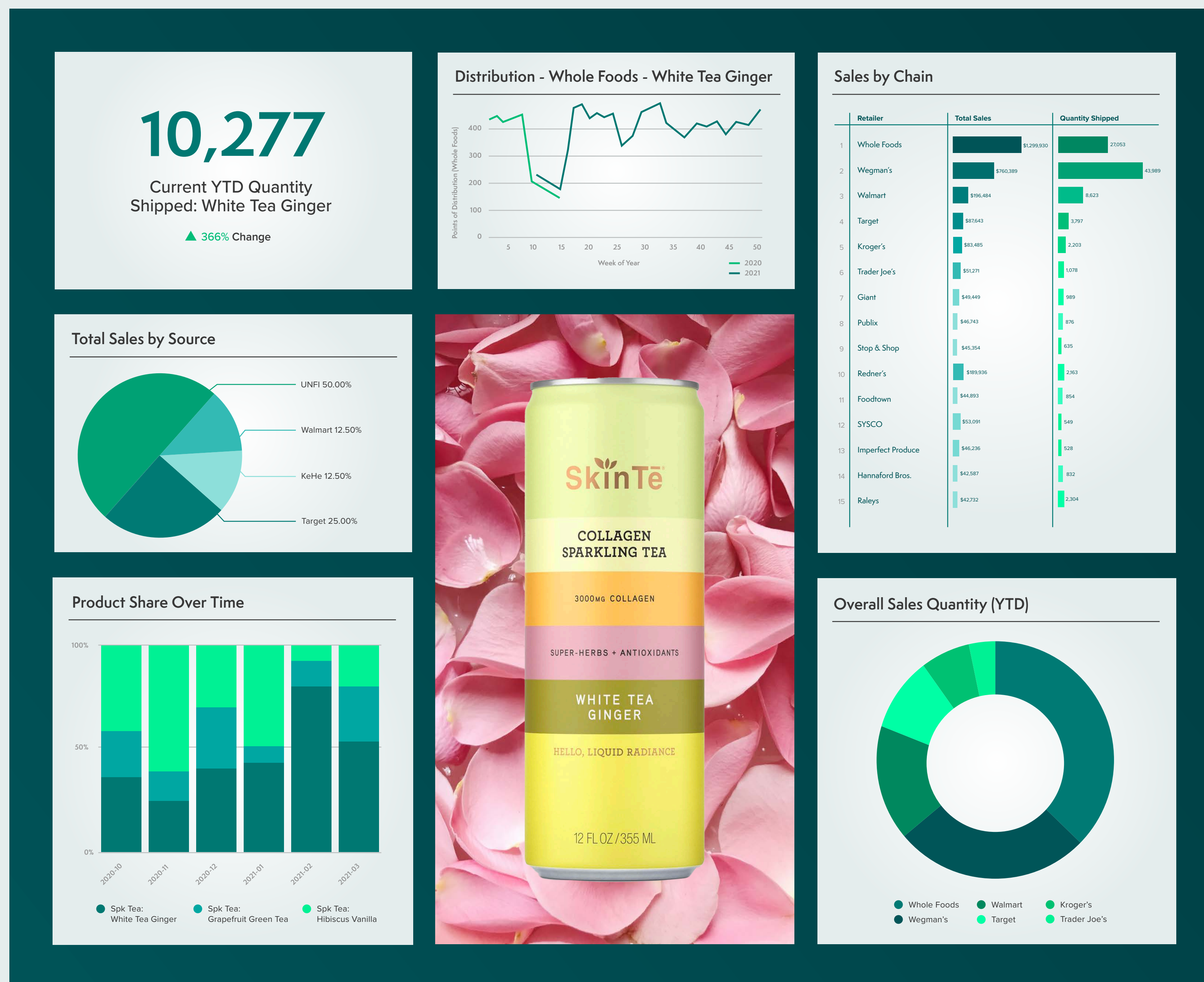


crisp.

We do data differently.



As a CPG brand, data is critical to understanding how your retail business is performing and where to go next. But when your data is siloed in different vendor portals, accessing retail insights is a time-intensive process with limited results. Crisp automatically connects and analyzes all of your data sources, helping your team access meaningful insights anywhere, anytime.

Before Crisp:

Data is siloed in various vendor platforms

Data for each retailer or distributor lives in its own unique portal. Someone on your team has to learn the ins and outs of each portal and pull multiple reports every week through a 10+ step process.



Data cleanup is a big task

Inconsistencies in the data make it hard to compare apples to apples, even for the same retailer. Your team needs to carefully fix discrepancies or redefine fields before they can extract meaningful insights.



