MARKETLOGIC | MARS

April 2025

Reimagining Knowledge Management in the Age of AI

THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS

Session Speakers

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Director of Product Management

MARKETLOGIC

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Global R&D Sensory and Consumer Scientist

MARS Petcare

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Agenda

- Introduction
- DeepSights™: Gen AI for Consumer Insights
- Mars & Market Logic: Partnership History
- Mars Case Study: DeepSights in Action
- Audience Q&A

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MARKETLOGIC

Helping innovative companies run insights-driven operations

SaaS provider of AI platform for insights management

15+ years experience

100+ global customers

150+ integrated partners

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The problem: **Success** rates of innovation are hindered by the underuse of market intelligence

Pressure to innovate

- 95% of executives say launching new products or services is a focus for 2025, and 80% planning to boost investment in product innovation. *Deloitte*

- Companies in CPG must renew 20% to 30% of their revenue base every ten years with new products and services to maintain leadership. *McKinsey*.

New product failure rate across industries dents growth

Source: PDMA

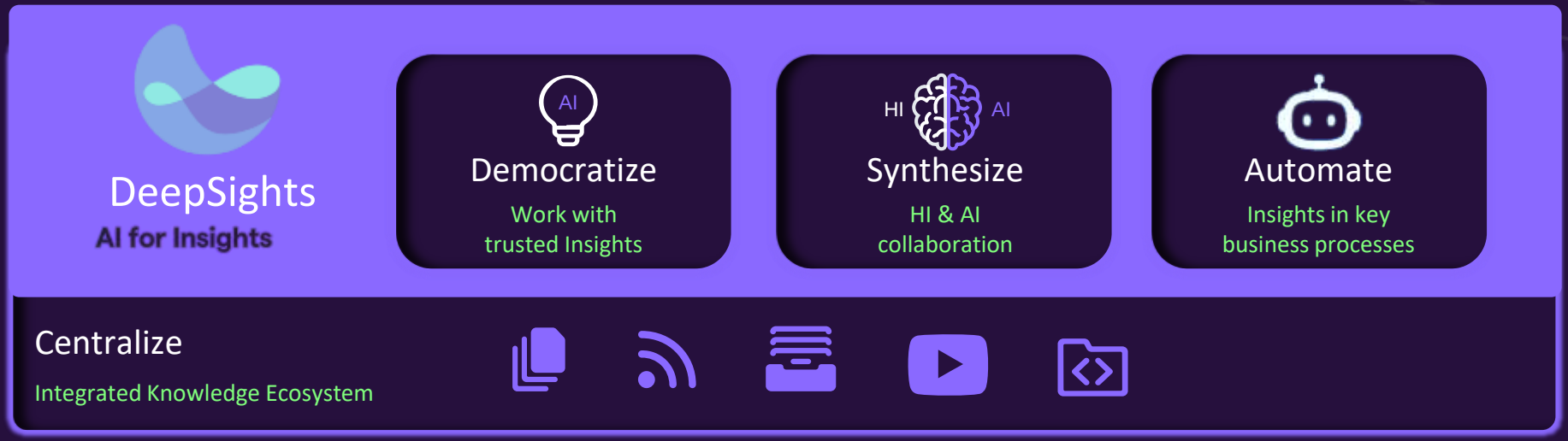
Poor insights ROI

- 89% of leaders in marketing and product management believe that enhanced access to market insights will boost the success of their product launches and advertising. *Insight Platforms & Market Logic Software*.

- 40% of decisions are made without considering consumer and market intelligence data. *Insight Platforms & Market Logic Software*.

Our Solution

Transform market insights into a strategic, AI-powered discipline



DeepSights provides the foundation for your
CMI transformation to drive measurable competitive advantage

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DeepSights reads your

- Trackers
- Charts
- Structured Data
- **Reports**
- Visual Data
- Transcripts
- News

