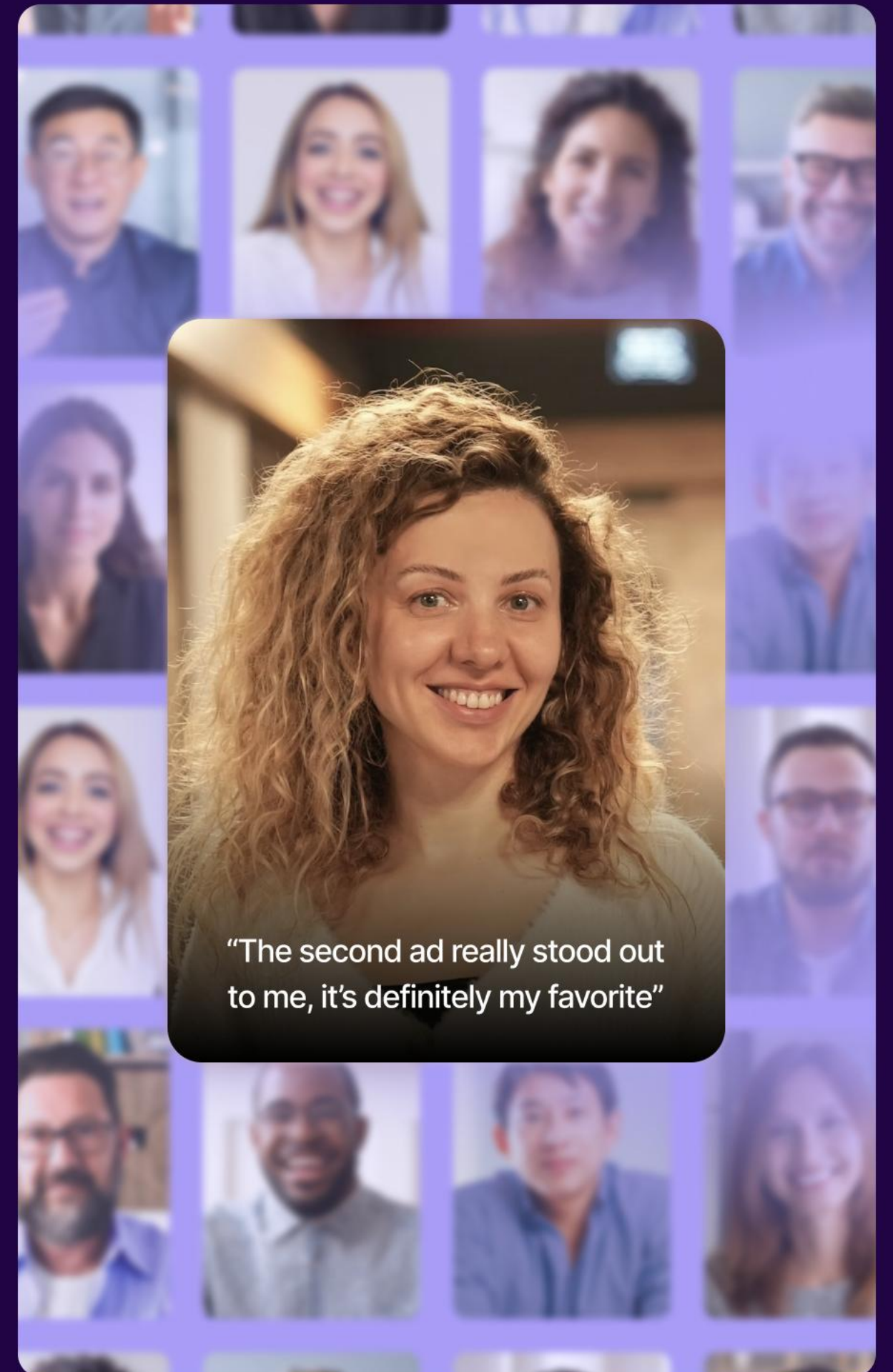Quirks NY, 23rd July 2025

Building the future of Insights

Jökull Snæbjarnarson, CPO, GetWhy

"The second ad really stood out to me, it's definitely my favorite"

