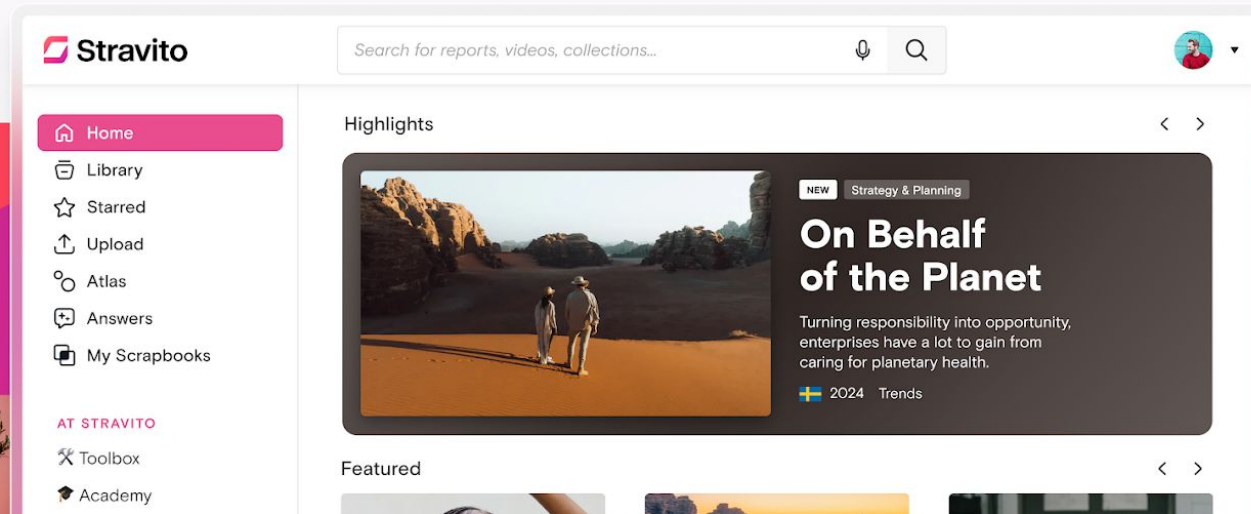


How Newell Brands Integrates Insights into Decision-Making

Samantha Miranda
Customer Success
Stravito

Laura Vennie
Director, User Experience
Newell Brands







Stravito in 60 seconds



The problem:

Research and insights are stored and forgotten. Time is wasted searching, insights go untouched, and knowledge is lost.



The solution:

Democratize access to research and insights, making it fast and easy to make more insights-driven decisions, and get more value from insights.



The result:

A user-friendly knowledge management platform more like Spotify and Netflix than your typical enterprise software.



But tech alone isn't the answer;

The technology that helps to solve these challenges is only one part of the equation.



An integral part of our product development has been the like-minded insights leaders who have chosen to partner with us.





One of our
incredible partners



What is Newell Brands?