and gives the answer

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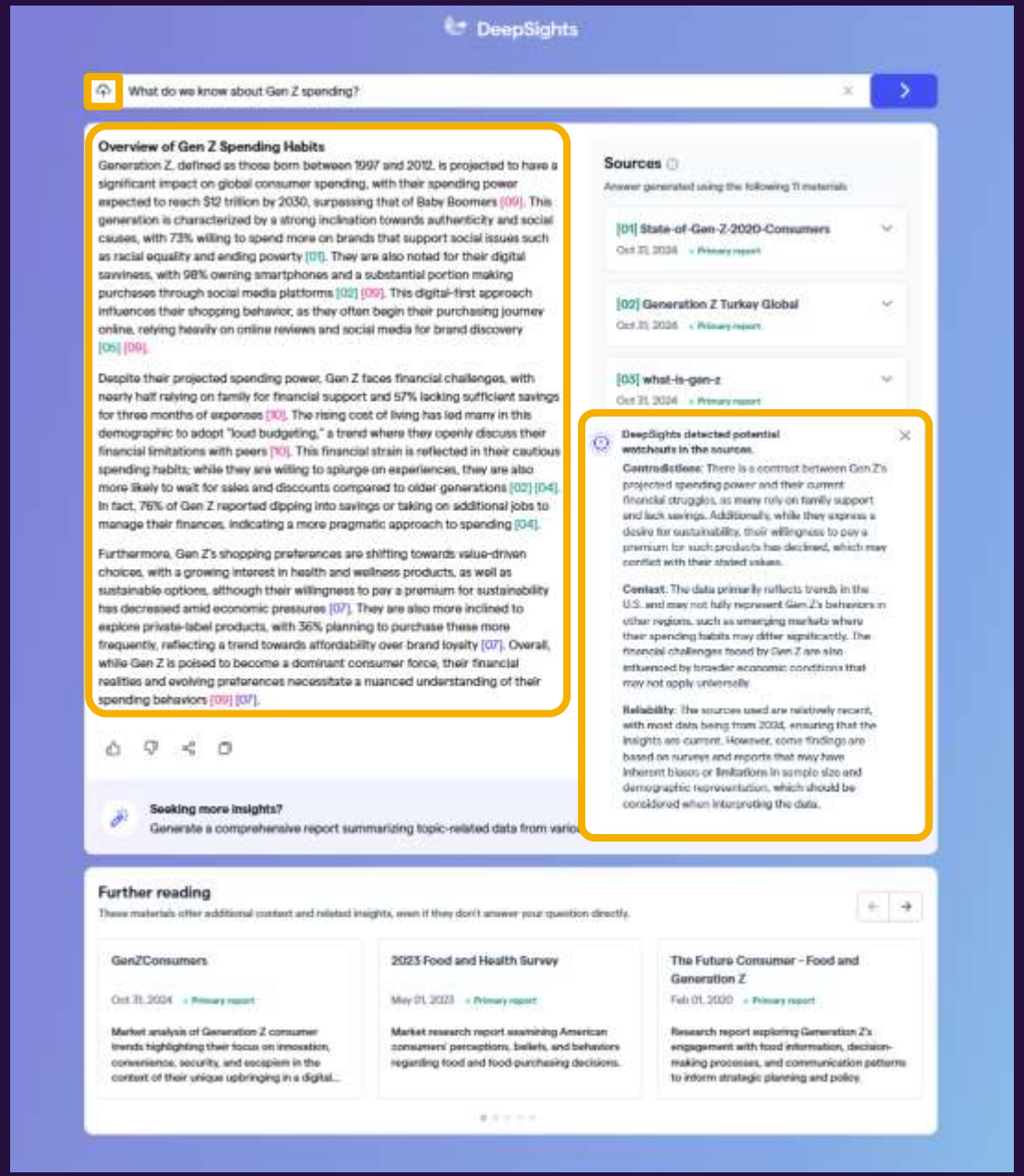
DeepSights

