the burgundy on these shoes.



- ▶ I don't like the style. Reminds me of New Balance shoes.
- ▶ Not sure I like the monotone thing
- ▶ Cheap looking.
- ▶ I don't care for the pink upper, but they do look comfortable.

## KEY TAKEAWAYS

- ▶ Respondents value high tops and resonate with colors tested
- ▶ Low top dunks that do not highlight the Nike logo are valued least, and are received comments indicating preference against single color treatment



FIRSTINSIGHT

## GENDER

ITEM	ALL	FEMALE	MALE
 Nike Dunk High - Burgundy Crush/Sail/Burgundy Crush -Nike Womens 13	6	6	6
 Nike Dunk High Up - Summit White/Sail/Black/White -Nike Womens 16	6	6	5
 Nike Dunk Low - Gorge Green/Phantom/Midnight Navy -Nike Womens 11	6	5	6
 Nike SB Dunk Low Pro - Wolf Grey -Nike Womens 10	5	5	6
 Nike Dunk High Up - Sail/Light Madder Root/Crimson Bliss -Nike Womens 14	5	6	4
 Nike Dunk High - Summit White/Team Red/Gym Red/Black -Nike Womens 15	5	6	4
 Nike Dunk Low - Team Red and White -Nike Womens 12	4	4	4
 Nike Dunk Low SE - Sail/Black/Muslin/Team Red -Nike Womens 8	4	4	4
 Nike Dunk Low SE - Sail/Cashmere/Team Gold/Sail -Nike Womens 9	4	4	4
 Nike Dunk Low - Pink Oxford -Nike Womens 5	4	4	3

### KEY TAKEAWAY

- Women preferred 40% more of the assortment compared to men.



## RETAILER

ITEM	DICK'S SPORTING GOODS	FOOTLOCKER	NIKE DTC
 Nike Dunk High - Burgundy Crush/Sail/Burgundy Crush -Nike Womens 13	6	6	6
 Nike Dunk High Up - Summit White/Sail/Black/White -Nike Womens 16	6	5	6
 Nike Dunk Low - Gorge Green/Phantom/Midnight Navy -Nike Womens 11	5	6	5
 Nike SB Dunk Low Pro - Wolf Grey -Nike Womens 10	6	5	5
 Nike Dunk High Up - Sail/Light Madder Root/Crimson Bliss -Nike Womens 14	5	5	5
 Nike Dunk High - Summit White/Team Red/Gym Red/Black -Nike Womens 15	6	4	5
 Nike Dunk Low - Team Red and White -Nike Womens 12	4	5	4
 Nike Dunk Low SE - Sail/Black/Muslin/Team Red -Nike Womens 8	4	4	4
 Nike Dunk Low SE - Sail/Cashmere/Team Gold/Sail -Nike Womens 9	4	4	4
 Nike Dunk Low - Pink Oxford -Nike Womens 5	4	4	4

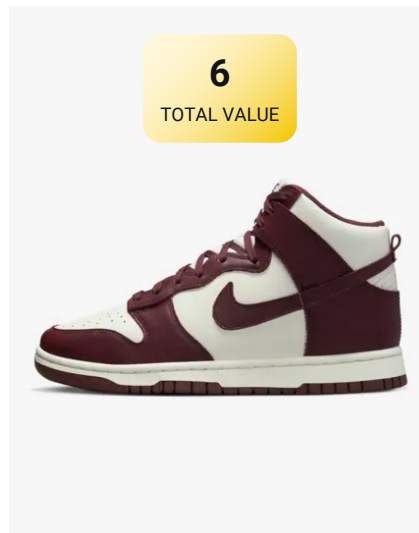
## KEY TAKEAWAYS

- ▶ All segments generally view the assortment similarly
- ▶ Utilize results to inform placement of assortment to retail sell in partners, recommend highlighting Summit White high top to Dick's Sporting Goods and Nike DTC and Burgundy Crush high top to Footlocker



FIRSTINSIGHT

# OPTIMAL PRICING BASED ON CONSUMER FEEDBACK



Initial Price	Demand at Full Price	25% off	50% off	75% off	95% off	Unit Sale Price
<b>\$125.00</b>	<b>31%</b>	<b>76%</b>	<b>96%</b>	<b>99%</b>	<b>100%</b>	<b>\$94.40</b>

Initial Price	Demand at Full Price	25% off	50% off	75% off	95% off	Unit Sale Price
\$110.00	54%	87%	98%	99%	100%	\$92.72
\$115.00	46%	83%	97%	99%	100%	\$93.72
\$120.00	39%	80%	97%	99%	100%	\$94.26
Custom Initial Price \$125.00	31%	76%	96%	99%	100%	\$94.40
\$130.00	24%	71%	96%	99%	100%	\$94.24
\$135.00	18%	67%	95%	99%	100%	\$93.89
\$140.00	13%	61%	94%	99%	100%	\$93.46