GetWhy

Agenda

GetWhy

That advertisement was fully AI generated

- Few prompts

- Few dollars

- Few hours

The time from idea to creation has never been shorter

The great acceleration of content creation

- As it get's easier and faster we also create exponentially more

- From 2 zetabytes of data in 2010 to 181 zetabytes in 2025 YTD

- 10% of all websites created last month were generated by AI Startup Lovable

Global Data Generated Annually

GetWhy
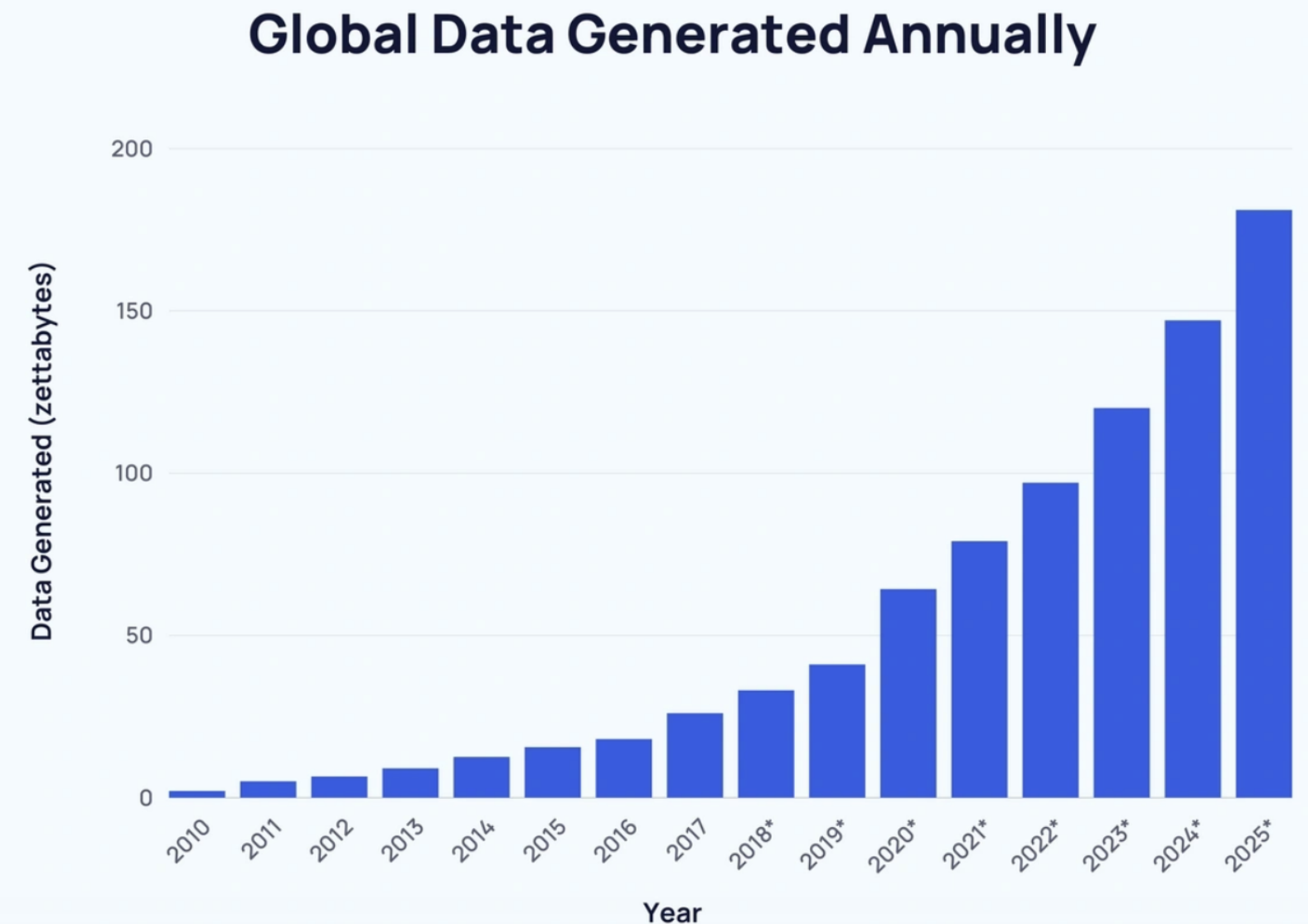
There's waste, content overload and dropping engagement as we create more than ever before.
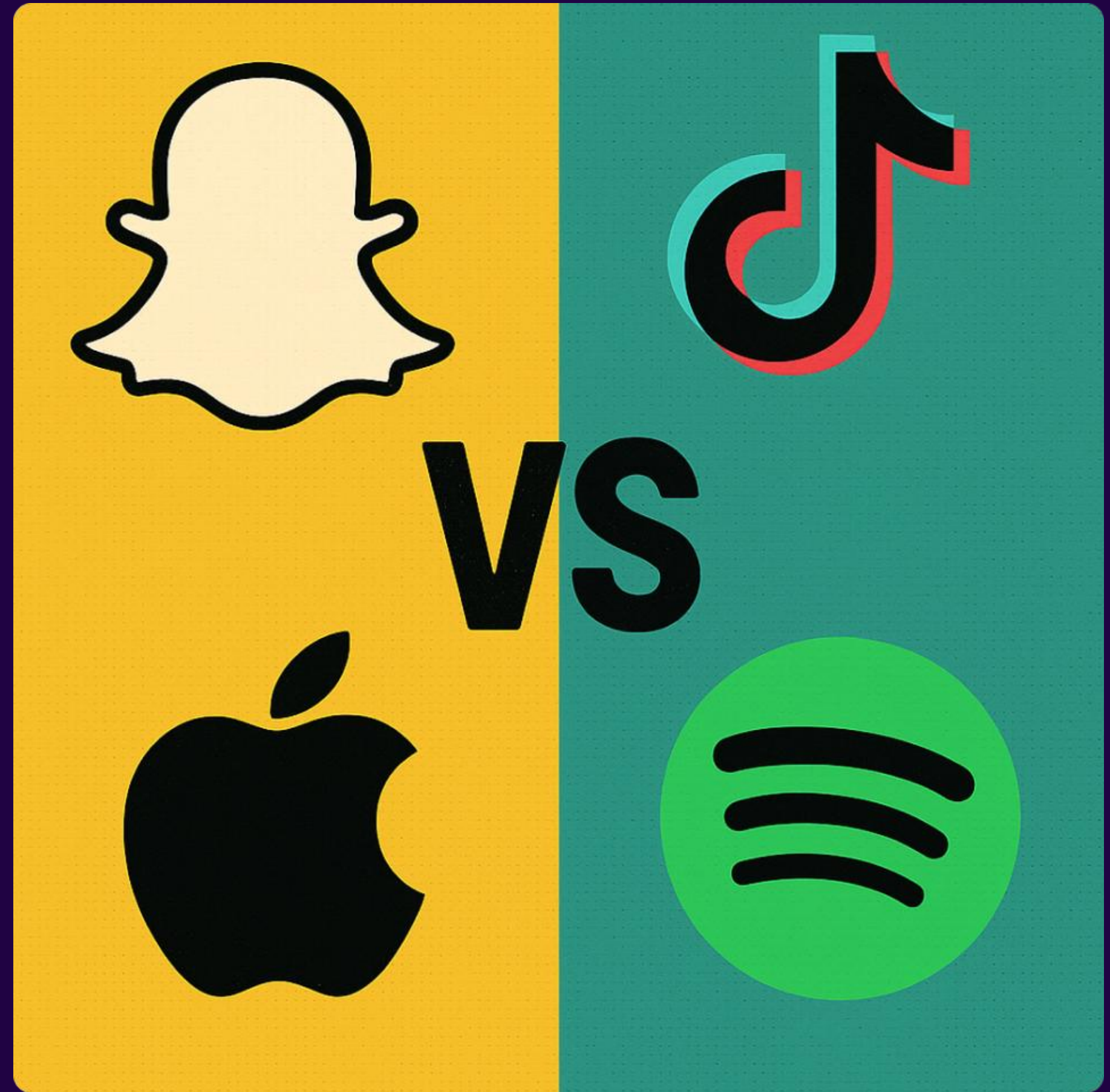
Making it harder to cut through the noise