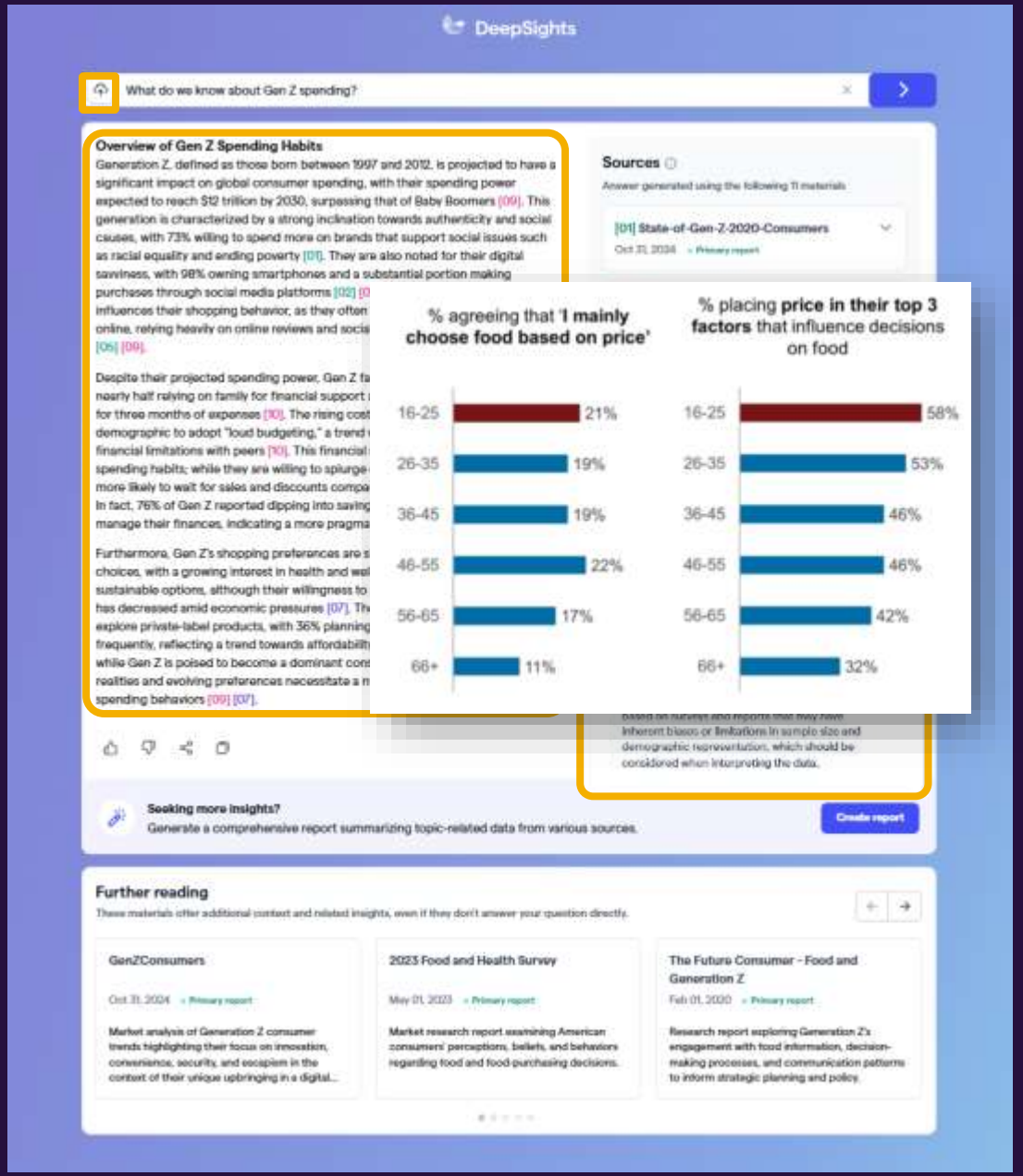
- Integrate all evidence into one answer to contrast and compare
- Tailor which sources DeepSights uses
- Understand data limitations with AI watchouts



DeepSights

- Integrate all evidence into one answer to contrast and compare
- Tailor which sources DeepSights uses
- Understand data limitations with AI watchouts
- Use rich insights from your charts and tables

And as of Q1 2025 we are please to announce text-to-SQL capabilities to query structured databases…



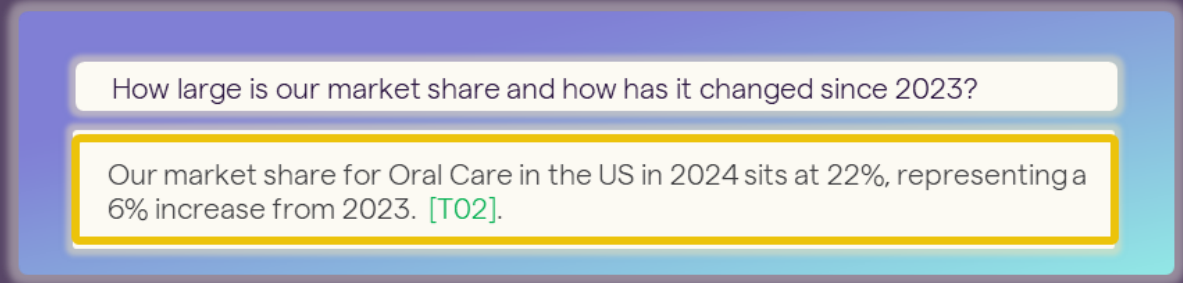
Democratize – Structured Data

Answers from Trackers & Tables

What it does

- Empower teams with a 360° view of consumer and market data
- DeepSights lets anyone in the organization get fast AI-powered insights directly from key data sources like brand trackers, sales or customer experience data, and market mixed modelling
- DeepSights' text-to-SQL model pulls data and trends directly from onboarded data tables

