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EDITED™ Named 2024 Sample Vendor in Gartner® Hype Cycle™ Category

2024-09-26

Gartner® creates Competitor and Market Intelligence (CMI) as a new category for retail technology in the 2024 Hype Cycle™ report.

NEW YORK & LONDON--(BUSINESS WIRE)-- **EDITED**™, the leading global retail intelligence platform, is thrilled to announce it has been listed as a Sample Vendor for Competitor and Market Intelligence Solutions in the 2024 Gartner® Hype Cycle™ report.

This press release features multimedia. View the full release here:

https://www.businesswire.com/news/home/20240924308921/en/

Gartner names EDITED a Sample Vendor in the retail technology category. (Graphic: Business Wire)

Gartner defines Competitor and Market Intelligence as: "AI-enabled competitor and market intelligence (CMI) solutions track demand signals to provide granular product sales performance. CMI solutions deliver competitive advantage for retailers as they enable real-time, granular insights into their competitors' digital product, pricing and assortment strategies."

"We are honored to be named a 2024 Sample Vendor in the Gartner Hype Cycle for Retail Technologies report. We believe this recognition reinforces our commitment to empowering retailers to make data-backed decisions with connected, AI-fueled insights," said Shellie Vornhagen, CMO at EDITED.

EDITED's Retail Intelligence Platform uniquely combines competitive and market intelligence with a business's

performance and customer data, providing a clear, contextualized view to enhance profitability and customer satisfaction across the entire product lifecycle.

To learn more about Competitor and Market Intelligence and why EDITED is a Sample Vendor, **access the complimentary report here.**

About EDITED:

EDITED is the world's leading AI-powered retail intelligence platform that empowers brands and retailers with real-time insights and actionable recommendations around assortment, pricing, inventory, and site merchandising. We help retailers drive better business outcomes by providing a holistic view that is market-informed, profit-aware, and customer-centric. The world's most successful brands and retailers use EDITED's platform to get closer to their best customers and future-proof their business.

*Gartner, Inc. Hype Cycle for Retail Technologies, 2024. Sandeep Unni. 29 July 2024.
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