GetWhy

In a fast-moving, competitive landscape, it's easy to fall into the trap of focusing too much on the competition

Snapchat mimics TikTok—with poor results.

Spotify however pulled ahead of Apple by understanding its users—building features like Discover Weekly, Wrapped, and Blend.

As we innovate like never before, the need for empathy and customer understanding has never been higher.

And in a world where products are easy to create, it's this deep, specific knowledge of your customer that forms the strongest competitive advantage.

GetWhy

"Empathy makes you
a better innovator."

- Satya Nadella, Microsoft CEO

GetWhy

How can we power businesses with empathy and true customer understanding?

GetWhy

Even before the era of AI, gathering qualitative insights was too slow, too costly, and delivered in a format not built for impact.

GetWhy

So companies have compromised and started using surveys more and more

- More than half of Market Research budgets are spent on surveys

- It's not giving you the why and the depth and understanding you need.

- It's not reliable data, more than half of the data point you get are fraud
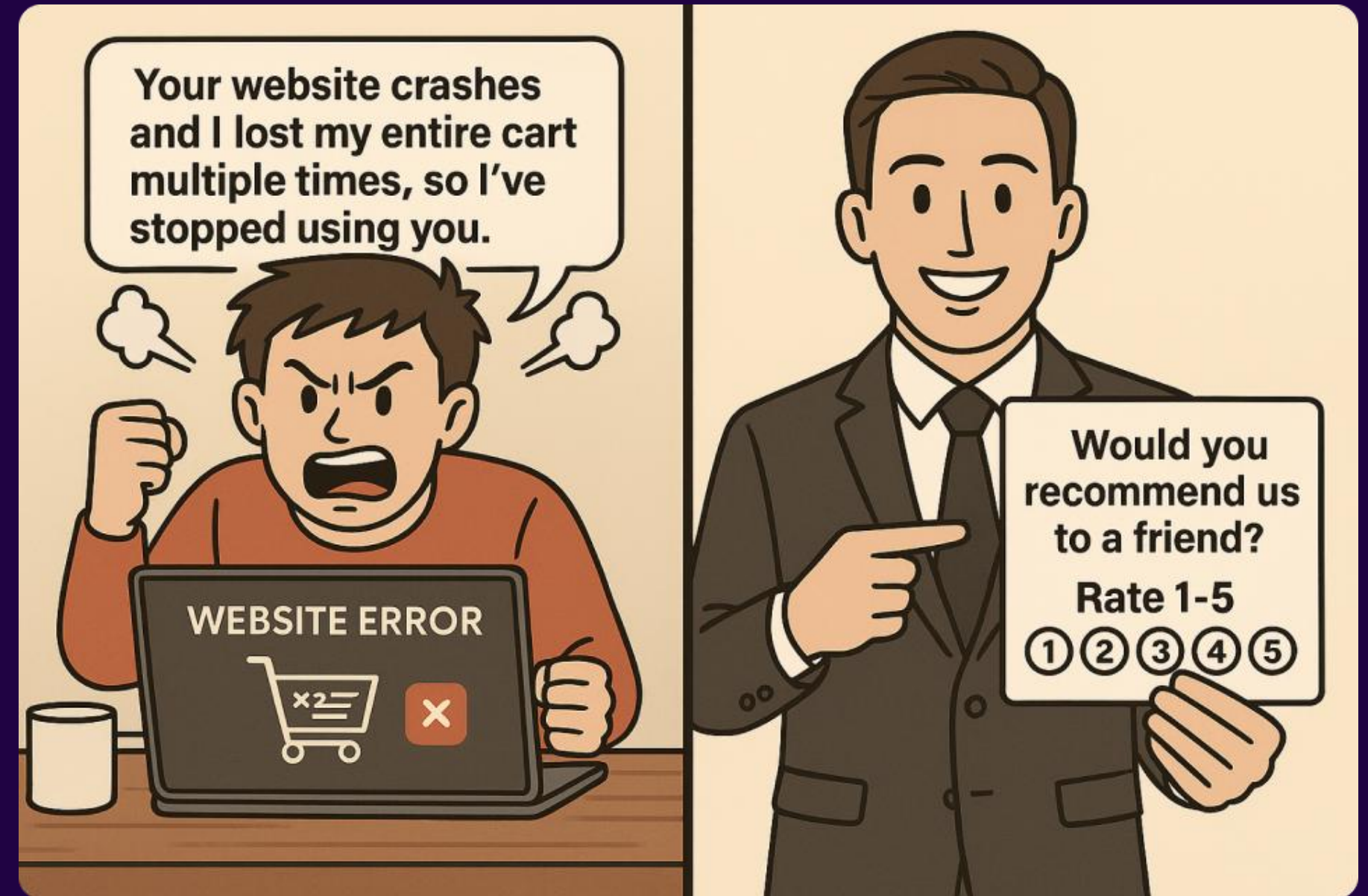
GetWhy

AI is paving the way for empathy at scale.

And that's what we are doing at GetWhy

GetWhy

With the help of AI we don't have to sacrifice quality for scale, speed and price

Empathy

Videos, Richer storytelling, better understanding

Data Quality

You can validate the sample (with AI) when you can see the participants

The 'why' behind the 'what'

Measuring and comparing is simply not enough

GetWhy

Video based AI moderated interviews

- Prompts deeper for Why

- Makes sure the participants answer the question

- Can be domain experts on any Company knowledge

GetWhy

Video based AI moderated interviews

- 1.8x better than unmoderated on average

- And significantly better than human moderated

Quotes	Words per question	Explicit elaboration per question[1]
Unmoderated (baseline)	1x	1x
AI moderated	1.8x	1.6x
Human moderated	1.1x	1.3x

