

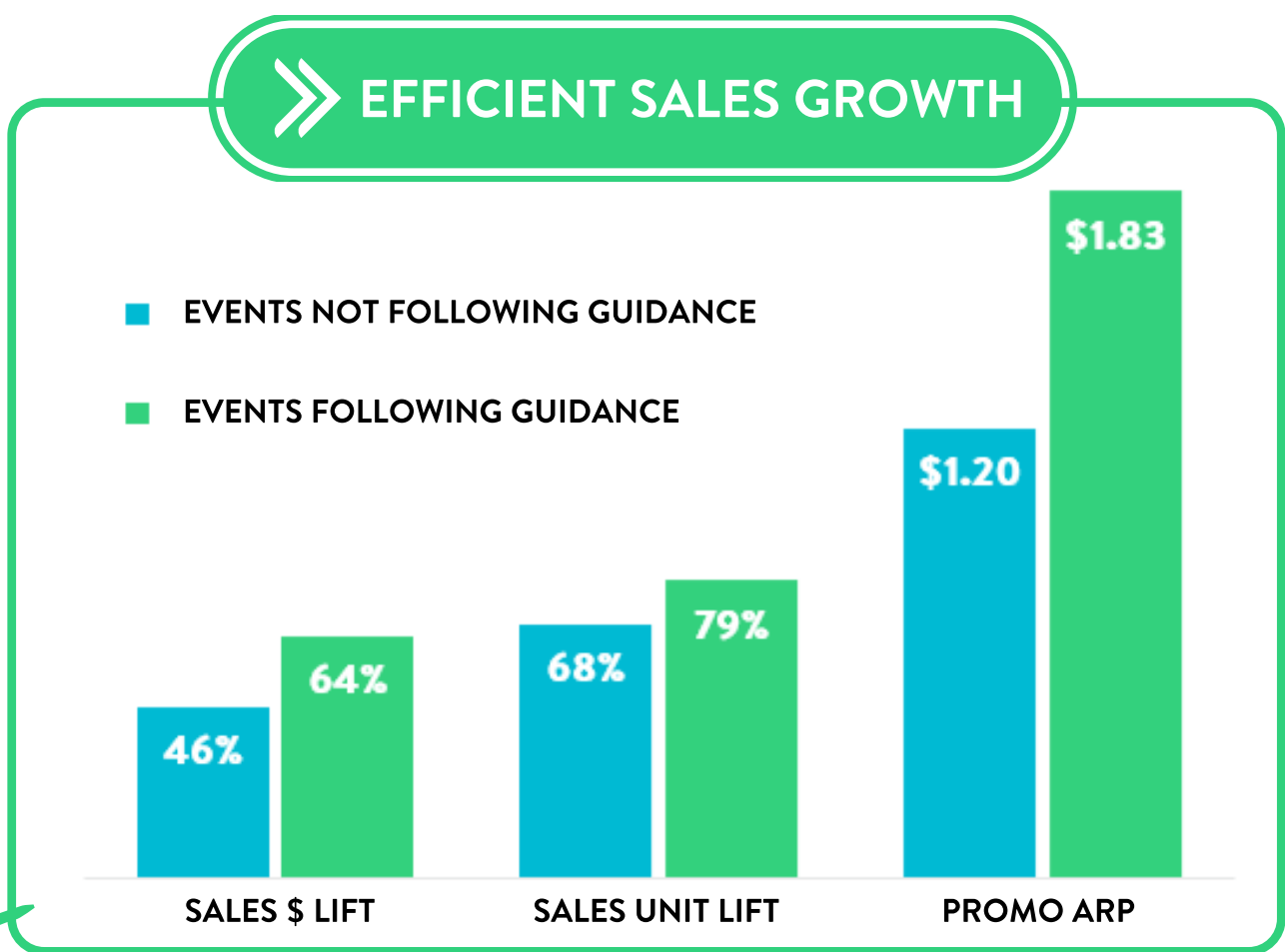
THE POWER OF A GUIDANCE PROGRAM

Insights are only as powerful as your ability to act on them.

