



Exigo Insights

Information that drives better business decisions

The Direct Selling industry has not traditionally been data-driven. Until now. More and more companies are leaving traditional ad-hoc reporting behind. They know they need to dig deeper to face new challenges and competition, and to gain the insights they need to evolve and grow.

Our brand new Exigo Insights product gives access to **business intelligence** (BI) dashboards explicitly **made for social commerce by experts in social commerce**. Unlike any other BI provider, you can be up and running in days, at a lower cost without using internal bandwidth. The brains behind Exigo Insights have been in the industry for decades, and we built it as a foundation for any company in the industry to setup and use to meet their unique needs.

Keep reading to learn how the new Exigo Insights can help you **RUN**, **KNOW**, and **GROW** your business more intelligently than ever before.

Text Us: (435) 222-2558 | www.exigo.com

"We realized quickly that if we were going to increase engagement and lifetime value, we needed to level up our communication and engagement strategy ... We uncovered so many opportunities to engage different customer segments and to train our field on how to understand these different groups."

Wendy Garrison,
VP of Marketing

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What is Exigo Insights?

Built on Power BI by Microsoft, Exigo Insights gives you on-demand insights to drive better business decisions, and measure their impact.

Out of the box you'll have instant access to key sales **metrics like enrollments, inactivity, autoships and more**. You can slice and dice the metrics **by markets, ranks, products, etc.** using hundreds of variable combinations instantly. Want to see a rank's sales over a certain date period in two markets? Just click, and in seconds, it's there for you.

Why Exigo Insights?

With traditional BI solutions like Domo and Tableau, you get tools to build your dashboards. But it can take months to get up and running and requires expensive in-house insights experts to keep relevant data flowing.

With Exigo Insights, **we give your company access to metrics made for and by the direct selling industry**. From day one, the potential for customizations is virtually unlimited, and there's **no internal admin pro required**. The key benefits you get from BI include the ability to:

- Speed up and improve decision-making
- Optimize internal business processes
- Identify emerging field, industry, and market trends
- Drive higher sales and new revenues
- Measure accountability for departments, teams, etc.
- Compare with industry averages and trends

Unlike other BI providers, your monthly Exigo Insights fee is tied to your Exigo service level. As your needs expand, this doesn't change just because you want to customize. We charge an hourly development rate to add new metrics or create new reports, all while keeping your monthly fees the same. Customize to your heart's content.

Who Benefits from Exigo Insights?

If you want to build the most effective, efficient, and successful business you can, Exigo Insights can help. It enables you, your company, and reps to become more focused, aligned, and effective.

Executives:

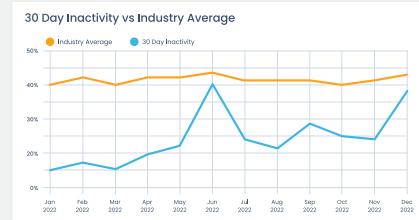
Understand the trajectory of company KPIs and drivers of what's happening beneath the surface. See more deeply into the effects your

Widgets of Exigo Insights

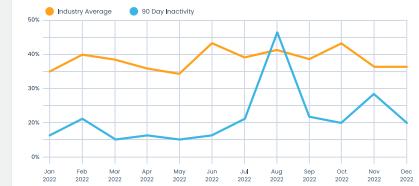
Business KPIs



Inactivity at a Glance



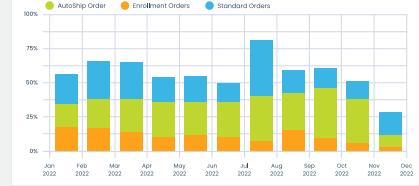
90 Day Inactivity vs Industry Average



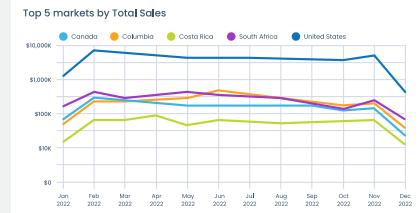
Sales at a Glance



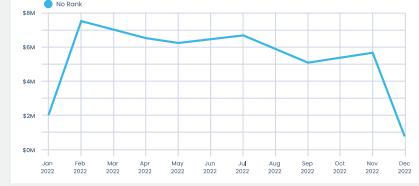
Sales History by Order Type



Enrollment at a Glance



Total Sales by Rank





strategic decisions have on the numbers and on the behavior of your customers and reps. Align your teams and give them a new perspective on how to impact key metrics like new sales, enrollments, and repeat orders. Drive focus and accountability by focusing on measurable KPIs.

Marketing and Field Development:

Discover opportunities to engage, train, motivate, incentivize and earn customer loyalty.

Regional Market Managers:

See how a specific region is doing compared to others, see more nuance in regional metrics, and get near real-time updates on the successes or struggles of every team and customer type.

Exigo Insights helps **everyone** in your company become more data-driven by identifying key industry and company metrics so that you learn what is working, what isn't, and where to spend time and energy for the best results.

What Do You Get With Exigo Insights?

- **Lower cost.** Other systems require lengthy and expensive discovery and development phases, plus a full-time admin team. Exigo Insights is fully managed for you and can be customized to meet your needs.
- **Direct-selling specific.** *This product is designed and built for the Direct Selling Industry.* We include KPIs that every social commerce company should be tracking.
- **Industry Trends.** Compare key metrics to industry averages and how you are performing on inactivity and churn. We use an anonymized database of industry customers and distributors across a large sampling of countries.
- **Filtering data.** Filter any analytic based on specific criteria, including markets, ranks, associate types, products, etc. Seeing side-by-side comparisons of different ranks, for example, can offer insights into how to motivate and recognize each group.
- **Be live in days.** We deliver these pre-built dashboards on top of your data in Exigo with no effort needed from your internal team so you can be seeing live data in days.

Contact us at: sales@Exigo.com or text us **(435) 222-2558** to schedule a demo.