

# Alloy Experiments

You can't improve what you can't measure

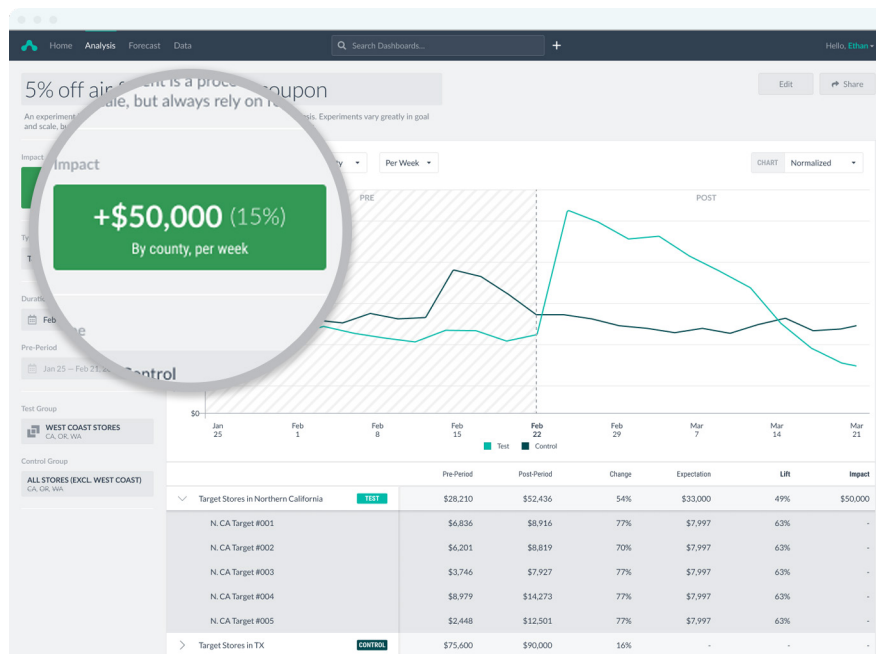
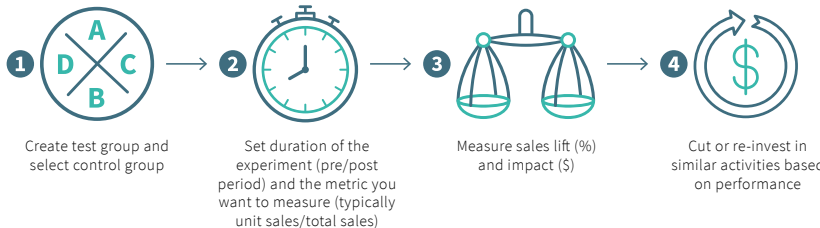


## Overview

Consumer brands allocate large marketing budgets to drive both brick and mortar and e-commerce sales but struggle to improve ROI because it's so difficult to measure. Alloy Experiments makes it easy to measure every single marketing activity in real-time, so you can continually cut bad investments and double down on what's working.

## How It Works

Alloy Experiments analyzes store and SKU-level POS data that is ingested and enriched in real-time, comparing sales performance between a group of stores or zip codes that received investment versus others that did not. You can easily create a simple A/B analysis with a test and control group, statistically measuring the impact of every single one of your marketing and sales activities, from field sales visits to endcaps and more.



## Benefits

### Measure immediately

Use real-time sales data to understand sales lift during the event so you can quickly adjust as necessary.

### Fast and simple to set up

It only takes minutes to stand up an experiment, enabling you to shift from measuring only some of your marketing activities to all of them.

### Capture more revenue

Do more of what works by identifying and replicating your successes.

### Cut bad investments

Identify underperforming promotions, price discounts and test new strategies before making bigger bets.

### Get closer to consumers

Better understand what types of in-store experiences lead your end consumers to buy more.

### Delight your buyers

Become your buyers' favorite partner by providing ongoing valuable insight.

# Customer Success Story



## Opportunity

A leading toy brand wanted to understand performance for their display investments during their peak selling season right around the holidays. They installed displays for one of their categories across 150 stores in December, investing a total of \$75,000.

## Insight

After running an A/B analysis using Alloy Experiments, they discovered that they had generated almost no lift with the \$75k investment.

## Result

They reversed their plan on rolling out the displays to more stores and other retailers, saving a total of \$860k they would have spent nationally.

## Differentiators

- **Easily segment any slice of your business:** All of your data is already at your fingertips, allowing you to run experiments on any slice of your business, no matter the partner, SKU, timeframe or geography.
- **Historical analysis, ongoing/into the future:** Measure investments in real time or go back and inform your strategy by analyzing prior investments.
- **Simple enough for anyone to master:** Alloy Experiments is so simple that anyone can run an analysis in just a few minutes, empowering your entire team to make more informed decisions every day.

Alloy Experiments enables you to measure the impact of marketing and sales investments like promotions, regional advertising and field sales visits in a dynamic retail environment. You can analyze historical events or monitor current promotions in real-time to continually optimize your marketing and sales investments. To learn how you can start making more intelligent decisions around your marketing spend today, contact us at [alloy.ai](http://alloy.ai).

## Examples of What You Can Measure

- **Promotions, events, end-caps:** Understand how discounts, displays and other trade promotions drive sales for your products.
- **Regional advertising:** Track how traditionally hard-to-measure investments like TV ads or billboards are getting consumers to buy your products.
- **E-commerce performance across regions:** See how regional advertising boosts sales online.
- **Field marketing visits:** Know whether your field reps' in-store education sessions or live demos are worth their substantial costs.
- **Retail employee training:** Quantify the value of training your retail partners' employees to educate your customers about your products.
- **Third party retail audits:** Evaluate whether in-store audits for inventory accuracy or display compliance are having the desired impact.
- **Product cannibalization:** Gauge if new product introductions are impacting sales of your other SKUs at the store level.
- **Halo effects:** Analyze whether your marketing investments for specific SKUs or categories drive greater net sales for your other products as well.