## KEY TAKEAWAYS

- ▶ Based on feedback from your customer, \$125 pricepoint is optimal
- ▶ Use caution if retails are taken beyond \$125 as there is resistance to this price increase



# INTERACTIONS ANALYSIS

INCREASE UNITS PER CUSTOMER USING ASSORTMENT-LEVEL AND ITEM-LEVEL OPTIMIZATION

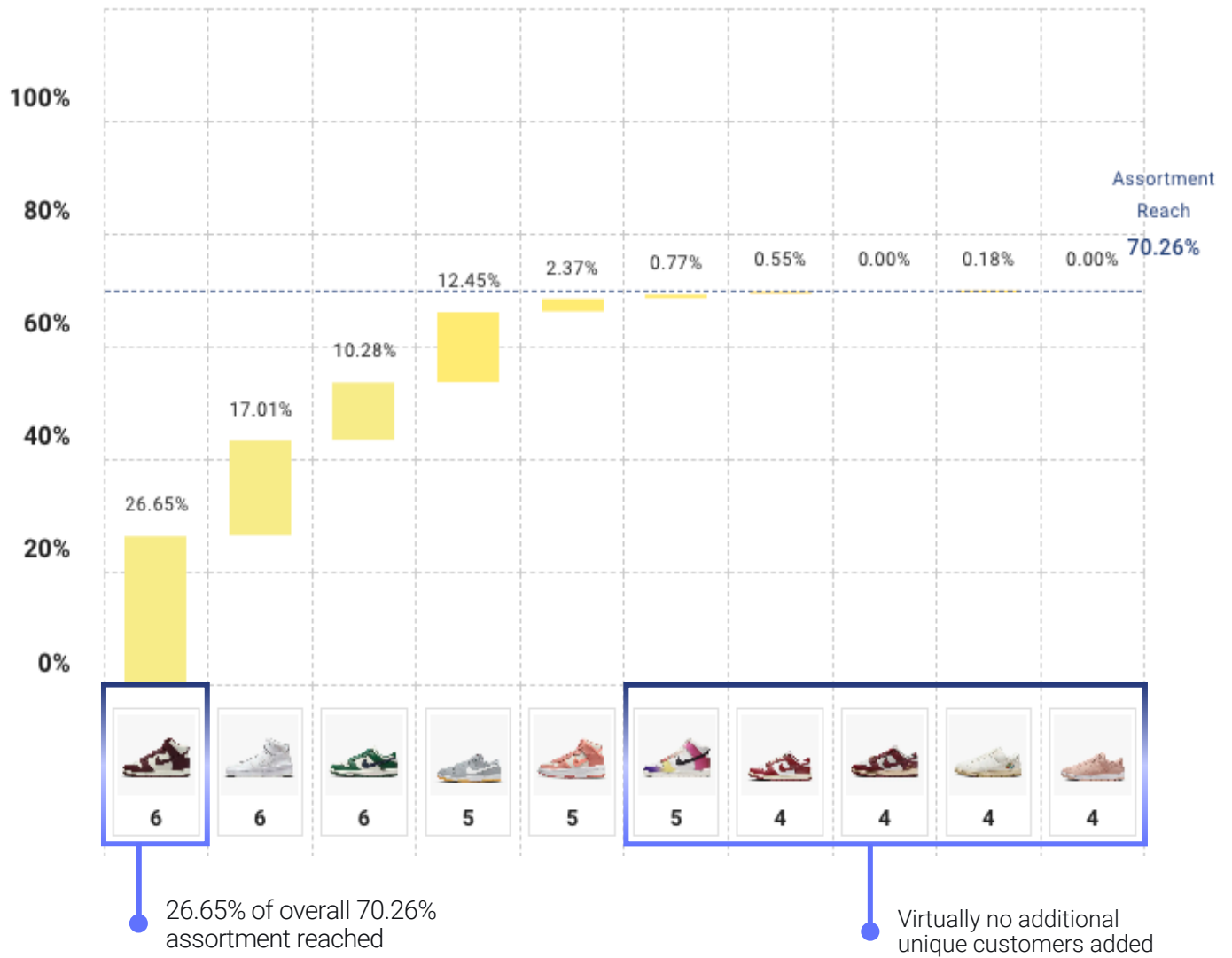


## KEY TAKEAWAY

- When considering BOGO or promotional offers, these two colorways should be shown.