1. Count of how often "because", "since", "as", "due to" appear in the quotes, as explicit indications of participants providing reasons for why they say as they do

GetWhy
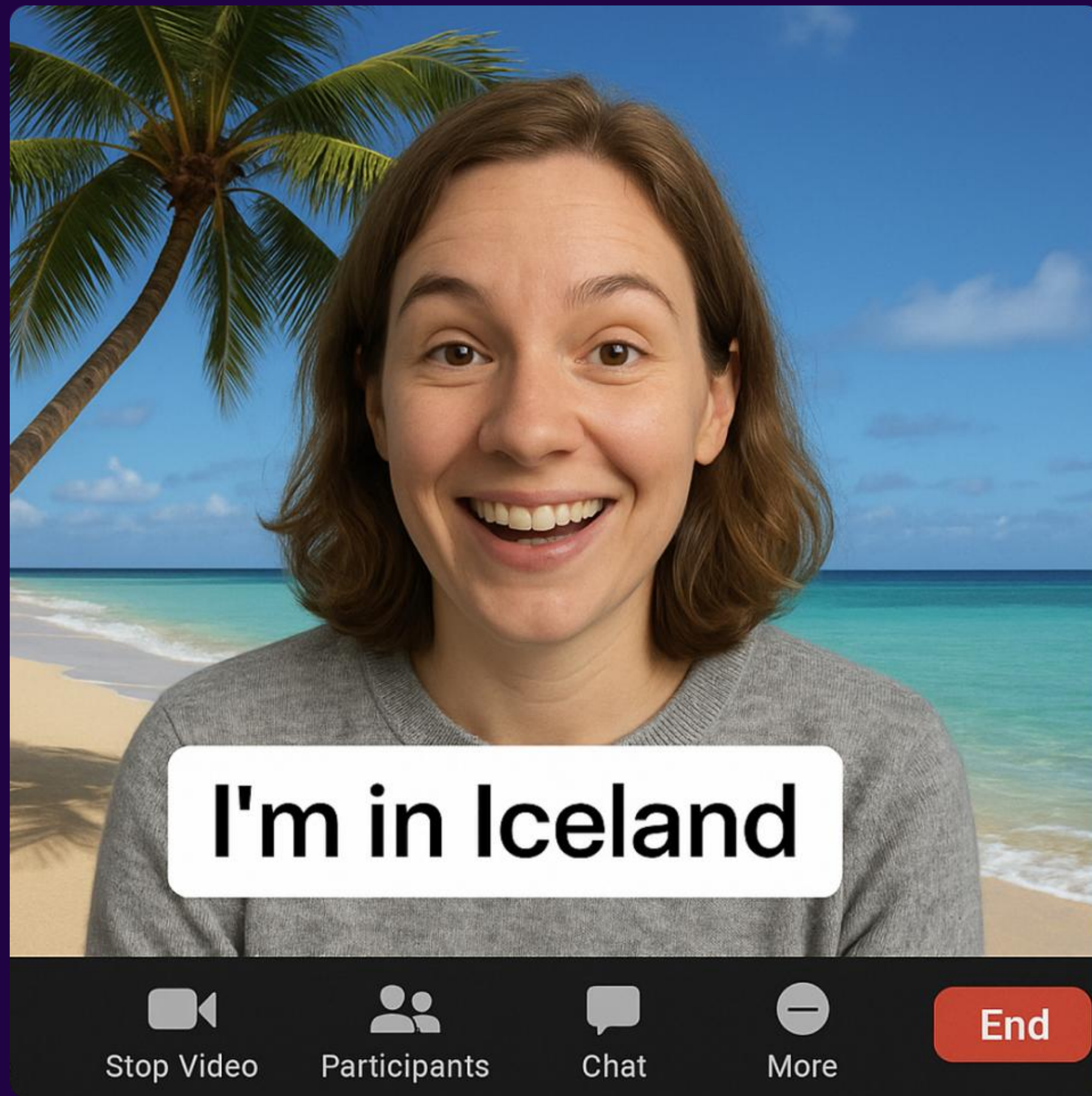
Data Quality is not a „nice to have"

Using video, audio, tone and transcripts we can ensure high quality interviews. Applying llms and neural nets and ml models to check:

1. Different types of fraud
2. Duplicate participants
3. Poor interviews and answers
4. Screener vs interview inconsistencies
5. AI assisted interviews
6. AI Agents doing interviews

GetWhy

It's qualitative research at global scale

Conducting hundreds of AI-moderated interviews simultaneously, across the globe, in each participant's native language.

