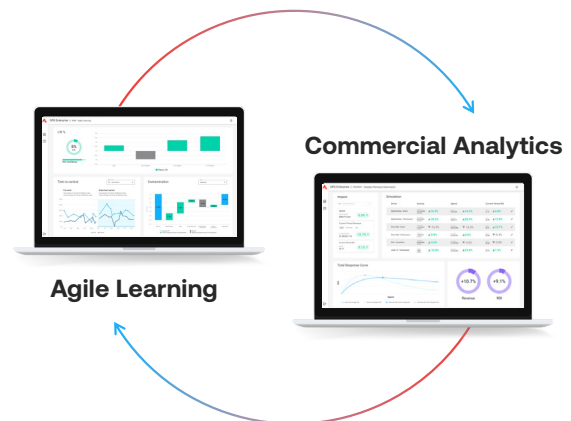


Agile Learning Product

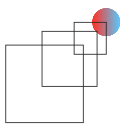
Confidently test commercial strategies and accelerate data-driven business decisions

You can use Agile Learning for:

- Determining the impact of differentiated creatives, messages
- Uncovering the impact of marketing investment on new and emerging channels
- Assessing the scalability of tactics in a risk adverse manner
- Testing operational strategies such as store remodels, inventory changes, product launches
- Setting optimal pricing points, offers and depth of discounts
- Optimizing throughout market disruptions, finding opportunities and risks

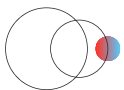


Build reliable tests and measure results with key product features:



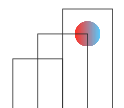
Minimize the risk of bias:

Weigh multiple business-driving attributes in test and control selection to reduce the risk of biased results.



Control data contamination:

Since testing doesn't exist in a vacuum, even with a perfectly executed test, uncontrollable factors like weather, competitor and category shifts can impact results. Adjust for factors that may have caused differences in test and control during the experiment period and feel confident that the final lift is directly attributable to what you're testing.

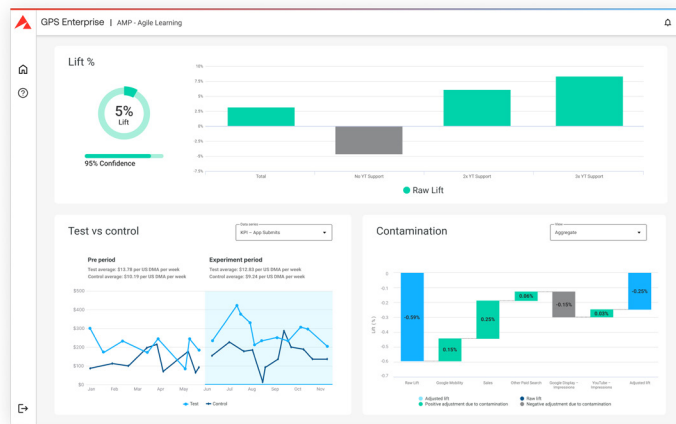
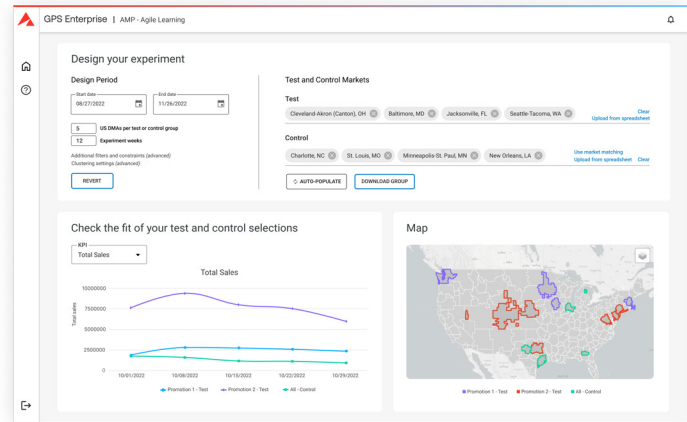


Feed results directly into commercial analytics:

Opportunities identified from the test results are integrated with insights from our Commercial Analytics models and ROI genome, giving you a robust view of your business performance. These results are integrated into budget planning scenarios to optimize for growth.

Design

Agile Learning guides you through the design and setup of your test, generating possible test and control sets based on your business constraints. Conduct tests at any scale you are interested in, from customer level, to store level, to DMA, state, or region level.



Measure & Validate

Quickly assess the impact of what you're testing across multiple KPIs and segments, with transparency. Build confidence in the results by removing data contamination caused by differences that may arise between your test and control groups.

Act

Import the test results into your budget planning scenarios and take actions to optimize your business performance.