## INCREASE CUSTOMER REACH AND BALANCE INVENTORY



### KEY TAKEAWAY

- ▶ Optimal assortment size is 5 based on consumer feedback







# INSIGHT ANALYSIS

Air Max



## INSIGHT RESULTS HIGHLIGHTS – AIR MAX

### ▶ MOST VALUED COLORS

- 1 Iron Grey/Dark Smoke Grey/Black/White
- 2 White/Hot Punch/Black
- 3 White/Safety Orange/Green Glow/Black

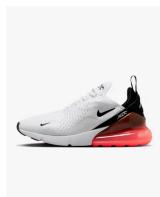
### ▶ LEAST VALUED COLORS

- 1 Black/Black/Black
- 2 Medium Olive/Oil Green/Metallic Silver/White

## MALE

SEGMENT SEES HIGHER  
VALUE IN ASSORTMENT THAN ALL OTHER  
SEGMENTS

### ▶ TOP RATED



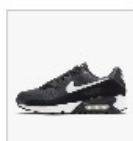
### ▶ BOTTOM RATED





## ITEMS TESTED

Value Score Guide: First Insight's Predicted Measure of Success	
7-10 High	Buy deeply with confidence or increase price
4-6 Medium	Maintain current pricing and average buy depths
1-3 Low/Avoid	Drop these styles, buy lower than category average, or consider lowering the price



Nike Air Max 90 - Iron Grey/Dark Smoke Grey/Black/White- Nike Men 2

7

TOTAL VALUE

\$130

TEST PRICE (USD)

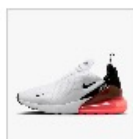
\$114

MODEL PRICE (USD)

69%



9%



Nike Air Max 270 - White/Hot Punch/Black- Nike Men 13

7

TOTAL VALUE

\$137

TEST PRICE (USD)

\$112

MODEL PRICE (USD)

66%



12%



Nike Air Max 270 - White/Safety Orange/Green Glow/Black- Nike Men 14

5

TOTAL VALUE

\$137

TEST PRICE (USD)

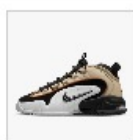
\$101

MODEL PRICE (USD)

64%



16%



Nike Air Max Penny - Rattan/Summit White/Ale Brown/Black- Nike Men 5

5

TOTAL VALUE

\$137

TEST PRICE (USD)

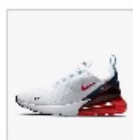
\$100

MODEL PRICE (USD)

49%



29%



Nike Air Max 270 - White/Midnight Navy/Psychic Blue/Chile Red- Nike Men 9

5

TOTAL VALUE

\$160

TEST PRICE (USD)

\$117

MODEL PRICE (USD)

70%



9%



Nike Air Max 270 - White/White/Black- Nike Men 11

5

TOTAL VALUE

\$160

TEST PRICE (USD)

\$114

MODEL PRICE (USD)

64%



11%



Nike Air Max 270 - Black/White/Solar Red/Anthracite- Nike Men 10

5

TOTAL VALUE

\$160

TEST PRICE (USD)

\$114

MODEL PRICE (USD)

76%



6%



Nike Air Max 270 - Midnight Navy/Bright Crimson/Black/White- Nike Men 8

5

TOTAL VALUE

\$160

TEST PRICE (USD)

\$114

MODEL PRICE (USD)

64%



14%



Nike Air Max 270 - Black/Black/Black- Nike Men 12

5

TOTAL VALUE

\$160

TEST PRICE (USD)

\$112

MODEL PRICE (USD)

64%



14%



Nike Air Max 270 - Medium Olive/Oil Green/Metallic Silver/White- Nike Men 7

4

TOTAL VALUE

\$160

TEST PRICE (USD)

\$107

MODEL PRICE (USD)