With this in mind, one leading CPG manufacturer partnered with Eversight to build a promotional guidance program that embedded existing insights directly into their teams' planning processes and then tracked in-market activity to ensure those insights were executed. Deploying their insights via an end-to-end guidance program produced significant real world value:

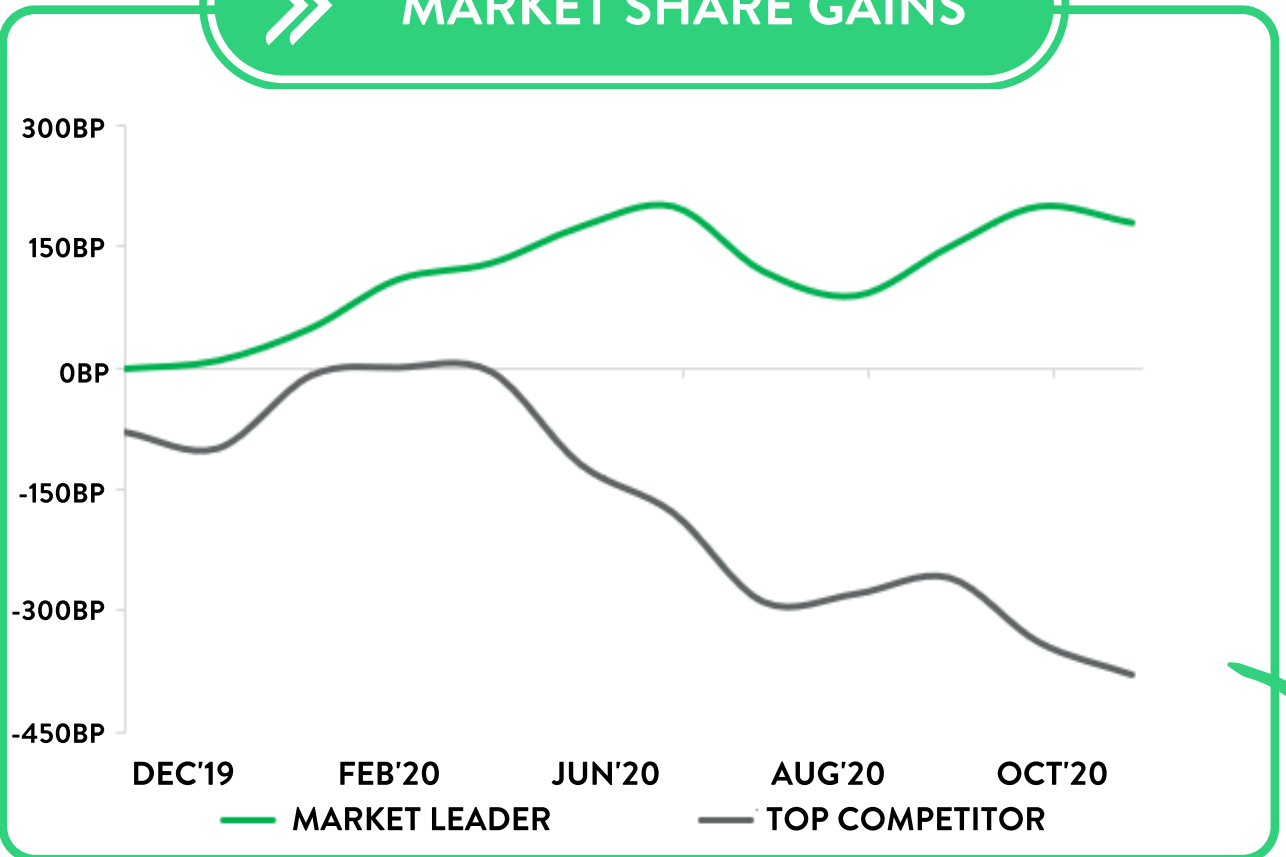
STRONG IN-MARKET EXECUTION OF EVENTS FOLLOWING GUIDANCE DROVE UNIT & DOLLAR LIFTS AT A HIGHER PROMOTED AVG RETAIL PRICE

EFFICIENT SALES GROWTH



CONSISTENT GUIDANCE & IN-MARKET EVENT EXECUTION CONTRIBUTED TO MARKET SHARE GAINS OVER TOP COMPETITOR

MARKET SHARE GAINS



GUIDANCE IS A KEY DIFFERENTIATOR FOR EXPLOSIVE GROWTH.

ARE YOU READY?

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