

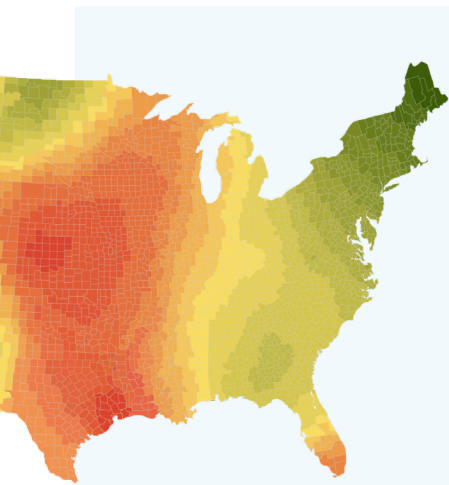
Mucinex uses Kinsa Insights'™ Illness Solution to Double Retailer Demand Forecast Accuracy

The Challenge:

The timing and intensity of seasonal illness is always unpredictable. COVID-19 exacerbated that unpredictability for illness related brands. Some, such as disinfectants, saw historic sales fueled by panic-buying. Others, like symptom relieving medications, saw volatile sales due to historically low levels of common colds and flu. **Amidst this uncertainty, Mucinex®, a leading cough, cold and flu brand, sought to reduce out-of-stocks by ensuring a top 3 national retailer's forecast could cover exceptions in illness-driven demand.**

The Solution:

Kinsa deployed its *Illness-Based Sales Demand Solution*, which leverages Kinsa Insights' proprietary 12-week cough, cold and flu forecast, to accurately predict Mucinex product demand. During an unprecedented illness season, **Kinsa's Illness-Based Sales Demand Solution reduced a top 3 national retailer's forecasting error by 50%, reducing Mucinex out-of-stocks, ensuring a superior experience at the shelf, and driving sales.**



*"Our partnership with Kinsa helps us understand where, when and how much demand there will be for our products, **allowing us to better collaborate with our retail partners.**"*

*This upcoming Cold & Flu season, **Kinsa's accurate illness forecast will help us optimize our supply chain, drive revenue and most importantly, have our products on shelves where they are needed, ensuring consumers can rely on Mucinex for symptom relief.**"*

Brian Nussbaum
Planning Director - Reckitt Health



50% reduction in forecasting error using Kinsa's illness insights vs. retailer's traditional illness data set



\$2M+ additional product demand above what the retailer forecast identified

