insiteai

Revolutionizing the way CPG companies make rapid and impactful Category & Assortment Management, Pricing & Trade Promotion, and Strategic Business Planning decisions.

Why Insite AI?

- **Explainable decision-making** and **AI-driven recommendations** for the most complex and competitive forecasting, assortment, space, pricing, and trade promotion initiatives.

- Enterprise AI technology **trusted in projecting the performance of infinite scenarios**, with easy and automatic decision outputs for global strategy, team planning, and local execution (sku/store/shelf).

- **Leverages all of your the data to improve decision-making** including POS, market, loyalty, panel, store execution - and deploys inside your Cloud environment for speed and security.

- **The most tailorable solution** on the market to fit the exact execution nuances at major retail accounts or channels.

- **Continuously adjusting** and projecting ahead of changing consumer, economic, competitive, and channel forces giving brands the advantage in their categories and accounts.

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The industry's go-to source for technologies that empower Consumer Brands to Lead and Influence their largest retail channels.

Why Insite **AI**?

- **Deliver rapid time to value** and self-funding outcomes; incomparable with the speed or ROI of other internal initiatives, teams, or existing capability partners.

- **Bring top & bottom-line and market share improvement** at key retail accounts by accurately anticipating market trends, demand transference, cross/price elasticity, etc.

- **Leverage all your data** (assemble, harmonize, augment, analyze) regardless of what state it's in today, placing you well ahead of the category, account, and market.

- **Make adoption easy** as we do the heavy lifting, learning your category and account particulars, aligning with your legacy solutions and other capability streams and teams.

- **Engage at your pace** as the adoption model of Insite AI is tailored to your selected use case, brands, channels & accounts, expanding further across your enterprise at your discretion.