

Kana Category Intelligence

The Challenge

Category managers at CPG companies are flying blind. Not because data doesn't exist, but because it lives in the wrong places.

External intelligence is scattered across analyst reports, trade publications, consulting briefs, and social channels. Mining it is manual, slow, and incomplete. By the time research is read, summarized, and turned into a slide, it's stale and it still hasn't been connected to what's actually happening in your own scan data.

Meanwhile, your proprietary POS data sits in a warehouse. It tells you what sold last week. It doesn't tell you *why the category is moving*, where it's going, or what signals to watch.

The result: teams enter buyer meetings, innovation reviews, and brand planning cycles without a current, defensible view of their categories.

The Solution

Category Intelligence is an AI-powered intelligence layer that continuously ingests external category signals, synthesizes them with LLMs, and surfaces them alongside your proprietary scan data in a single conversational interface.

Category managers ask questions in plain English and get grounded, sourced answers in seconds, not days.

Solution Overview: Category Intelligence

How It Works

The system pulls from analyst reports, trade publications, search trends, and social signals on an automated schedule. An LLM extraction pipeline transforms raw content into structured, queryable intelligence: named trend signals, directional sentiment, forward-looking predictions, and category driver attributions, each with a verbatim evidence quote for auditability.

Those signals are then automatically joined to your internal scan data, so every answer tells you not just what the market is saying, but whether your own numbers confirm it, contradict it, or are inconclusive.

Here are some examples of what you can ask it:

- *What are the top trend signals in my category right now, and what sources support them?*
- *Is this segment growing or contracting — and does our own data agree?*
- *Where are we over- or under-indexing versus category trend direction?*
- *Is there early demand signal building before it shows up in our scan data?*
- *Which competitor is taking our share, and why?*

How You Benefit

Signal alignment — confirmed, contradicted, or inconclusive Every external signal is automatically cross-referenced against your proprietary scan data. Contradictions (where analysts say a segment is growing but your sales are declining) are flagged immediately. That distinction drives completely different strategic responses, and no one else is making it automatically.

Leading indicators before POS moves Search trend data is ingested and analyzed weekly. Spike detection flags category keyword movements 6–10 weeks before they show up in point-of-sale data — giving your team a window to act before competitors even see the trend in their weekly files.

Evidence-grounded answers, not hallucinations Every signal in the system carries a verbatim excerpt from its source document. Every numerical claim in a response traces to a



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specific row in a table. Signals without a source quote are filtered out automatically. The system is designed to be cited in a meeting, not just trusted in private.

Weight of evidence across sources When the same trend appears across multiple independent sources, signals are clustered automatically. Responses surface how many independent sources corroborate a claim — giving category managers a way to distinguish a confirmed industry theme from a single analyst's opinion.

Conversational access, no SQL required Category managers ask questions the way they think — "Is the keto bar segment contracting?", "Where are we losing share and to whom?", "What are consumers saying about natural pet care?" The system reasons over the available data, queries the right sources, and returns a structured answer with citations. No data engineering involvement needed.

Why Kana?

Here are a few more ways in which we're proud to be unique:

- **Agentic AI Built by MarTech Architects:** Our founding team has spent decades at the intersection of AdTech and MarTech
- **Data Governance and AI Policy Management:** Centralized data governance and policy enforcement provides a layer of trust, satisfies AI security audits.
- **Insane Velocity Provides You With Speed to Action:** We deploy instantly into your existing stack and move you from raw data to revenue-generating insights in minutes.
- **No Assembly Required:** We eliminate the technical tax of AI by providing the builders, the logic, and the execution layers as a unified service.
- **Future-Proof Architecture:** As your business changes, the agentic layer evolves to meet new challenges.

Ready to begin your agentic marketing era? [Get started today.](https://www.kana.ai)



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