Product Category	Region	Sub-Region	Country	Product Line	Sales Revenue	Reporting Date	Time Period	Growth Rate	Market Share
Skincare	Asia	Southeast Asia	Malaysia	Anti-Aging Creams	1,200,000	1/1/2022	QTR	10%	25%
Haircare	Europe	Western Europe	France	Herbal Shampoos	900,000	3/1/2022	QTR	15%	30%
Oral Care	Americas	North America	USA	Whitening Toothpaste	2,500,000	4/1/2022	MAT	-5%	18%
Deodorants	Asia	South Asia	India	Antiperspirant Roll-On	750,000	7/1/2022	MAT	8%	22%
Cosmetics	Asia	East Asia	Japan	Lipsticks	1,400,000	9/1/2022	QTR	12%	35%
Haircare	Americas	South America	Brazil	Conditioning Masks	1,000,000	12/1/2022	MAT	9%	28%



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MARS Partnership

MARS & Market Logic Partnership Evolution

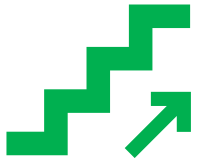
2015

Mars & Market Logic Partnership Begins

2021

Zero Waste Initiative Success

2022-2023



Platform V3 + asset, source + usage growth

2024

DeepSights

AI Assistant + 3 new feature launches

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$767M Knowledge Asset

MARS primary research & insights includes content from selected syndicated partners & connectors

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Case Study

Pet parents want their dog kibble to remind them of roasted chicken dinner

What do we know about dog kibble appearance and pet parents' preferences?

What do we know about the impact of aroma?

Synapse

Enables knowledge harvest at the speed of innovation

Let's create prototypes to deliver on appearance and aroma expectations

Looks good, smells good--and my dog loves it!

Let's recruit pet parents to gain their input

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Capabilities & Synapse Awareness

Direct to Users

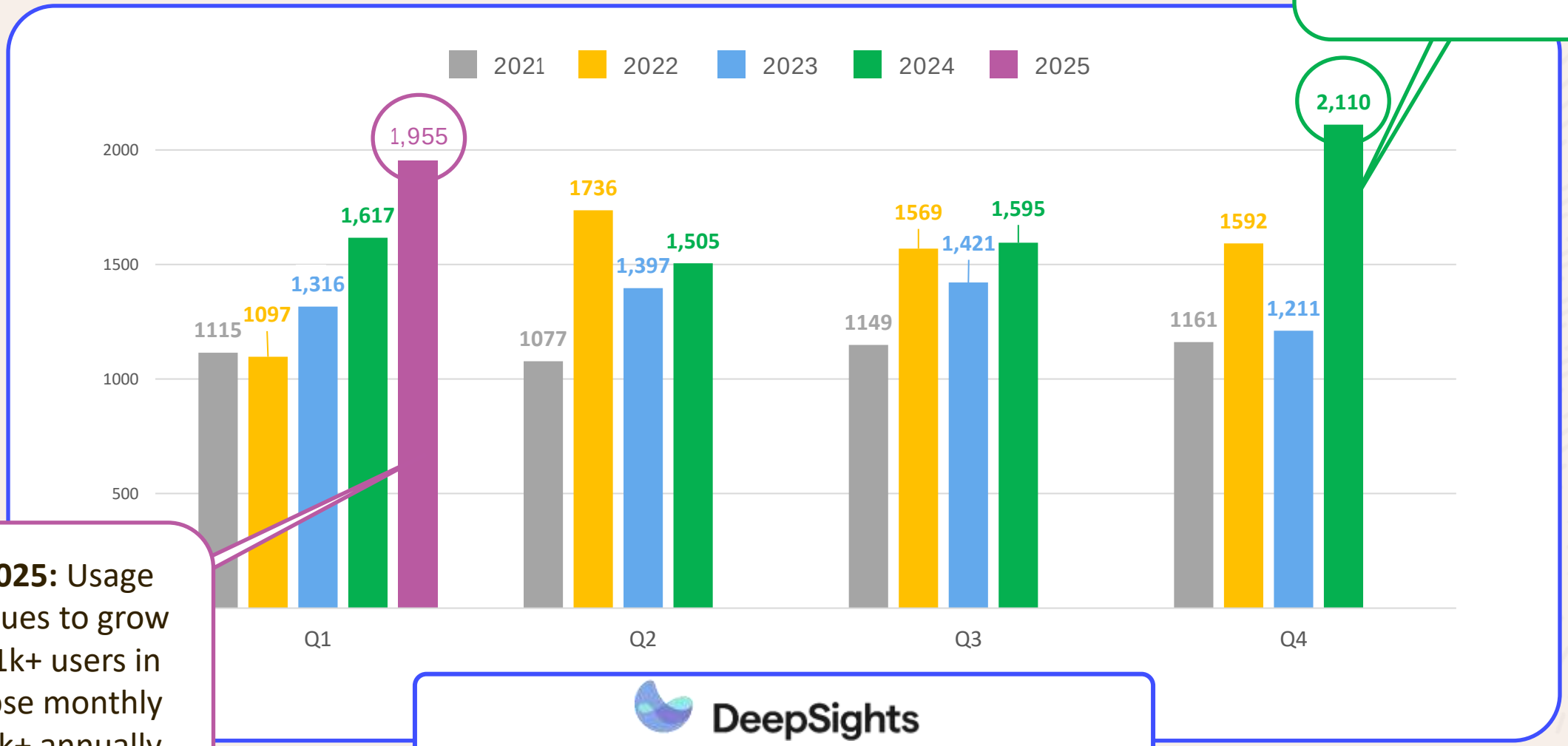
- **R&D**
  - Product developers
  - Consumer technical insights
- **Marketing**
  - Insights managers
  - Brand managers
- **Sales teams**

