

Driving organizational change with AI- powered insights

Session Speakers



Olaf Lenzmann

Co-founder and Chief Innovation
& Product Officer



Julie Sherman

Vice President of Global Customer
Success





Helping innovative companies run insights-driven operations

SaaS

provider of AI platform
for insights management

15+

years experience

100+

global customers

150+

integrated partners





The Challenge





Do your insights drive the business decision?



The Power of Human Expertise

- ✓ Strategic Interpretation
- ✓ Context Understanding
- ✓ Empathy

Today's Challenge

X Days to access insights

X Disconnected decision moments

Of all the decisions you make in your role today, what percentage are informed by evidence from consumer research, data and insights?



Brand/ Marketing Teams

67%



Product/ Innovation Teams

55%





DeepSights

Generating impact from your insights



Insights democratization – check-list

☐ Low-barrier to use

☐ Actionable responses

☐ Available everywhere

☐ Encodes best practices

☐ Trusted results

☐ Built for insights



- ✓ **Low barrier to use** through natural question/answer or chat interaction
- ✓ **Available** in MS Teams, Slack, Google Chat
- ✓ **Trusted results** through AI learning & optimization with 50+ customers
- ✓ **Actionable responses** that compare, contrast, and provide watch-outs
- ✓ **Best practices** through AI guidance and prompt libraries
- ✓ **Built for insights** with chart extraction, evidence classification, source guidance, ...

The screenshot displays the DeepSights interface. At the top, the DeepSights logo is visible. Below it, a search bar contains the query "What do we know about Gen Z spending?". The main content area is divided into two columns. The left column, titled "Overview of Gen Z Spending Habits", contains three paragraphs of text discussing Gen Z's spending power, financial challenges, and shopping preferences. The right column, titled "Sources", lists six sources with their respective dates and primary reports. Below the sources, there is a "Manage sources" button. At the bottom of the interface, there is a "Further reading" section with three additional sources. The overall layout is clean and professional, with a blue and white color scheme.

DeepSights

What do we know about Gen Z spending?

Overview of Gen Z Spending Habits

Generation Z, defined as those born between 1997 and 2012, is projected to have a significant impact on global consumer spending, with their spending power expected to reach \$12 trillion by 2030, surpassing that of Baby Boomers [09]. This generation is characterized by a strong inclination towards authenticity and social causes, with 73% willing to spend more on brands that support social issues such as racial equality and ending poverty [01]. They are also noted for their digital savviness, with 98% owning smartphones and a substantial portion making purchases through social media platforms [02] [09]. This digital-first approach influences their shopping behavior, as they often begin their purchasing journey online, relying heavily on online reviews and social media for brand discovery [05] [09].

Despite their projected spending power, Gen Z faces financial challenges, with nearly half relying on family for financial support and 57% lacking sufficient savings for three months of expenses [10]. The rising cost of living has led many in this demographic to adopt "loud budgeting," a trend where they openly discuss their financial limitations with peers [10]. This financial strain is reflected in their cautious spending habits; while they are willing to splurge on experiences, they are also more likely to wait for sales and discounts compared to older generations [02] [04]. In fact, 76% of Gen Z reported dipping into savings or taking on additional jobs to manage their finances, indicating a more pragmatic approach to spending [04].

Furthermore, Gen Z's shopping preferences are shifting towards value-driven choices, with a growing interest in health and wellness products, as well as sustainable options, although their willingness to pay a premium for sustainability has decreased amid economic pressures [07]. They are also more inclined to explore private-label products, with 36% planning to purchase these more frequently, reflecting a trend towards affordability over brand loyalty [07]. Overall, while Gen Z is poised to become a dominant consumer force, their financial realities and evolving preferences necessitate a nuanced understanding of their spending behaviors [09] [07].