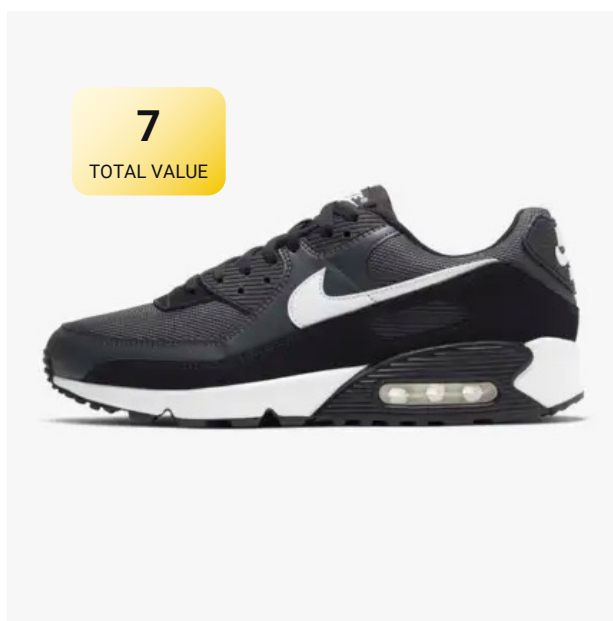
53%



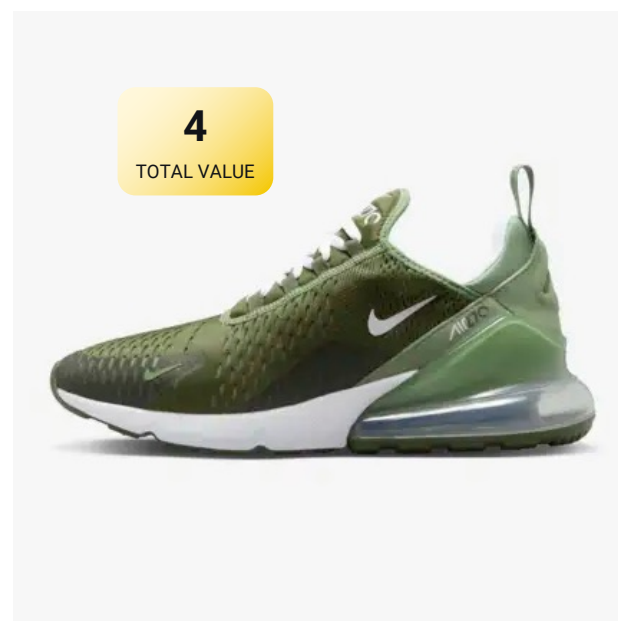
22%



## COMMENTS



- ▶ I love the color on the outside, these shoes look comfortable and I would wear these.
- ▶ That is a sharp looking and functional shoe. I would purchase this next time I need a pair.
- ▶ Love the air cushioning & light weight look. Can NOT go wrong with this classic traditional Nike look in black. LOVE the large swoosh on rear of the side. I will purchase these. Look very well made too.



- ▶ I am trying to be respectful as I know someone worked hard on this. However, this is a very poorly designed shoe.
- ▶ You can't pay me to wear those.
- ▶ Ugly color and too plain can only wear en when dressed in matching colors and there's not many
- ▶ Like the style of sneaker just dont like color choice. I guess it does offer a neutral color which is good, but I just dont like that shade of green

## KEY TAKEAWAYS

- ▶ Respondents valued traditional and versatile colorways
- ▶ Fashion colors, like Medium Olive have limited options and use, respondents also had negative associations with color shown



FIRSTINSIGHT

## GENDER

ITEM		ALL	FEMALE	MALE
	Nike Air Max 90 - Iron Grey/Dark Smoke Grey/Black/White -Nike Men 2	7	7	8
	Nike Air Max 270 - White/Hot Punch/Black -Nike Men 13	7	7	7
	Nike Air Max 270 - White/Safety Orange/Green Glow/Black -Nike Men 14	5	6	5
	Nike Air Max Penny - Rattan/Summit White/Ale Brown/Black -Nike Men 5	5	5	6
	Nike Air Max 270 - White/Midnight Navy/Psychic Blue/Chile Red -Nike Men 9	5	4	6
	Nike Air Max 270 - White/White/Black -Nike Men 11	5	5	5
	Nike Air Max 270 - Black/White/Solar Red/Anthracite -Nike Men 10	5	4	5
	Nike Air Max 270 - Midnight Navy/Bright Crimson/Black/White -Nike Men 8	5	4	6
	Nike Air Max 270 - Black/Black/Black -Nike Men 12	5	4	5
	Nike Air Max 270 - Medium Olive/Oil Green/Metallic Silver/White -Nike Men 7	4	4	4

## KEY TAKEAWAY

- Increase in value score for Iron Grey Air Max 90 in Male respondent



FIRSTINSIGHT

## RETAILER

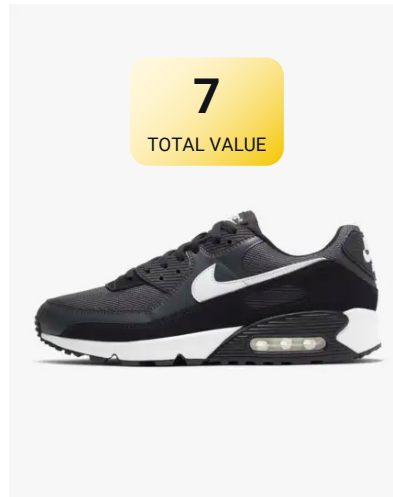
ITEM	DICK'S SPORTING GOODS	FOOTLOCKER	NIKE DTC
 Nike Air Max 90 - Iron Grey/Dark Smoke Grey/Black/White -Nike Men 2	7	7	7
 Nike Air Max 270 - White/Hot Punch/Black -Nike Men 13	7	6	7
 Nike Air Max 270 - White/Safety Orange/Green Glow/Black -Nike Men 14	6	5	6
 Nike Air Max Penny - Rattan/Summit White/Ale Brown/Black -Nike Men 5	5	6	5
 Nike Air Max 270 - White/Midnight Navy/Psychic Blue/Chile Red -Nike Men 9	5	5	5
 Nike Air Max 270 - White/White/Black -Nike Men 11	5	5	5
 Nike Air Max 270 - Black/White/Solar Red/Anthracite -Nike Men 10	5	4	5
 Nike Air Max 270 - Midnight Navy/Bright Crimson/Black/White -Nike Men 8	6	5	5
 Nike Air Max 270 - Black/Black/Black -Nike Men 12	4	5	5
 Nike Air Max 270 - Medium Olive/Oil Green/Metallic Silver/White -Nike Men 7	4	4	5

