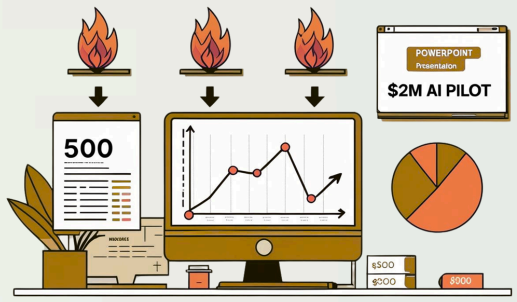
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Your Monday Morning Nightmare

Three alerts flashing on your dashboard:

Amazon private label undercuts your bestseller by **30%**

DTC challenger gained **15%** market share in 18 months

Your "digital transformation"? Still stuck in PowerPoint

Meanwhile, that kitchen startup just secured nationwide retail distribution.

Are you losing the CPG game to bedroom brands?

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The AI Reality Check

The Numbers Don't Lie:

82%

of CPG companies have AI initiatives

18%

see measurable business impact

88%

of AI pilots never leave the lab

Your AI strategy is gathering dust while competitors gain ground.

Source: McKinsey Global Survey on AI, 2025

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The 3 Deadly Sins of CPG AI

The Retailer Stranglehold

Your perfect demand prediction dies at the buyer's desk

The Data Silo Circus

Sales in SAP, insights in Kantar, sentiment everywhere else

The Innovation Theatre

More labs than launches, more workshops than wins

Sound familiar? You're not alone.

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Your Data Is Archaeological

What we see in CPG data:

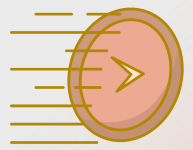
- Nielsen reports 6 weeks behind reality
- Consumer feedback buried in 47 systems
- Your "360° view" = a broken kaleidoscope

The Uncomfortable Truth:

That **2%** budget startup predicts trends better than your 200-person insights team.

You don't need perfect data.

You need Actionable Data. Fast.



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The Trend Crystal Ball

From Trend to Launch in Days, Not Months:

Monday	AI spots emerging wellness conversation
Tuesday	Identifies ingredient gap in portfolio
Wednesday	Rapid concept testing with AI personas
Friday	Innovation brief ready — vs. 6-month cycle

Result:

60% faster time-to-market

= £££ first-mover advantage

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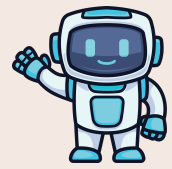
The Shelf Space Optimiser

Turn Every Inch Into Revenue:



Before:

Planogram wars with last year's data



After:

AI predicts optimal placement using real-time velocity + local demographics

Bonus:

Dynamic pricing that maximises volume and margin

Result:

23% revenue increase per linear foot, 15% margin improvement

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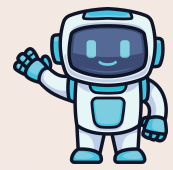
The Consumer Whisperer

Predict What Consumers Want Before They Know It:



Old way:

Focus groups lie, surveys lag, insights arrive too late



AI way:

Real-time sentiment across social + sales patterns

Result:

35% better new product success rate, £40M saved on failed launches

Stop reacting. Start predicting.

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We Speak CPG, Not Code

The SynaptyX Difference:

- No sales lift? No invoice (outcome-based pricing)
- Ex-CPG/Retail operators on team
- Week 1: API integration ⟶ Week 6: Live results
- Works with your Nielsen data + that Excel file your category manager loves

Proven Results:

1-3% CAC reduction, 12% engagement increase in 90 days

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Your Competitors Aren't Waiting

While you delay, they're:

- Launching AI-predicted products
- Optimising pricing in real-time
- Building direct consumer relationships

Your Choice: Watch startups steal your categories or move at consumer speed in 30 days.

Contact Us

corp@synaptyx.ai

The question isn't whether to start. It's whether you can afford to wait.