GetWhy

*Getting fast high quality data is only part of it…*

GetWhy

Proactive storytelling for the modern business is what drives the impact

GetWhy

GetWhy Studio

Imagine research as effortless and engaging as Netflix, designed for maximum impact.

Powered by GetWhy and fully automated, it's an always-on platform delivering an infinite stream of visually compelling insights
Rooted in real people and real stories—crafted to drive action and tell powerful stories across both expert and non-expert audiences.
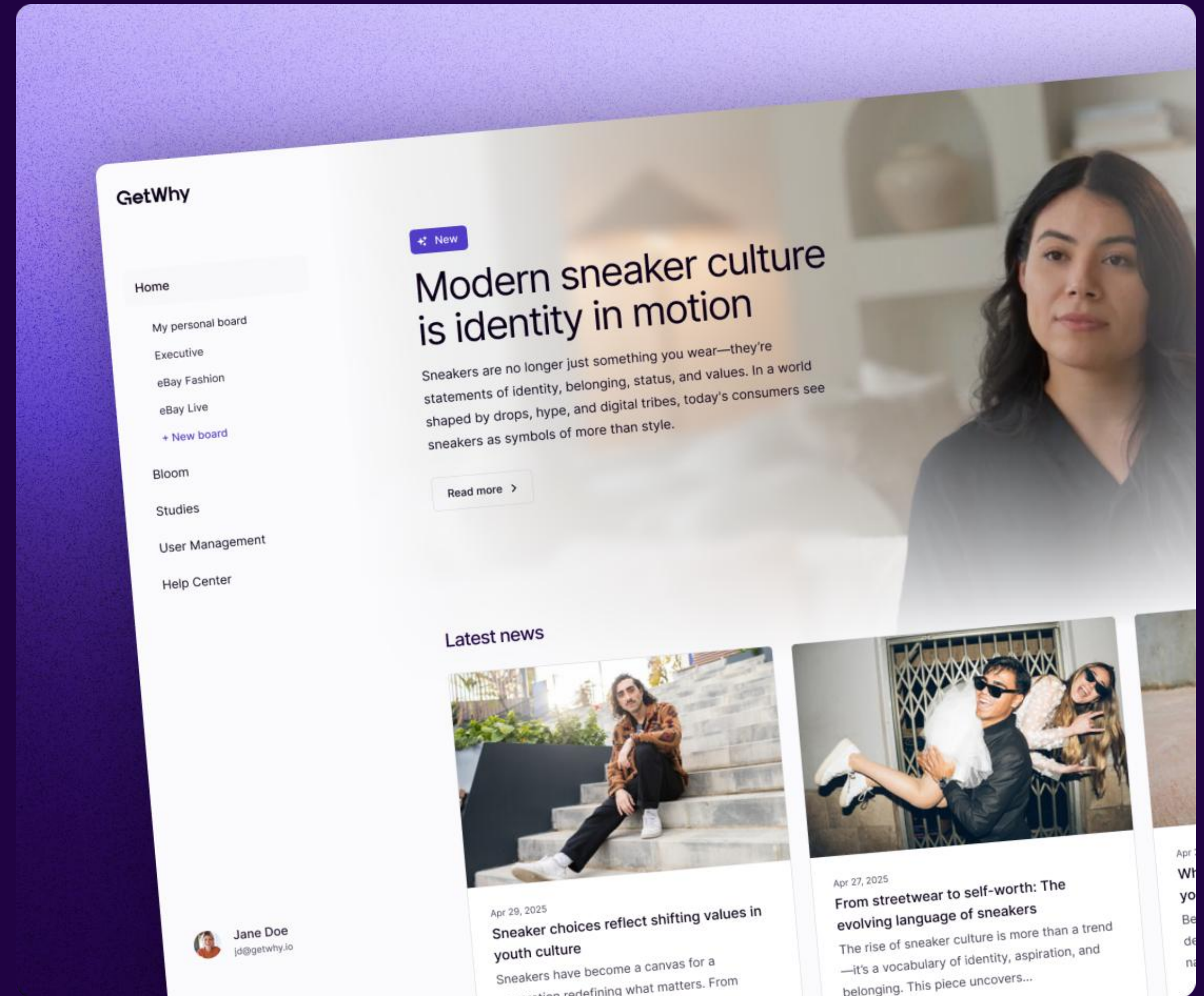
Flexible by design

From engaging articles and short-form video recaps to podcast-style summaries and ready-to-share PowerPoint decks, every format is created to match the pace of your day.