Sources

Answer generated using the following 11 materials

- [01] State-of-Gen-Z-2020-Consumers
Oct 31, 2024 • Primary report
- [02] Generation Z Turkey Global
Oct 31, 2024 • Primary report
- [03] what-is-gen-z
Oct 31, 2024 • Primary report
- [04] The State of Fashion 2023
Jan 01, 2023 • Primary report
- [05] Generation z full report final
Feb 01, 2020 • Primary report
- [06] State of the Consumer 2024: What's now and what's next

[Manage sources](#)

DeepSights detected potential watchouts in the sources. [View details](#)

Seeking more insights?
Generate a comprehensive report summarizing topic-related data from various sources. [Create report](#)

Further reading
These materials offer additional context and related insights, even if they don't answer your question directly.

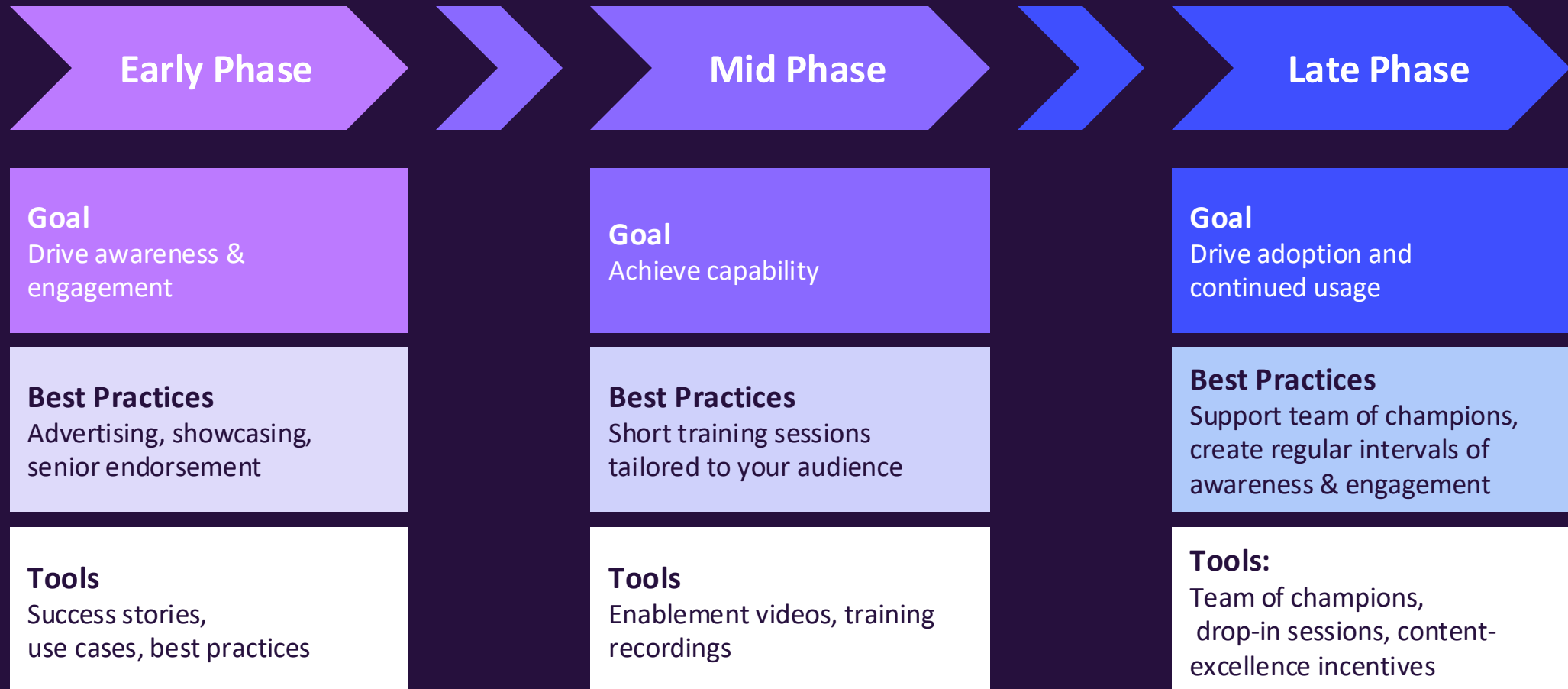
- GenZConsumers**
Oct 31, 2024 • Primary report
Market analysis of Generation Z consumer trends highlighting their focus on innovation, convenience, security, and escapism in the context of their unique upbringing in a digital...
- 2023 Food and Health Survey**
May 01, 2023 • Primary report
Market research report examining American consumers' perceptions, beliefs, and behaviors regarding food and food-purchasing decisions.
- The Future Consumer - Food and Generation Z**
Feb 01, 2020 • Primary report
Research report exploring Generation Z's engagement with food information, decision-making processes, and communication patterns to inform strategic planning and policy.



Change Management



Change Management Framework



Use Case 1: Quickly prep your stakeholders

Challenge

- Last minute request from **buying team**
- You need to prepare critical insights for **manufacturer negotiations**
- Tight deadlines means you risk **overlooking critical insights** that could impact the deal

Solution

- Ask **DeepSights** for topic overview topic (e.g. pricing trends, supplier reliability)
- DeepSights analyzes **reports and visual data**, delivering concise insights
- You can validate answers or dive deeper with **cited sources**
- DeepSights generates a **full, shareable report** in minutes

Impact

- You saved hours of manual work (up to **two hours per question**)
- You provide accurate, actionable insights under **tight deadlines**
- Your **buying team is prepared** to secure optimal deals & maintain competitiveness.

Use Case 2: On the spot, real-time insights

Challenge

- You are asked a consumer insights question **while in a meeting**
- *Question: “What were the key growth drivers for pet care products in the US in 2024?”*
- This question falls outside of your prepared materials

Solution

- You open **Microsoft Teams** and type the question into a chat with @deepsights
- DeepSights returns a **comprehensive answer** in seconds, and you share it with the room
- You can continue to ask DeepSights **follow-up questions** as the meeting continues

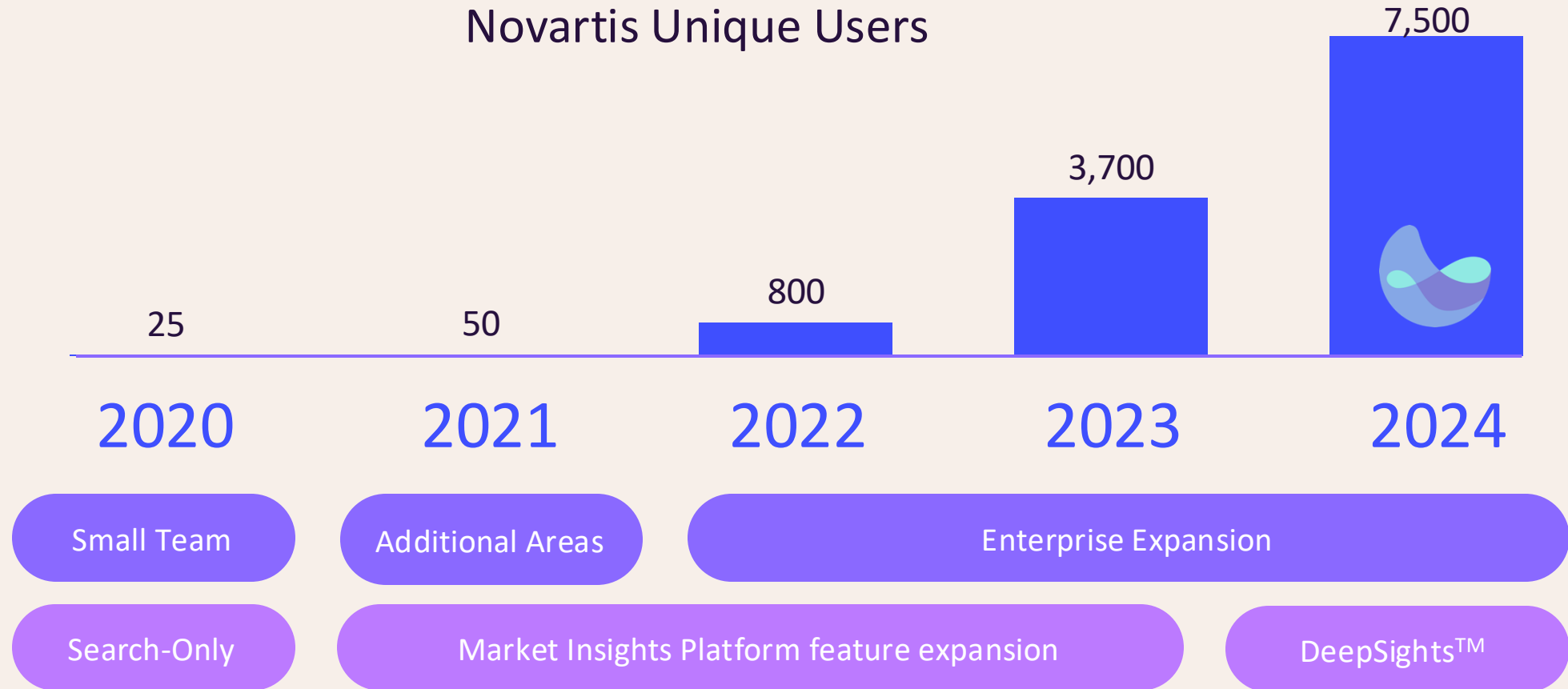
Impact

- Provide accurate, data-backed **answers in real time**
- **Keep the meeting productive** and engaging with instant insights
- Build **credibility and trust** with stakeholders by delivering information on demand



Client Use Case

“Great things have small beginnings” —Sir Francis Drake



AI Change management roadmap: Your blueprint for growth



Read more at: www.marketlogicsoftware.com



Conclusion



Human
expertise



Connection to
decisions



Human expertise

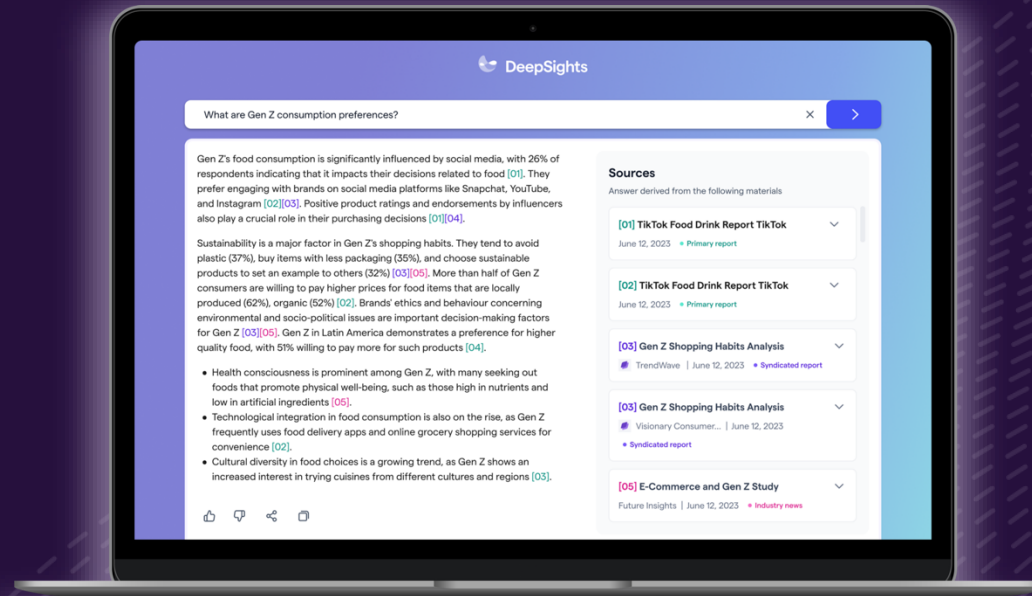
- Strategic Interpretation
- Business Guidance



Force multiplied with AI

- 24x7 Insights Distribution
- Situational & Automated

See DeepSights for yourself



Visit us at **Booth 508** for a live demo

