

# How AI-Powered Experimentation™ Compares to Historical Regression

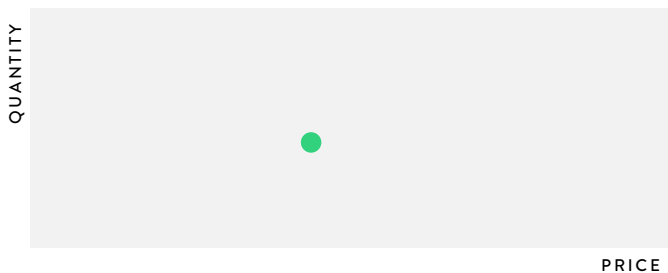
AI-powered experimentation unlocks faster and more accurate market response relative to traditional regression-based models that rely solely on historical price moves. Every other solution in the marketplace relies on historical econometric decision making to influence the models. This approach has a host of problems that Eversight's approach avoids.

## HISTORICAL REGRESSION MODELS

52 Week Observed Price History

### CUPS/PLATES UTENSILS PPG

Regional Grocer

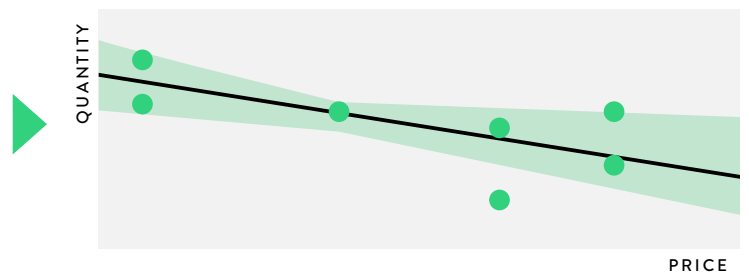


#### ISSUE

Single data point over two years of history

## AI-POWERED EXPERIMENTATION™

6 Week Observed Price History



#### SOLVE

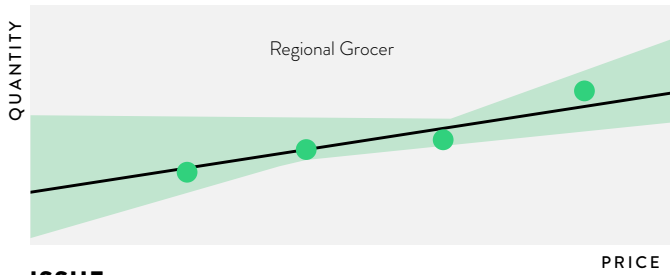
AI-powered experimentation rapidly tests untried price points with real shoppers to inform accurate optimization and reduce risk

 Confidence Interval     Price Point

To learn more reach out to [marketing@eversightlabs.com](mailto:marketing@eversightlabs.com)

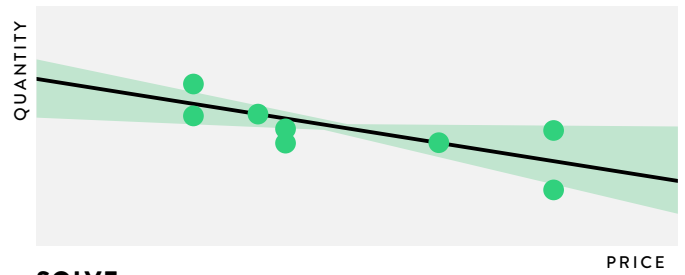
## FROZEN CONVENIENT BREAKFAST PPG

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### ISSUE

Reverse demand curve as measured by limited historical price moves

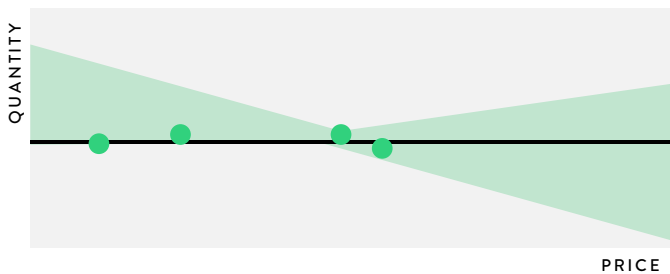


### SOLVE

AI-powered experimentation reveals a more accurate demand curve, and robust optimization through testing a variation of price points with real shoppers over a short time period

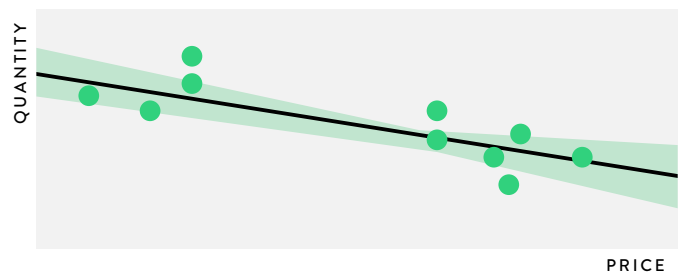
## PASTA SAUCES PPG

Regional Grocer



### ISSUE

Flat demand curve or “inelastic” demand as measured by limited historical price moves with a small range

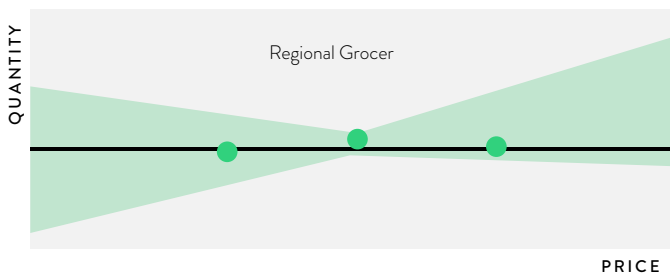


### SOLVE

AI-powered experimentation uncovers true demand elasticities that drive sharper, more accurate optimizations

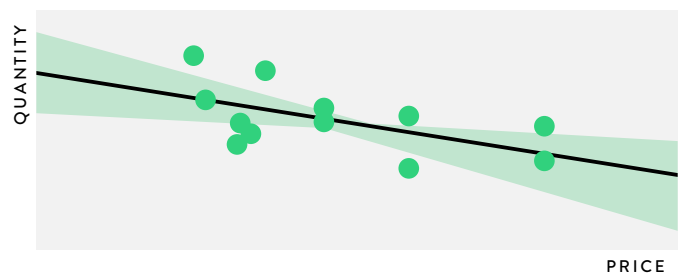
## REFRIGERATED MILK CREAM PPG

Regional Grocer



### ISSUE

Flat demand curve or “inelastic” demand as measured by limited historical price moves with a small range



### SOLVE

AI-powered experimentation corrects for misreads on price elasticity in instances where natural price changes are uncommon or non-existent

 Confidence Interval  Price Point

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