

How AI takes customer insights to the next level

From practical workflows to digital twins

Prepared for:  **THE QUIRK'S EVENT**
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS



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pack→



Big believer of insights-led decisioning and how AI is reshaping all forms of research

Marketing Research

New Market Entry Strategy
Market Sizing and Analysis
Competitive Analysis
Macro Trends Analysis
Usage, attitude & behaviours
Motivations & Barriers to trial
Perceptions Assessment
Segmentation
Loyalty research

Media Research

Territory evaluation
Pre-ad testing
Pre vs Post campaign test
Social Media monitoring
Message or Offer test
PR & Thought leadership

Product Research

Idea Screening
Concept testing
Pack, Product & Feature testing
Line Extension and TURF analysis
Volume and Turnover Forecasts
Price Elasticity Testing

UX Research

User Experience (UX) Testing
User journey mapping
Visual design research
Brand architecture research
A/B testing
Designing Pen portrait / personas

CX Research

Customer Journey Mapping
Voice of Customer studies incl.,
CSAT, CES, NPS, Transactional,
Post-interaction, App review

EX Research

Engagement Pulse surveys
Employee Experience (New Hire, Milestone, Performance Review, Remuneration, Exit)
Employee Wellness & DEI
360° employee evaluation
Board Performance evaluation

BE-led decisioning

Applying Behavioral Economics for improving comms, app flows, landing and exit pages

AI, Labs & Immersions

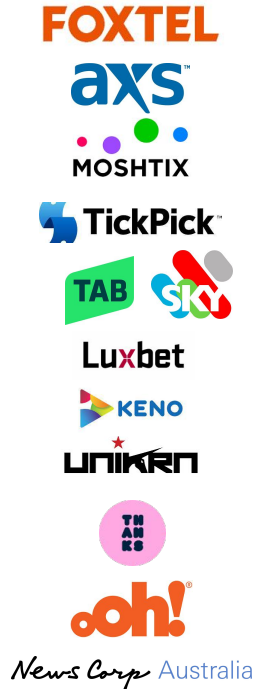
Building <your>GPT model
Product Innovation Labs
In-office Customer Immersions
Consult on Knowledge Hubs
Consult on Communities