### KEY TAKEAWAY

- ▶ Nike DTC customer sees higher value across assortment than all other retailers



# OPPORTUNITY TO INCREASE PRICES BASED ON CONSUMER FEEDBACK



Initial Price	Demand at Full Price	25% off	50% off	75% off	95% off	Unit Sale Price
\$130.00	44%	81%	98%	100%	100%	\$105.00

Initial Price	Demand at Full Price	25% off	50% off	75% off	95% off	Unit Sale Price
\$115.00	62%	90%	99%	100%	100%	\$101.00
\$120.00	56%	87%	99%	100%	100%	\$103.00
\$125.00	50%	84%	99%	100%	100%	\$104.00
Custom Initial Price \$130.00	44%	81%	98%	100%	100%	\$105.00
\$135.00	38%	78%	98%	100%	100%	\$106.00
\$140.00	33%	74%	97%	100%	100%	\$106.00
\$145.00	28%	69%	97%	100%	100%	\$107.00

## KEY TAKEAWAY

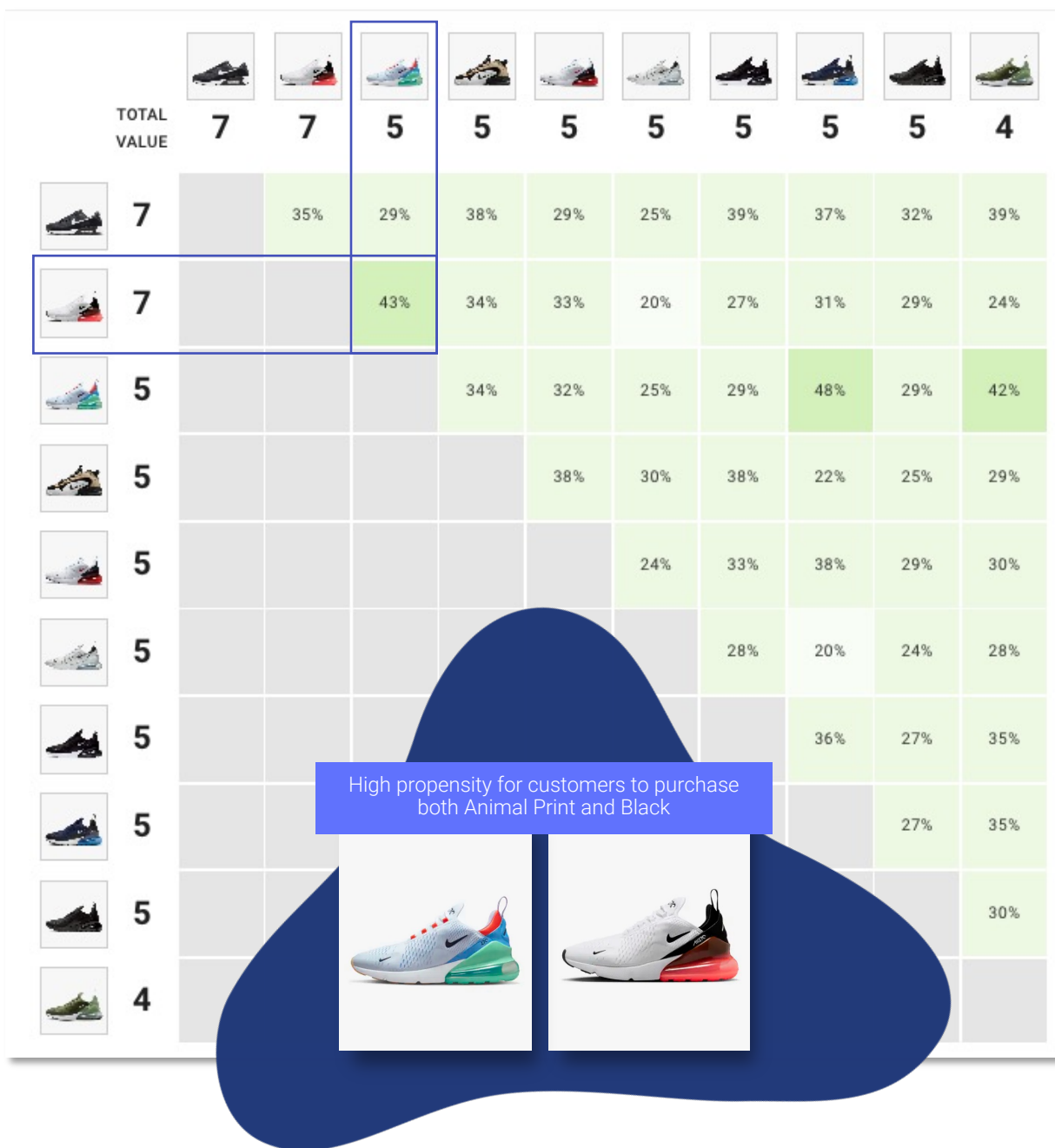
- Based on feedback from your customer, there is an opportunity to increase retail to \$145





