



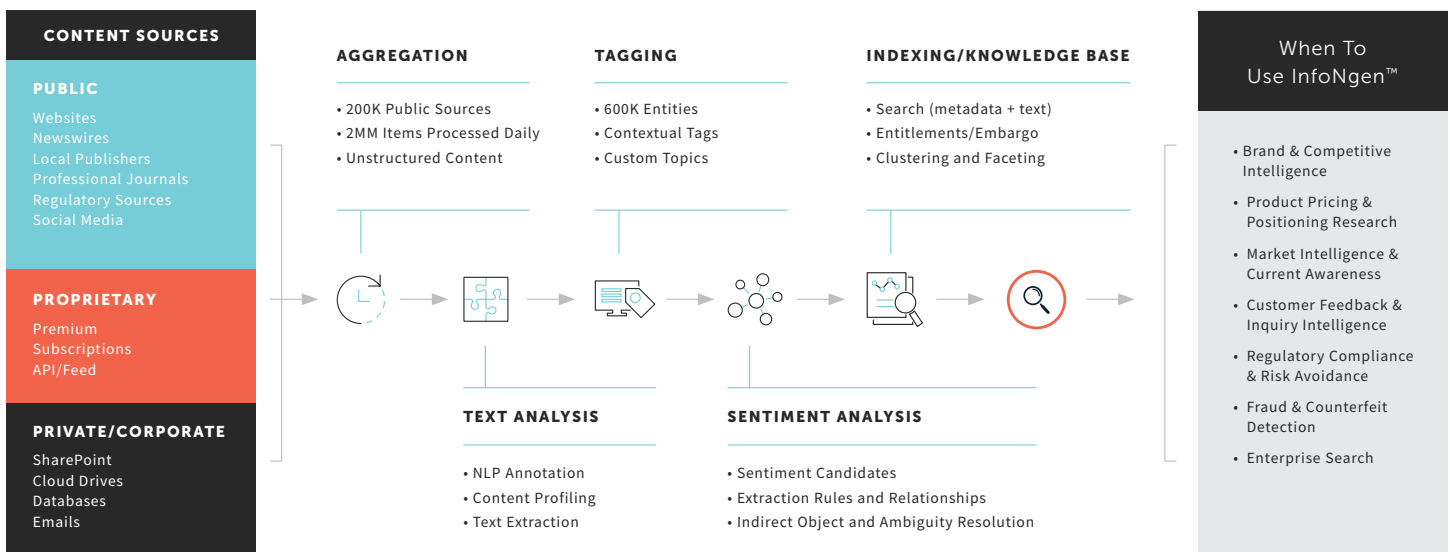
InfoNgen™ for Retail & CPG

Find the Information You Need to Build the Right Product, Pricing & Promotion Strategy

With the competitive landscape in the Retail & Consumer Packaged Goods (CPG) industry getting tighter every day, you need a reliable intelligence platform to easily monitor and react to constant customer feedback as well as new competitor product launches and pricing updates. You need fast, actionable insights to speed your decision-making and a prompt way to share these insights with your customers and colleagues. InfoNgen™ can help.

In today's always-on, hyper-connected world, news is readily available – but actionable insights are not. InfoNgen™ helps drive actionable insights for Retail & CPG companies, giving you a proven tool to find, analyze and share information critical to staying competitive. The engine pulls text from more than 200,000 public sources, along with any number of private sources, into a single, unified view, allowing users to discover hidden patterns, trends and anomalies with its proprietary tools for text analytics and sentiment analysis.

MONITOR & REACT TO YOUR COMPETITORS IN REAL-TIME: THE ENGINE BEHIND INFONGEN™



MONITOR & REACT TO YOUR COMPETITORS IN REAL-TIME: THE ENGINE BEHIND INFOGEN™ (CONT'D)

Offering sophisticated competitive intelligence capabilities, InfoNgen™ enables automatic monitoring of companies and topics relevant to not just your niche, but your organization in particular. The out-of-the-box content repository crawls your competitors' activity and pricing across all geographies 24/7/365, covering every publicly traded company in the world's top-36 stock exchanges and hundreds of thousands of private companies.

Armed with InfoNgen™, your business users can measure market sentiment toward a specific product or trend, streamline market

research with text analytics, and ensure you're making the right business decisions without second-guessing your competitive intelligence.

InfoNgen™ offers an effective, efficient and real-time solution to search unstructured data like emails, documents and other enterprise assets. You can also use InfoNgen™ to integrate structured and unstructured data, enabling you to search and analyze your organization's data to drive the best possible go-to-market decisions.

KNOW WHAT YOU NEED TO KNOW. NOW.

With InfoNgen™, you can quickly take the right course of action, whether it's adjusting product pricing or responding to customer feedback. No matter where you are or when you need it, you have access to InfoNgen™ and its powerful capabilities:

- Get a 360-degree view of new and existing competitors and market players with automatic alerts on product updates, pricing and positioning changes, team changes, hiring strategies, mergers and acquisitions and office openings/closings
- See how you measure up by keeping an eye on your competitors' mentions in the news, press releases, award updates, partnerships, events and marketing campaigns
- Track and monitor how your products are being sold by online re-sellers to protect your company from pricing policy violations and positioning that isn't up to brand standards
- Uncover valuable insights about product performance on the market
- Monitor customer sentiment related to current prices, recent price changes and product qualities
- Receive automatic alerts on customer feedback and inquiries on the web and social media

WHO USES INFOGEN™ IN RETAIN & CPG?

InfoNgen™ is easy to learn how to use and adopt for specific roles within your organization, benefitting your employees in the following ways:

Brand, Product & Marketing Managers

- Analyze the competition to determine exactly where you need to differentiate in terms of product design and product features
- Track your competitors' and resellers' product pricing and positioning in real-time to make on-the-fly adjustments that make your brand more competitive
- Tap into market sentiment from social media, email, review sites and more to discover what your customers are looking for in your next product line
- Do all of the above by region, country, brand or product line

Marketing & Sales Professionals

- Determine the best way to adjust positioning against what your competitors are saying to optimize product pricing, promotions and revenue
- Find the critical information you need to target your customers with the right product at the right time with a total understanding of their needs
- Receive and manage customer feedback and inquiries from all channels in real-time

Buyers & Merchandisers

- Gather comprehensive insights on which product lines are performing the best with your target audience
- Differentiate your product offerings based on a 360-degree view of market trends and product pricing across multiple channels
- Receive automatic updates on any price policy violations

START YOUR FREE TRIAL TODAY

Are you ready to filter the signal from the noise so you can achieve competitive advantage faster than ever? Contact us to find out more about the benefits of InfoNgen™, request a demo or start your free trial today!

CONTACT
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