Colman's

CRAYON

Q-tips

YANKEE

Shutris

90% OF US HOUSEHOLDS
HAVE OUR PRODUCTS

Contigo

FoodSaver

NOR

Calphalon

OXO

sistema

Mr. Coffee
EST. 1970

Marmot

Ball

CROCK-POT
• THE ORIGINAL SLOW COOKER •

**Our family of over 50 brands is organized into
three operating segments.**



**Learning &
Development**



**Home &
Commercial**



**Outdoor &
Recreation**

CSI Organization



Consumer Insights



User Experience
Insights



Trends



Enterprise Insights



Shopper Insights



Analytics

Our Work



SharePoint



OneDrive



Teams



Individual
Computers

The Vision



1 location

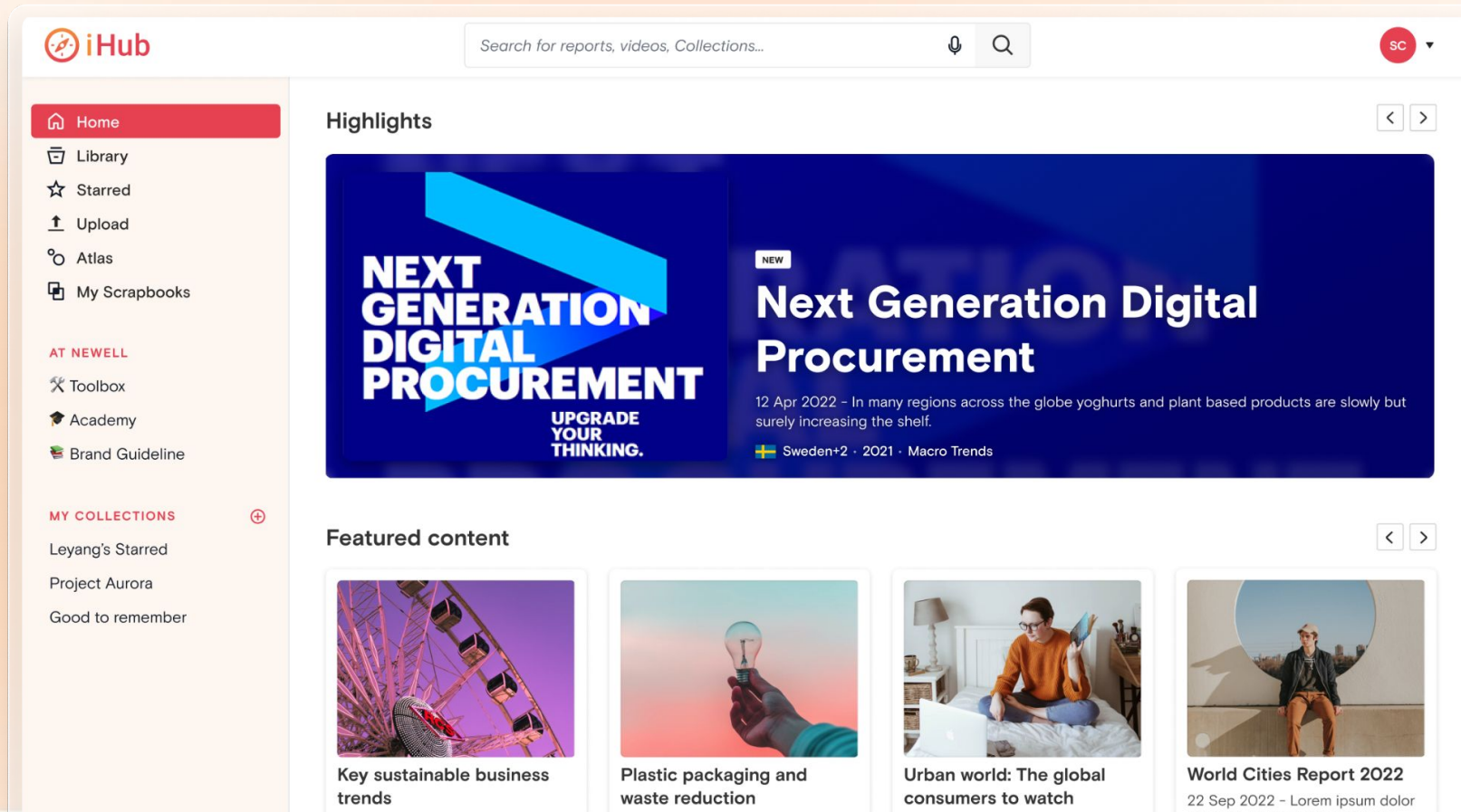


Easily Accessible
by others

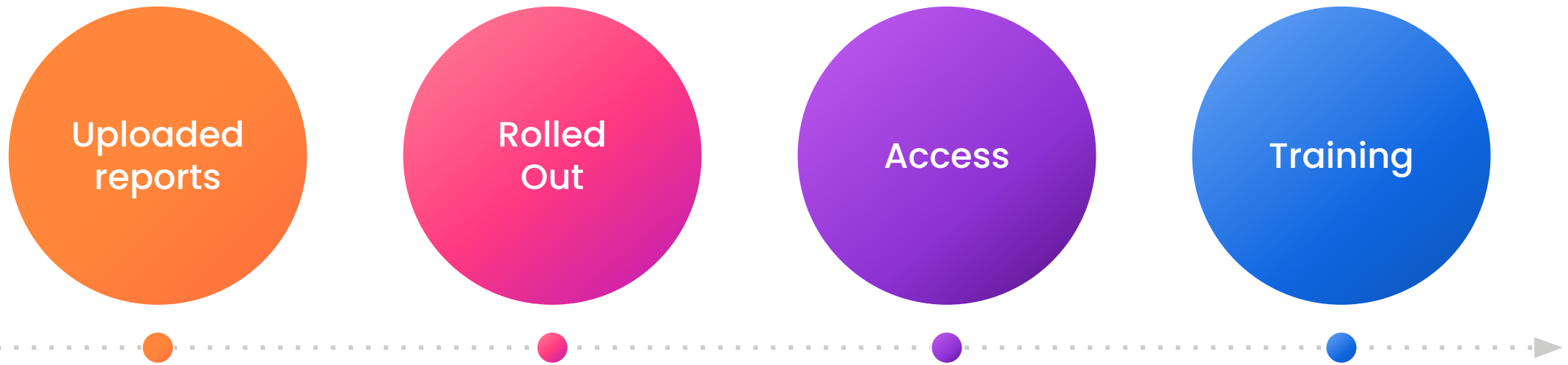


Searchable

Why we chose Stravito



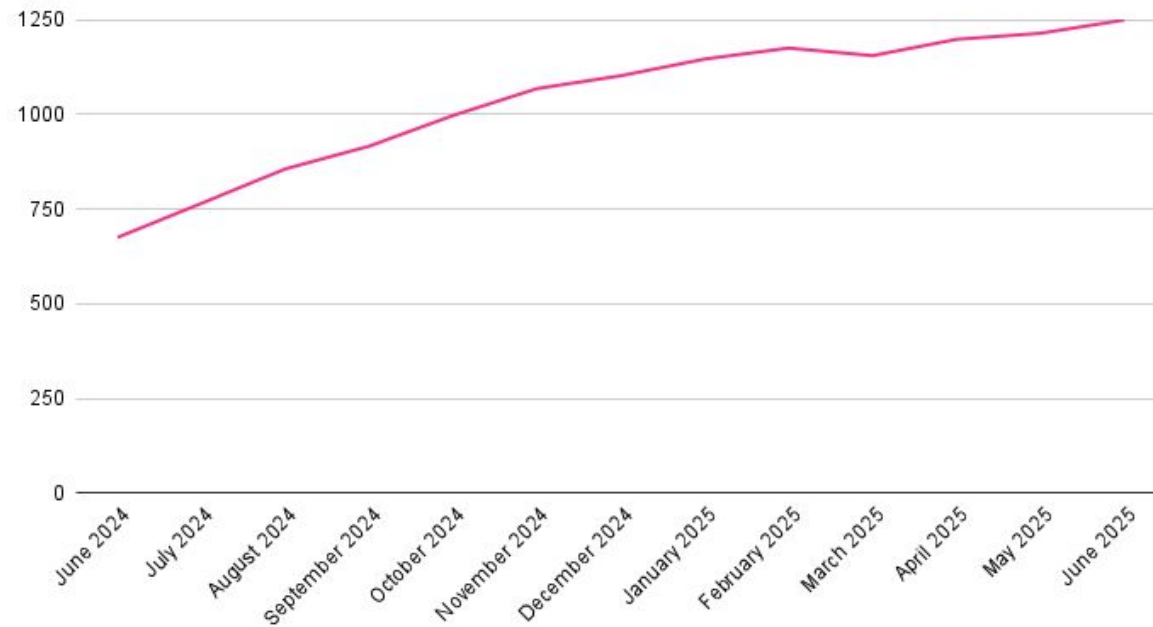
The Transformation Journey



More than
18k
sessions



Active Users June '24 - June '25



More than
28k
content views



The Impact



Increased
Collaboration



Time
Savings



Reduced
Duplication



Insights
Utilization

Going Forward



Expand AI
Access



Deeper
Integration



Expand
Capabilities



Telling the
Story



Thank you!

Questions?

You can also come chat with us at booth #222