GetWhy
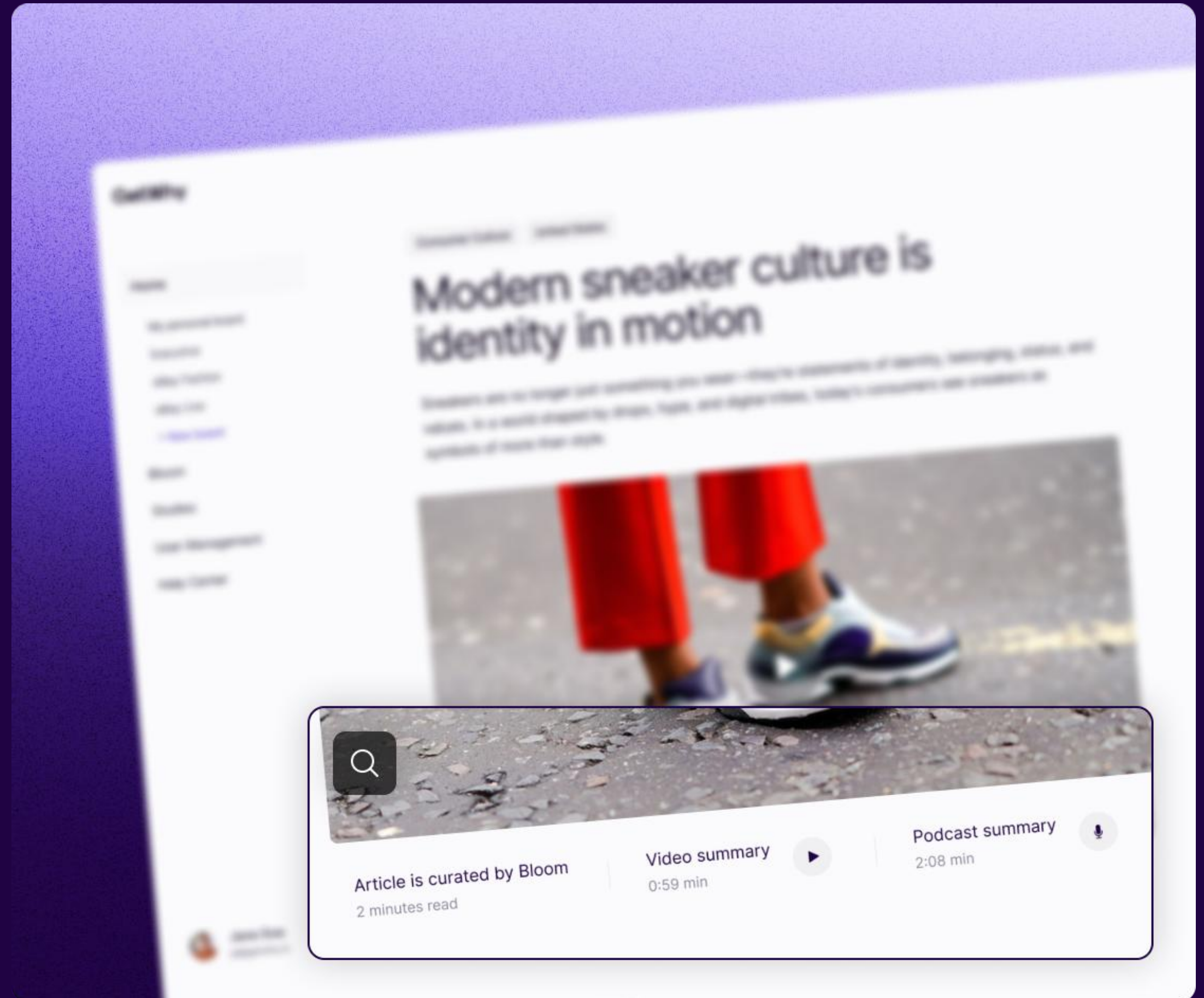
Prompt. Publish.

Ready-to-publish narratives unfold in seconds, giving you full freedom to edit before sharing with the right stakeholders.

You stay in control. You shape the story.