It's a daunting task to tackle every week

Sales teams and analysts spend an average of 10+ hours per week downloading reports and cleaning data -- time they could spend uncovering deeper insights and adding value to the business.



After Crisp:

Fresh data is at the ready, all in one place

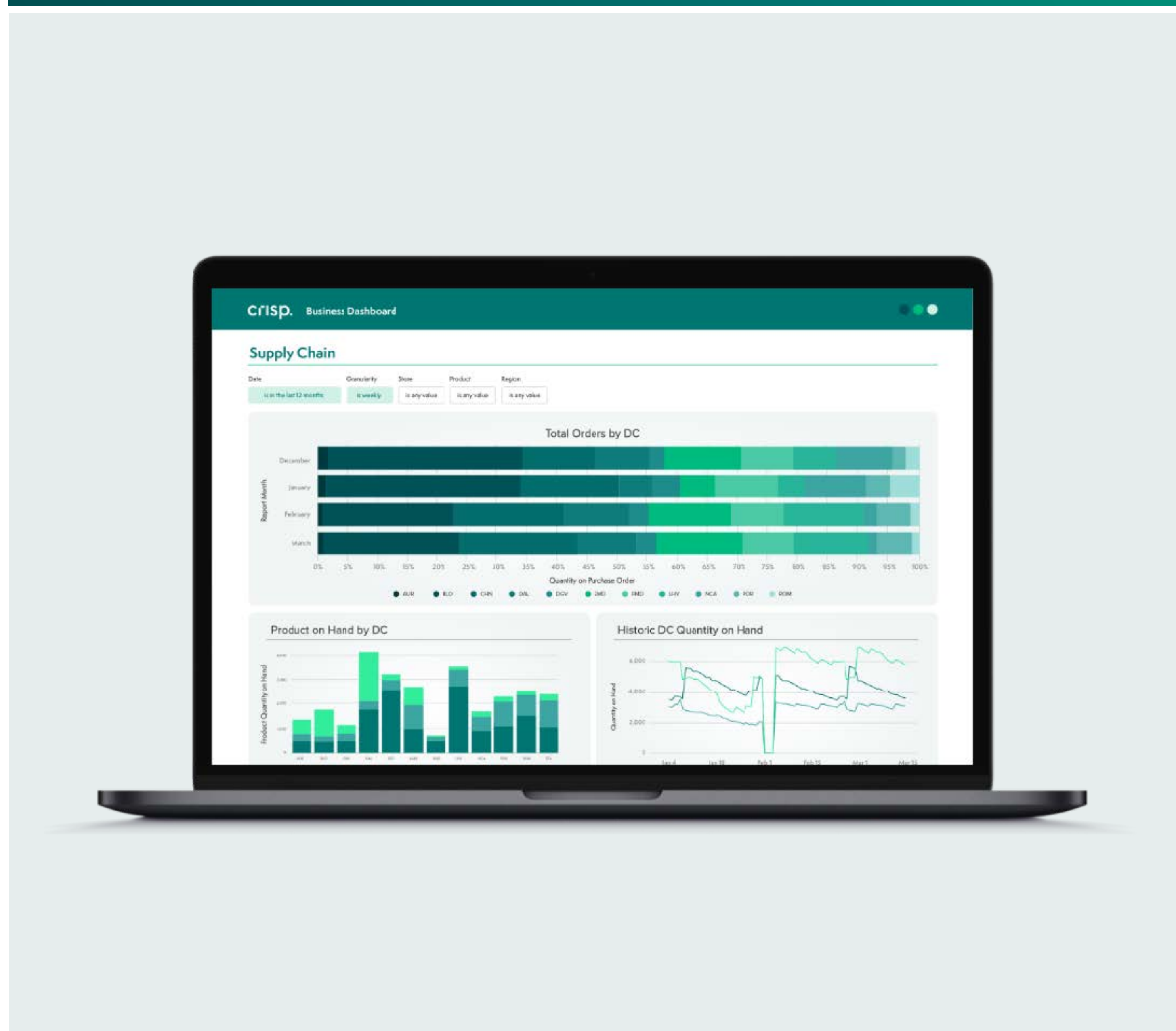
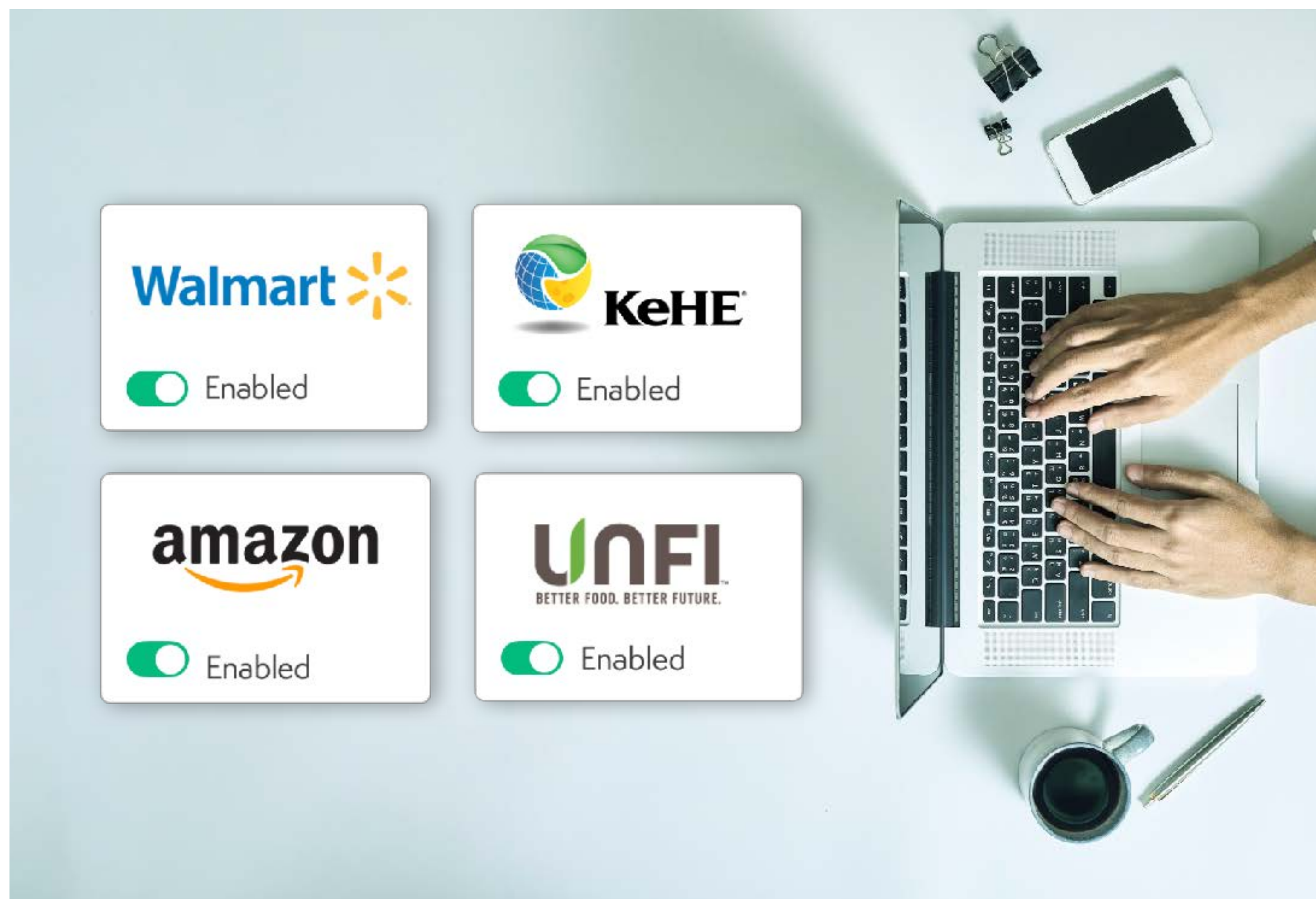
Crisp automatically ingests real-time data from all of your retail and distributor portals, with an optional 2-year backfill of historical data.

Dashboards bring your data to life

Anyone (really, anyone) on your team can access insights or answer questions through easy-to-use web-based dashboards and visualizations.

Real-time data flows into your core tools

Crisp pipes up-to-date, usable data into your team's core applications including Excel, Power BI, or your cloud infrastructure. From there, your team can view aggregated data across retailers or filter down to specifics.



How we do it.

Crisp's technology does the heavy lifting to make your data accessible, reliable, and ready to use.

Ingest:

Crisp connects to all of your retail and distributor portals and automatically extracts data as it becomes available (usually overnight).

Normalize:

Crisp combines and consolidates your data into a consistent format. This might mean reconciling how the same store location or product is named differently across tables, or joining together three different reports about store data so you can find store-level insights in one place.

Augment:

Crisp adds to your data to make it even more useful. For example, we take store addresses and turn them into map coordinates, so you can view heat maps, pull reports by zip code, or add census data into your market segmentation.

Aggregate:

Crisp's advanced analytics create relationships between different vendor reports to provide the next tier of insights -- rolling up data to show figures like dollar gross sales or G10 for a given product.

Validate:

We constantly check data for errors, duplicate records, filter out mistakes, and run multiple tests to verify that the data you see on Crisp is always accurate and reliable.