## INTERACTIONS ANALYSIS

INCREASE UNITS PER CUSTOMER USING ASSORTMENT-LEVEL AND ITEM-LEVEL OPTIMIZATION



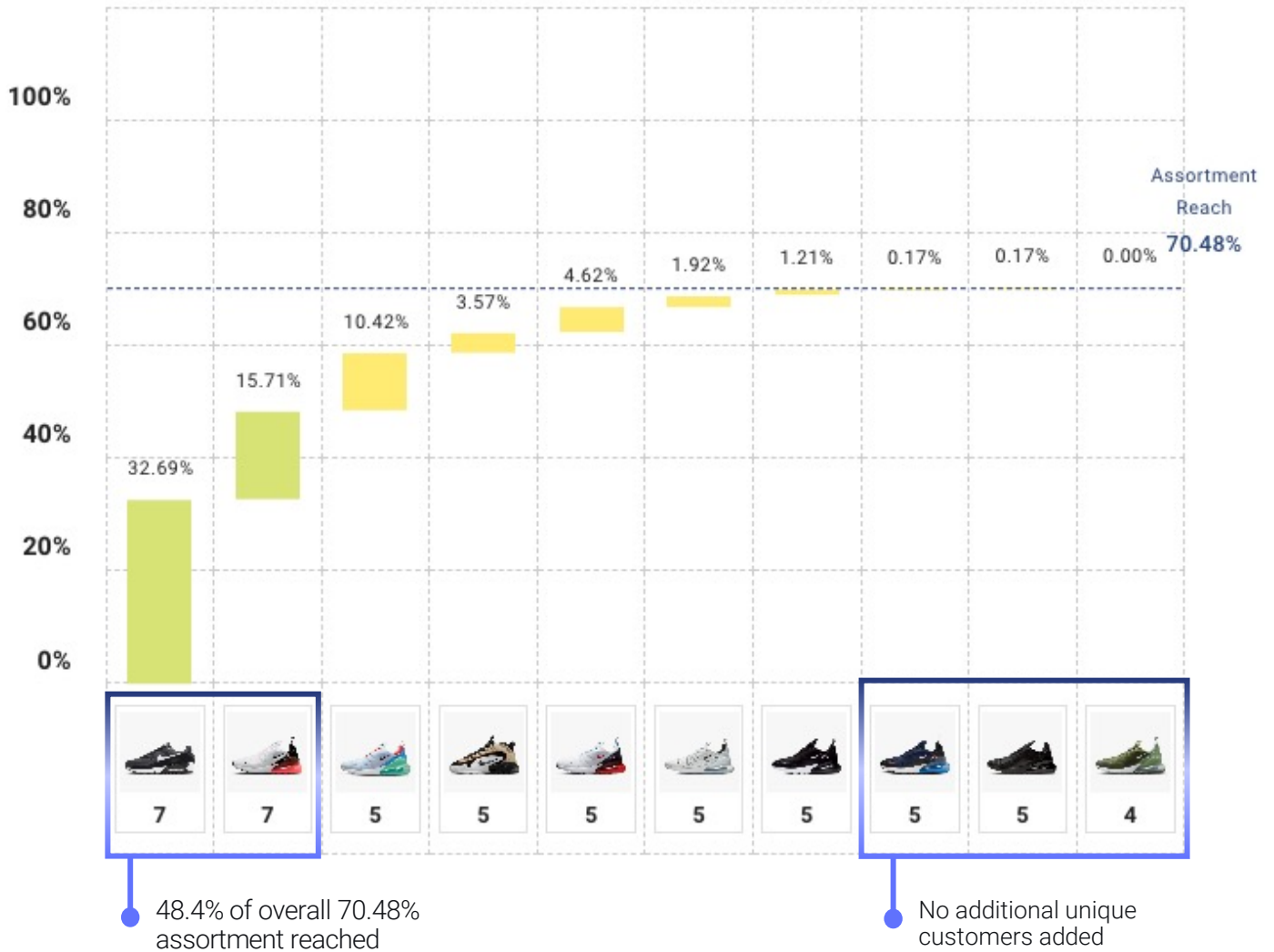
### KEY TAKEAWAY

- When considering BOGO or promotional offers, the two colorways should be shown



FIRSTINSIGHT

## INCREASE CUSTOMER REACH AND BALANCE INVENTORY



### KEY TAKEAWAYS

- ▶ Optimal assortment size is 7 based on consumer feedback
- ▶ The unique reach of both shoes highlights an opportunity for SKU rationalization





## NEXT STEPS

Unleash Your Success!

