



# Scaling Insights Without Scaling Headcount

*How Pabst Brewing Cut Tracking Costs 80% and Ran a Record  
Innovation Pipeline, With AI as the Engine*

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## THE PROBLEM

# The ambition of a team 3x the size

### THE MANDATE

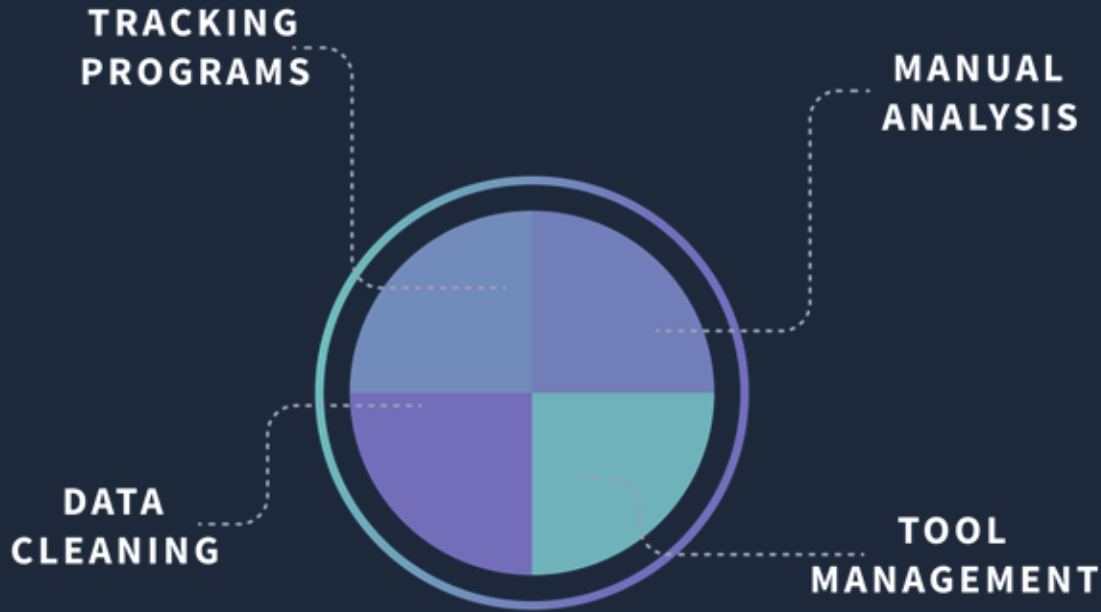
- ✓ Scale brand tracking
- ✓ Evaluate 40+ innovation concepts
- ✓ Pressure-test pricing strategies
- ✓ Navigate portfolio decisions

### THE CONSTRAINT

- × No additional headcount
- × No additional budget

## THE REALITY

# Time and money allotment



## THE TURNING POINT

# The question that changed everything

*What if **tracking funded innovation** instead of consuming the budget?*

Re-engineer tracking



Reinvest Savings



Expand innovation research



## THE RESULT

80% reduction in tracking costs



## THE TRANSFORMATION

# Cost savings weren't the real transformation

SURVEY DESIGN



WORKFLOW AUTOMATION



TEXT & VIDEO ANALYSIS



SYNTHESIS

AI EMBEDDED ACROSS THE RESEARCH LIFECYCLE

### BEFORE

- Writing surveys from scratch
- Cleaning messy data
- Tagging open ends
- Summarizing qualitative feedback

### AFTER

- Interpreting meaning
- Identifying strategic implications
- Challenging assumptions
- Guiding decisions

THE REAL UNLOCK

# Scaling Qualitative Intelligence

**Open-ended  
responses**

**Video  
uploads**

**Emotional  
signals**

**Emerging  
themes**

THE OUTCOMES

# What changed



✓ *Faster innovation cycles*



✓ *Better concept prioritization*



✓ *Stronger strategic influence*

## THE TAKEAWAYS

# Lessons for Insights Leaders

- 1. Re-engineer, don't just reduce**  
Fix structural inefficiencies.
- 2. Scale qualitative intelligence**  
AI unlocks meaning at scale.
- 3. Free researchers to be strategic**  
Impact grows when they stop managing tools.

# Pabst®

*"SightX is truly a researcher's platform. If you know how to design surveys and apply best practices in research, this tool allows you to do everything you need to do. There's no survey I couldn't craft with SightX—its flexibility is virtually limitless, from piping and routing to conditional logic. It's intuitive and has it all."*

– Pabst Consumer Insights

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# Thank You!

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