



market intelligence  
the why behind the what

# Putting consumer needs at the heart of R&D and marketing decisions

Skai is an award-winning, AI-powered consumer and market intelligence platform. It enables brands to surface emerging trends and predictive insights so that they can put the current and future needs of consumers at the heart of every decision they make—from product innovation to marketing strategy and execution.



3x

successful  
product launches

15x

revenue  
growth

300%

faster time-to-market  
for new products

10%

time to insight over  
traditional methods

## The deepest category expertise

- Alcohol
- Apparel
- Baby Care
- Beauty & Personal Care
- Beverage
- Consumer Electronics
- Food
- Pet Food
- Vitamins & Minerals

## Fulfilling all of your intelligence needs



Consumer  
Intelligence



Shopper  
Intelligence



Trend  
Intelligence



Product  
Intelligence



Competitive  
Intelligence



Brand  
Intelligence



Marketing  
Intelligence

## Why Skai?

### More Data

don't miss a thing

Thousands of data sources continuously connected in one single platform.

### Full Context

greater actionability

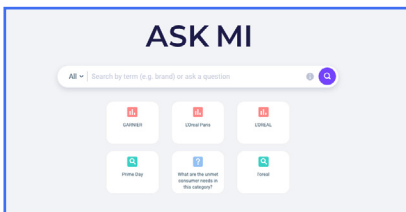
Contextualized intelligence tells you *what* is happening, *why*, and because of *who*.

### Easy Access

faster decisions

Start applying the insights to business decision in hours, not weeks.

## Insights served just the way you need them



### Ask MI

for quick questions

Essential insights that anyone can access quickly and easily via an intuitive search bar.



### Explore MI

for strategic use cases

Advanced market *and* category insights for the more data savvy teams.



### Connect MI

for data access

Access the contextualized data via API or from the Snowflake & AWS marketplaces.

## Get even more value from Skai

with custom solutions & services

- Add new data sources
- Add new filters
- Trend analysis
- Add new geographies
- Add new taxonomy values
- Prediction services
- Create new dashboards
- Insights reports
- Prediction monitoring