Together, let's navigate the future and unlock your full potential. Our predictive voice of customer software is your path to impact, delivering substantial financial returns.

Start the conversation today!



### Randy Kish – Enterprise Account Executive



(619) 988-0998



Randy.Kish@FirstInsight.com

Randy prides himself on gaining a deep understanding of his customers' needs and aligning the right solutions to help them achieve strategic objectives. He has been serving the retail industry for over 30 years with the last two decades working in retail analytics, customer experience, and voice of the customer. Outside of work, Randy is a tournament tennis player who recently converted to pickle ball. He also enjoys taking long walks in order to tire out his energetic French bulldog, Max.



FIRSTINSIGHT

## ABOUT OUR FOUNDER



Greg Petro is the founder and CEO of First Insight, the world leader in Voice of the Customer for retail. Before First Insight, Petro attended the Katz Graduate School at The University of Pittsburgh, earning a Science and Finance master's degree. After spending nearly two decades in the retail industry, Greg saw first-hand the waste and inefficiencies within the industry and realized there was a better way for companies to make better decisions with less variability and uncertainty.

In 2007, Petro launched First Insight, a solution that used predictive analytics and the voice of customer data to help companies make more profitable and sustainable decisions. Today, Greg has been recognized globally through his publications, on tv, events, and awards - some of which include the Wall Street Journal, Forbes, the Financial Times, CNBC, and Bloomberg. Additionally, being awarded Entrepreneur of the Year, NRF's Most Influential People in Retail, among many others.