Embedded into Trainings & Project Awareness

- **Capabilities trainings**
  - Tools and methods for consumer and sensory research
  - Innovation & change management processes
- **Onboarding of new associates**
- **Project Updates**

DeepSights™ as an accelerator of insights usage

Q4 2024: Mars hits record number of users in the platform



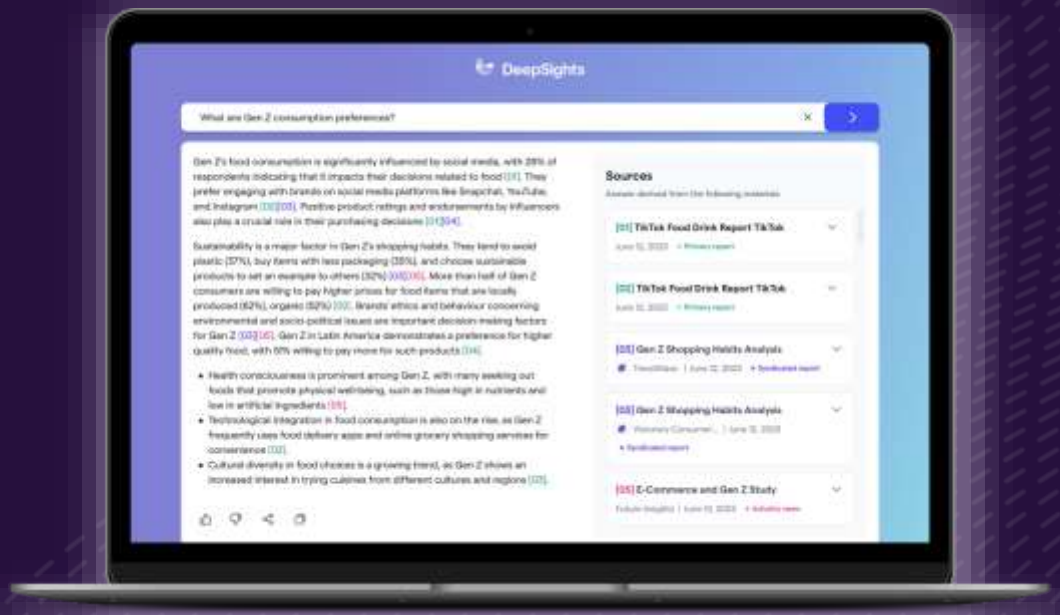
Q1 2025: Usage continues to grow with 1k+ users in Synapse monthly and 4k+ annually

DeepSights

Over 10,000 Questions Asked
Over 1,000 Unique users

Audience Q&A

See DeepSights for yourself



*Visit us at **Booth 604** for a live demo*

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