GetWhy
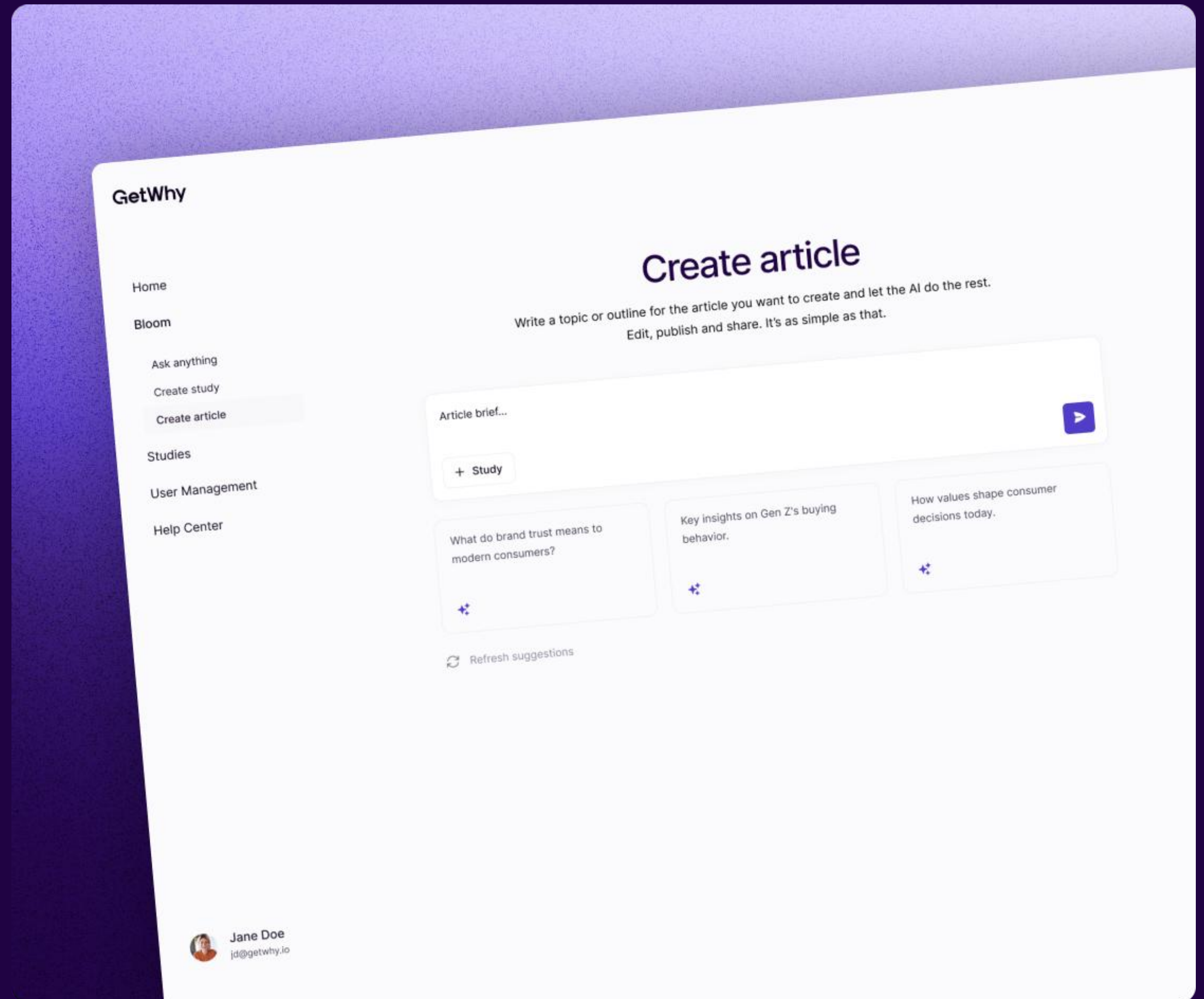
Before I stop, I want to read a few quotes from our dear customers.

GetWhy

Tony Costella,

Global Commerce AI & Performance Transformation Director, Heineken

"The fantastic thing about democratizing insights—bringing the 'why' into every decision we make—means that we're really able to make sure the decisions we're taking are based on consumer understanding."

"To really understand the 'why' behind the 'what' very quickly and easily; is a game-changer."

GetWhy

Christine Moeller,

AI Transformation Lead, eBay

"We can provide consumer feedback, watch-outs and red flags within 48 hours and can help the business pivot and to adjust what they were about to put out into the market"

GetWhy

Michael Swaisland,

Vice President, Consumer Intelligence, Arla

"I see GetWhy as a strong partner that enables us to do things we couldn't do before. Qualitative research at scale has always been something we need to do. We need to speak to more people on a constant basis, constantly getting fresh inputs around key topics. We're bringing that voice, and we're bringing it with a curious angle as well."

GetWhy

That's it, thank you!

Reach me at jsn@getwhy.io

GetWhy