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

**AI-POWERED EXPERIMENTATION™**
6 Week Observed Price History

**CUPS/PLATES UTENSILS PPG**
Regional Grocer

**ISSUE**
Single data point over two years of history

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

To learn more reach out to marketing@eversightlabs.com
**FROZEN CONVENIENT BREAKFAST PPG**

**Regional Grocer**

**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

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**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

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**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

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Confidence Interval  ● Price Point

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