# 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.

## What We Do



**Digital product testing**



**Price optimization**



**Full-service account management**



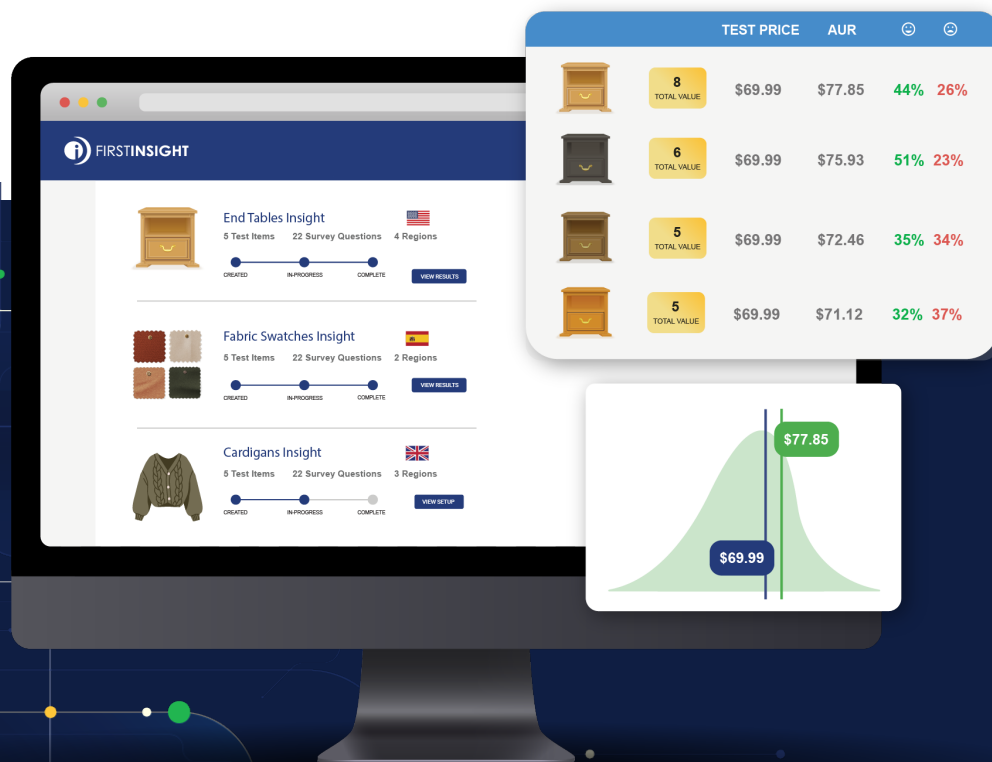
**Increase speed to market**



**Inform inventory buy-depth decisions**



**Quantify and prove value delivery**

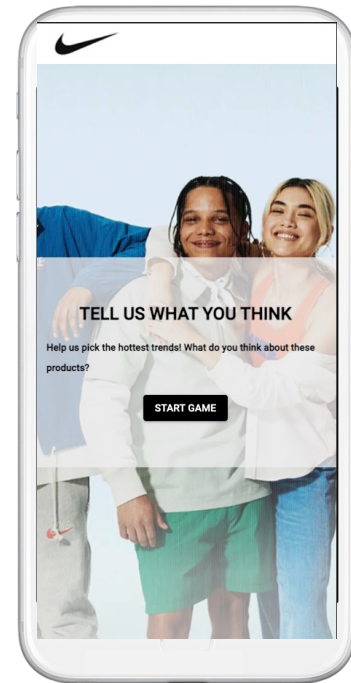


# HOW WE DO IT

## STEP 1

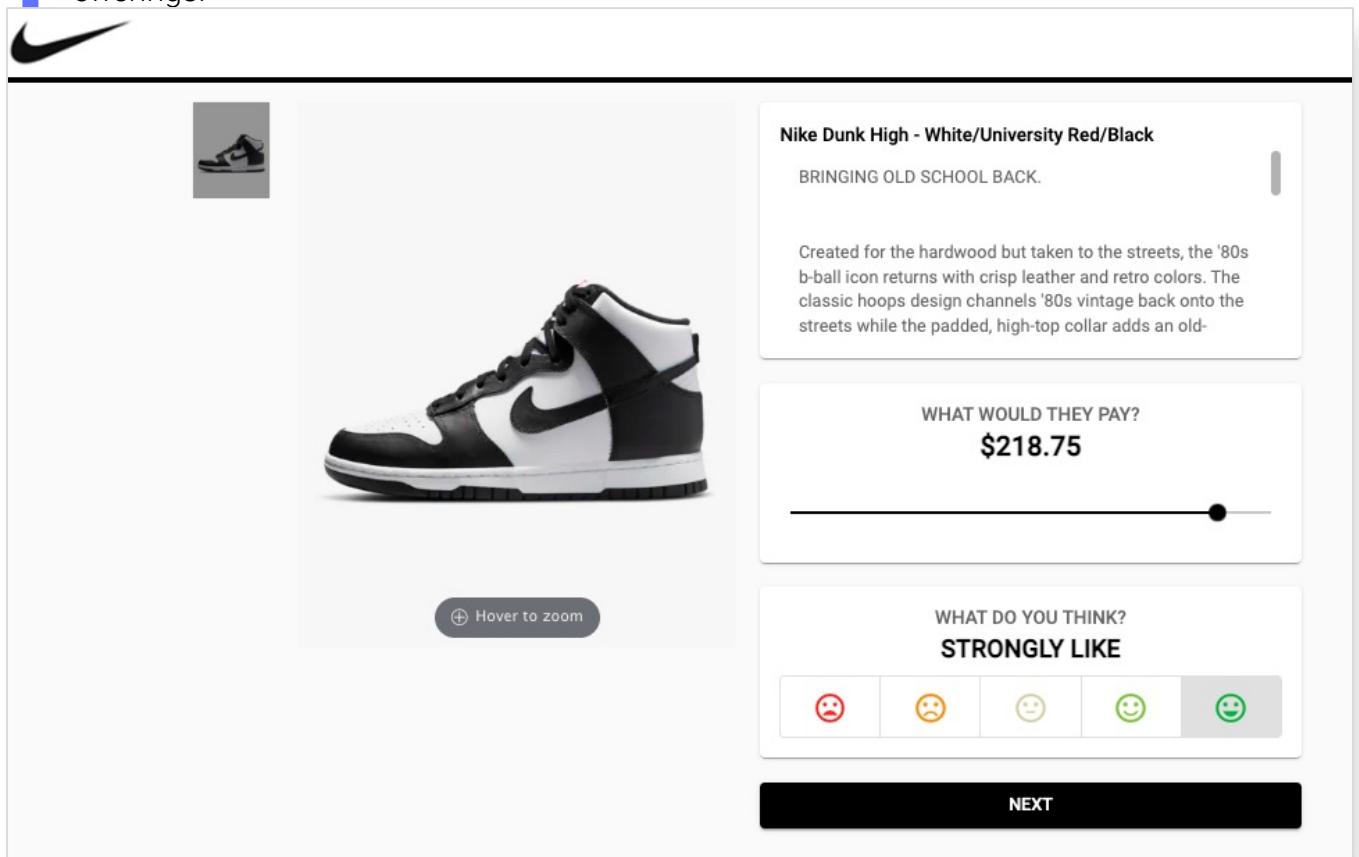
Current or prospective customers are engaged and targeted for data collection.

*Respondents can be from your CRM or sourced through First Insight.*



## STEP 2

Consumers enter the First Insight game and provide feedback on a series of offerings.



## STEP 3

Data is analyzed using First Insight's proprietary algorithm. Our easy-to-use platform and team of retail experts will help you turn insights into opportunity so you can better inform product and pricing decisions.



