



Predict, Plan & Personalize with the Kepler AI Platform

Sample Data Sources

Structured & Unstructured Data

Syndicated Store Data

Syndicated Shopper Data (Household Panel Data)

Retailer Direct Store Data

Retailer Direct Shopper Data / Loyalty Card Data

Manufacturing & Supply Chain Data

Operational Data

Social / Survey Data

Get Value Today using an AI Platform

Value in Record Time CPG companies see a 2-10x realized value. (BCG)

- Close the AI gap between data and revenue opportunity.
- Accelerate digital maturity and scalability of AI to increase productivity and optimize decision making for faster pivots.
- Enable users with an AI insights-driven platform that compliments and leverages current data sources to support new business models and navigate change.

Across a Range of Functions in CPG

Marketing & Sales | Product | Brand & Category Managers | Shopper Insights Teams | Operations & Supply Chain | Technical Teams

Predict and Forecast

Generate predictions and forecasts faster, with the same data.

- Ad Spend Optimization
- Consumer Segments and Trends
- Customer Lifetime Value Prediction
- Marketing Attribution
- Marketing Mix ROI
- Personalized Marketing
- Product Assortment by Channel
- Sales and Customer Insights
- Trade Promotion Effectiveness

Analyze and Understand

Get more insights from your data, and develop a better understanding of what drives results across your business.

- Assortment Insights
- Brand and Category Predictions
- Category Planning
- Personalized Offers & Recommendations
- Price and Promotion Optimization
- SKU Performance and Margin Impacts

Optimize and Personalize

Build meaningful, personalized experiences for your customers, plan with accuracy and create efficiencies across operations.

- Demand Forecasting and Prediction
- Innovation Trends and Planning
- Personalized Product Recommendations and Offers
- Stock Optimization
- Trade Spend Optimization