

AI-native TestSmart empowers businesses to design, measure, and monitor tests with precision, driving improved margins and optimizing overall business performance.

80%

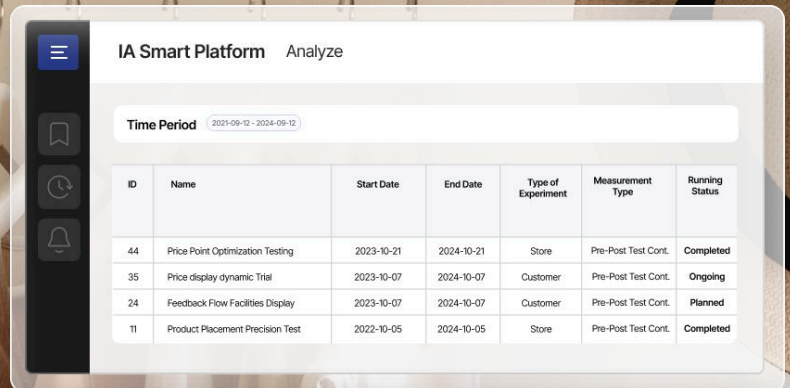
Reduction in Time to Create and Analyze Experiments

30%

Increase in Number of Experiments Conducted

20-30%

Improvement in Matching Score of Test and Control Groups



ID	Name	Start Date	End Date	Type of Experiment	Measurement Type	Running Status
44	Price Point Optimization Testing	2023-10-21	2024-10-21	Store	Pre-Post Test Cont.	Completed
35	Price display dynamic Trial	2023-10-07	2024-10-07	Customer	Pre-Post Test Cont.	Ongoing
24	Feedback Flow Facilities Display	2023-10-07	2024-10-07	Customer	Pre-Post Test Cont.	Planned
11	Product Placement Precision Test	2022-10-05	2024-10-05	Store	Pre-Post Test Cont.	Completed

Key Features

TestSmart's user interface is built on a powerful machine-learning engine.



Test library and assisted test creation to streamline experimentation and improve accuracy.



Robust test and control matching **delivering statistically sound and actionable insights.**



Single source of truth ensuring consistent, reliable data across all testing environments.



Deep-dive and root cause analysis to uncover performance drivers and growth opportunities.



Run simultaneous tests across business, customer, store, and product levels effectively.



Rapid implementation and quick time-to-value enabling faster testing and measurable impact.

Client Outcomes

A leading home care manufacturer used TestSmart to design and analyze experiments effectively.

A leading \$11B CPG company partnered with Impact Analytics to measure a competitor's product impact using TestSmart. By building a 96%-matched control group and analyzing key factors, we found a 9.7% category revenue lift from the client's launch, with no cannibalization observed.



About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG and manufacturing.

Clients Who Trust Us



The Impact Analytics Smart Platform

Native AI & ML | End-to-End | Seamless Integration | Rapid Implementation

Merchandising

- PlanSmart™ (MFP)**
Merchandise financial planning
- AssortSmart®**
AI-native assortment planning
- VisualSmart™**
AI-native visual line planning
- SizeSmart™**
Optimize size curves using AI
- ItemSmart™**
AI-native item planning
- StoreSmart™**
AI-native store intelligence

Supply Chain

- InventorySmart® (Allocation & Replenishment)**
End-to-end inventory management & planning
- SourceSmart™**
AI-native sourcing optimization
- SpaceSmart™**
Space planning & optimization

Pricing & Promotions

- PriceSmart®**
Unified lifecycle pricing
- BaseSmart™**
AI-native base price optimization
- PromoSmart®**
AI-native promotion planning & optimization
- MarkSmart®**
AI-native markdown optimization
- TradeSmart™**
Trade promotion planning & optimization

Business Intelligence

- CortexEye™**
AI-native decision intelligence system
- AttributeSmart®**
AI-native product tagging and attribution management
- TestSmart®**
Hypothesis-driven automated testing

ForecastSmart™

AI-native demand planning & forecasting engine

Proud to be recognized by:

