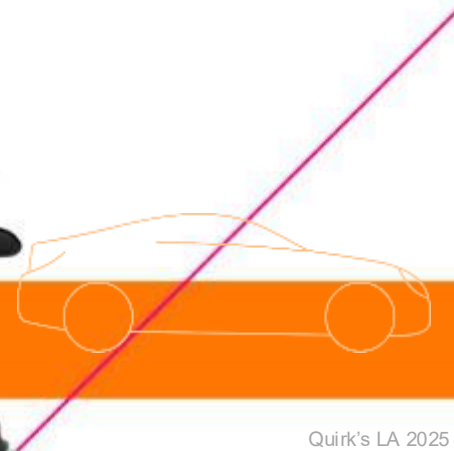# The power of precision
## Redefining data collection in a real-time world

Azure and Delineate

# Hello!

**Rafal Gajdamowicz**
Chief Executive Officer
Azure Knowledge Corporation

**Siva H**
Vice President, Client Services
Azure Knowledge Corporation

**James 'JT' Turner**
Founder & CEO
Delineate

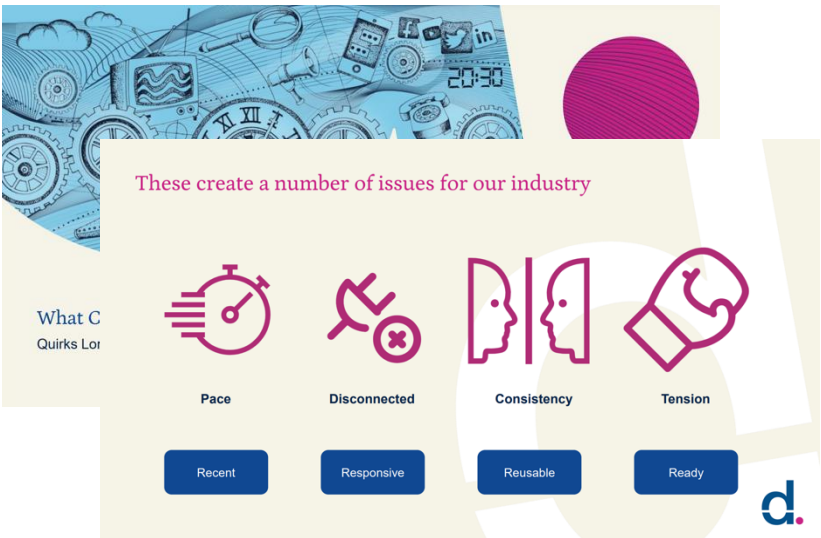# The Power of Precision

# Clients still want the '4 Rs' from Market Research



**Recent**          **Responsive**          **Reusable**          **Ready**

# The evolution of survey data collection demands precision

**2025**

Synthetic

Predictive Models built on survey data

Always-on

Research Technology

Waves

Traditional research process

EFFICIENCY  QUALITY  SPEED  COST

AZURE
Quality Data – Captured Globally

delineate
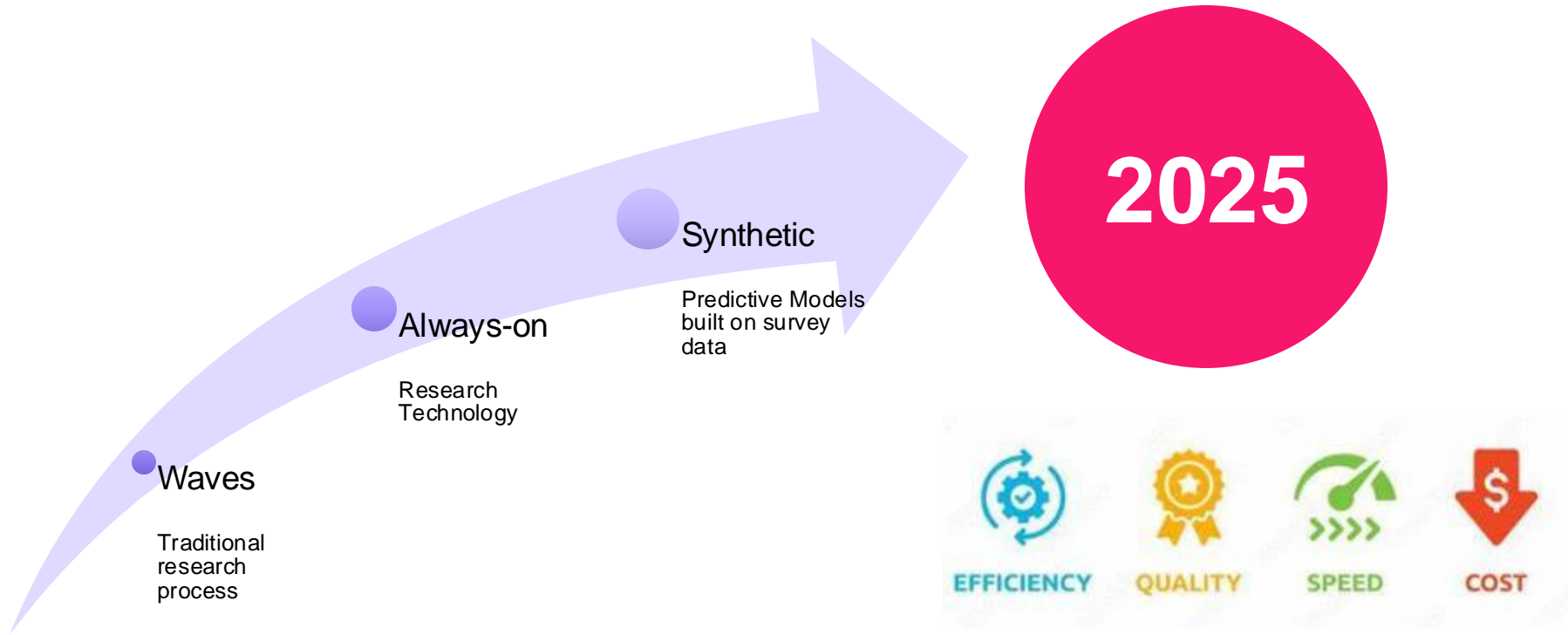
# pre·ci·sion
[prɪˈsɪʒn]

noun

*precision* (noun) · *precisions* (plural noun)

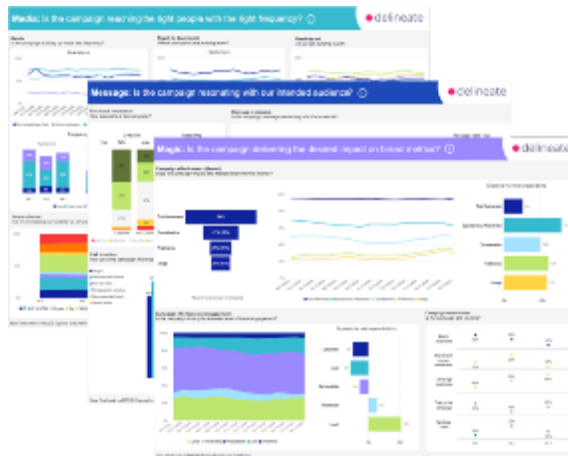1.  the quality, condition, or fact of being exact and accurate:
    "the deal was planned and executed with military precision"
    - marked by or adapted for accuracy and exactness:
      "a precision instrument"

AZURE

•delineate

# Delineate Proximity™ - real-time end-to-end research

# Delineate Proximity™ - real-time end-to-end research



**DESIGN**

Survey design grounded in business questions. Set up for sophisticated analysis

**COLLECT**

Automated, daily data collection: more robust sampling

**TRANSFORM**

Real-time data transformation, weighting & processing

**CURATE**

Real-time data curation, synthetic & analytics

**EXPOSE**

Insights – on demand or in house to drive decision making

**EMBED**

Embed insights to support decision making at speed

**Galio** AZURE
Quality Data - Captured Globally

●delineate
**PROXIMITY**

AZURE ●delineate

# Technology focused face-to-face interviewing quality



Galio

| | |
|---|---|
| Live & digital monitoring | Optimization and tracking of routes |
| | GALIO | |
| Quality control | Mobile application |

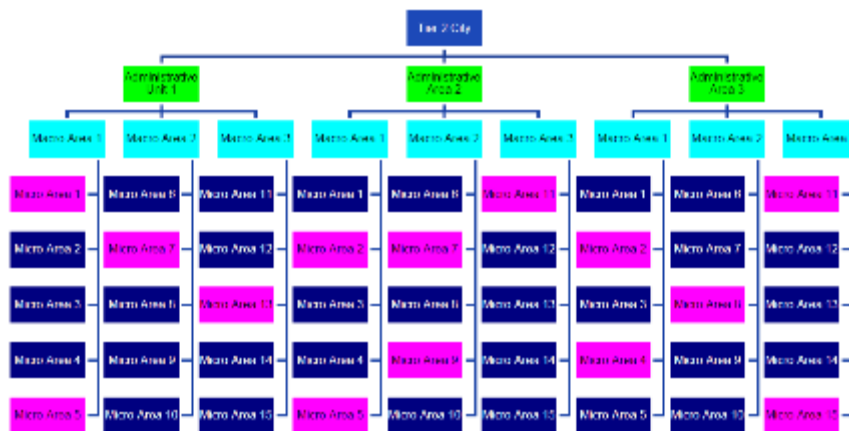# Seamless integration of online and offline sampling

**Always-on**

**Seamless mixed mode**

**Inspired by social research**

**Underrepresented groups**

**Dynamic quota adjustment**

**Stratified Random Sample**
**Primary Sampling Units**
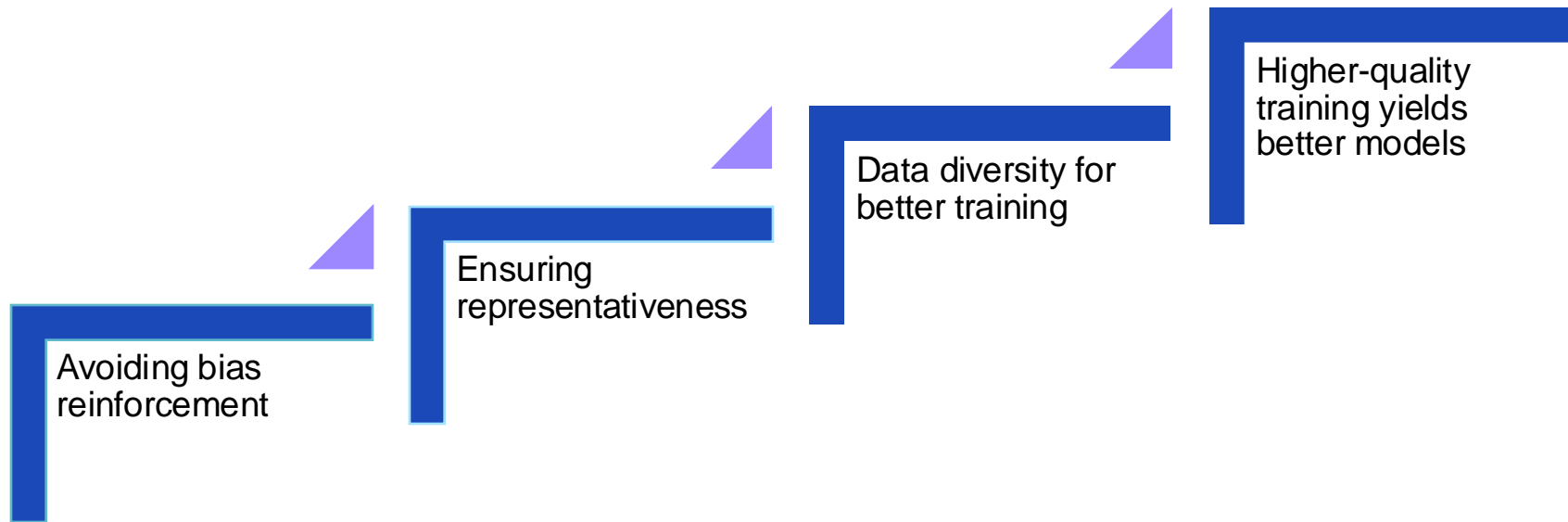
# Case Study



## The Coca-Cola Company

### Global Campaign Experience Tracking

- Delineate partnered with global beverage giant The Coca-Cola Company to set up global tracking of their advertising experiences.

- Through Delineate Proximity™, we have been able to track thousands of campaign experiences, enabling better decisions to be made faster, increasing ROI for campaign spend.

- Thousands of users across the company using real-time dashboards and analytics teams taking advantage of real-time data feeds.

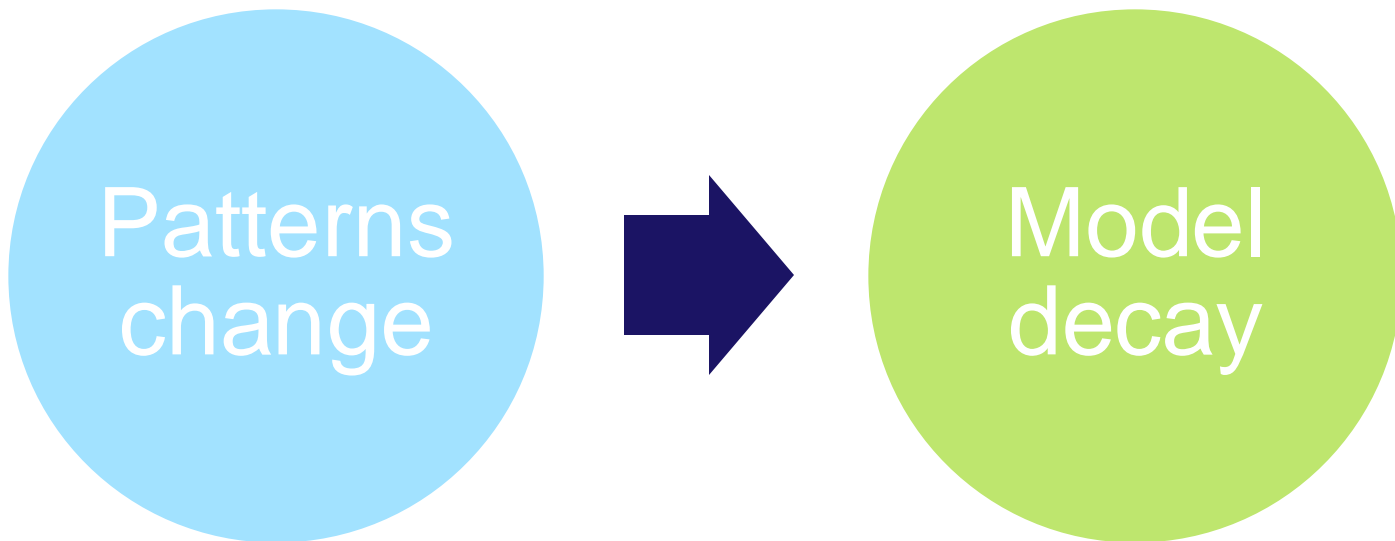- Over 50 countries and growing with 85 languages.

*"I can say – at a minimum – we are able to increase the effectiveness of our campaigns by 25%, because we now have the ability to shape and adjust them on the fly."*

# As we build synthetic datasets there are some key learnings

Avoiding bias reinforcement

Ensuring representativeness

Data diversity for better training

Higher-quality training yields better models

**Synthetic data is only as good as the natural data it learns from!**

AZURE
Quality Data – Captured Globally

●delineate

# Synthetic data needs constant updates to stay relevant

**Patterns change** → **Model decay**

# Key takeaways

**Real-time** data collection and processing unlocks potential

Sophisticated **sampling designs** can improve precision

High **quality data** is needed with or without synthetic models

# Questions

???

# The power of precision
**Redefining data collection in a real-time world**

Azure and Delineate