Brands I've supported on over the years

Retail & eCommerce



Media & Entertainment



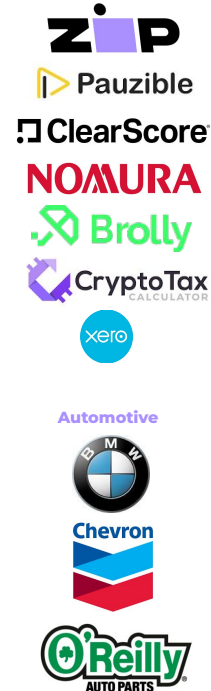
Consumer Goods & FMCG



Technology & Telco



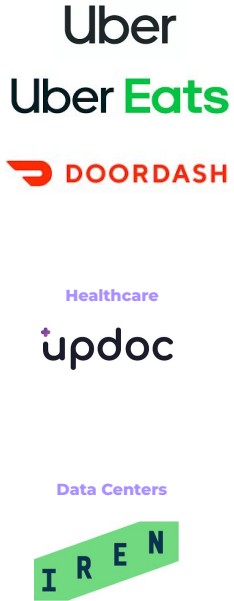
Financial Services



Hospitality & Utilities

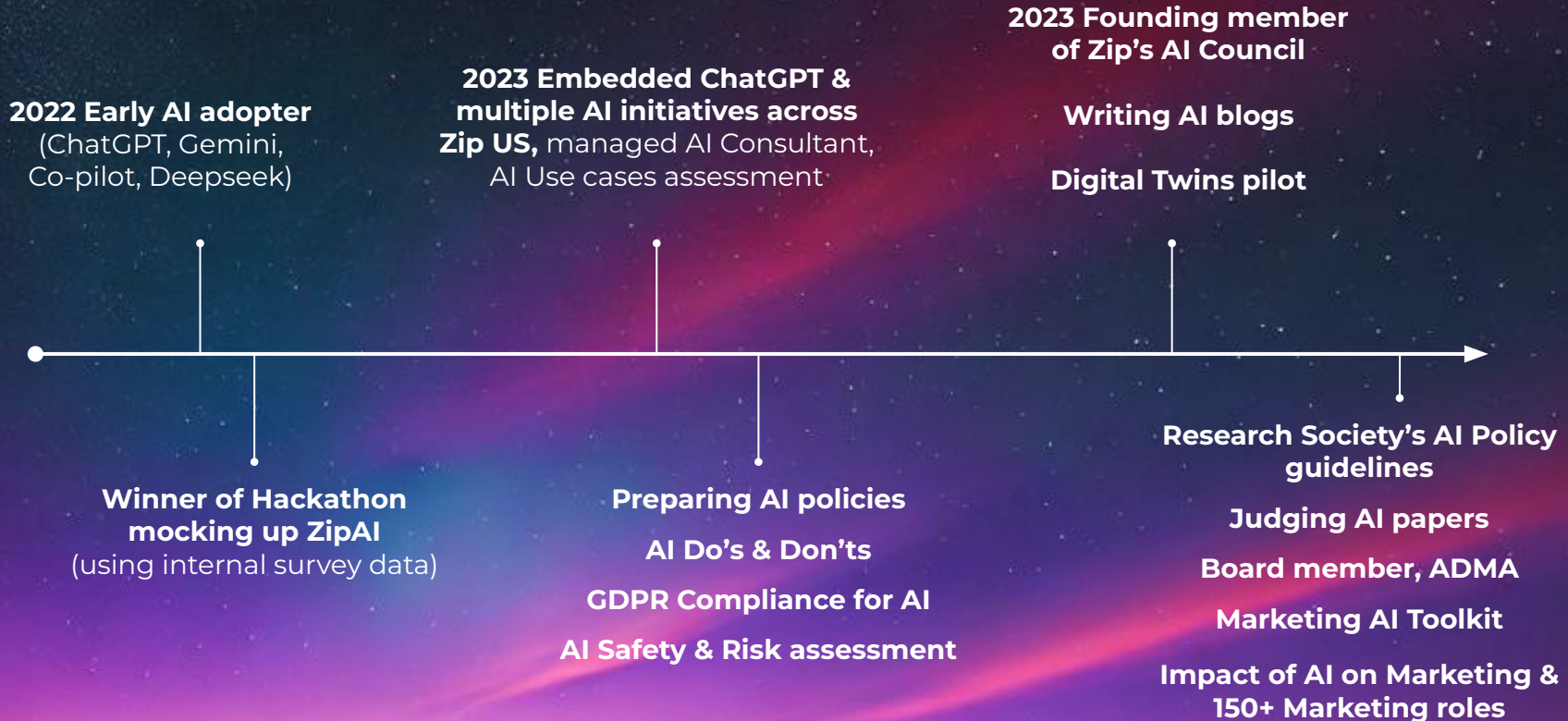


Rides & Food Delivery



What is Zip

I've been on my own AI journey past few years



Purpose of this presentation

What we'll explore

- ✓ Where AI is showing up in Market Research
- ✓ What tools and workflows currently exist
- ✓ Evolving uses of AI and AI-driven innovation

What we're not talking about today

- ✗ Basics of AI / Gen AI
- ✗ Prompt Engineering
- ✗ Hallucinations
- ✗ AI Policy guidelines
- ✗ Zip's AI journey (policy, council, etc)

Introduction

Understanding AI deployment and practical tips

Getting your team ready for this brave new world



Average lifespan of skills is shrinking <5 years

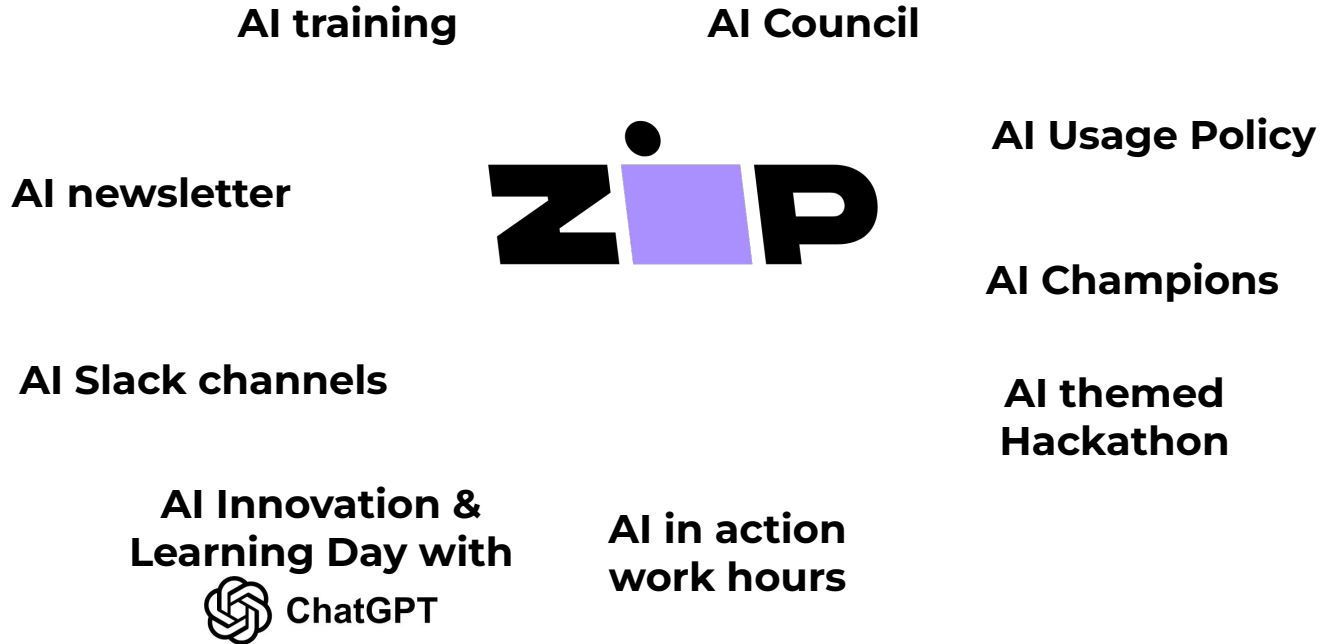
Some roles seeing it drop to just 2.5 years (ie. Data Analysts and Scientists, Software Developers and Engineers, Cybersecurity, Digital Marketers, Automation Specialists, Product Managers, etc)*

“AI is not going to take your job. The person who uses AI well might take your job.”

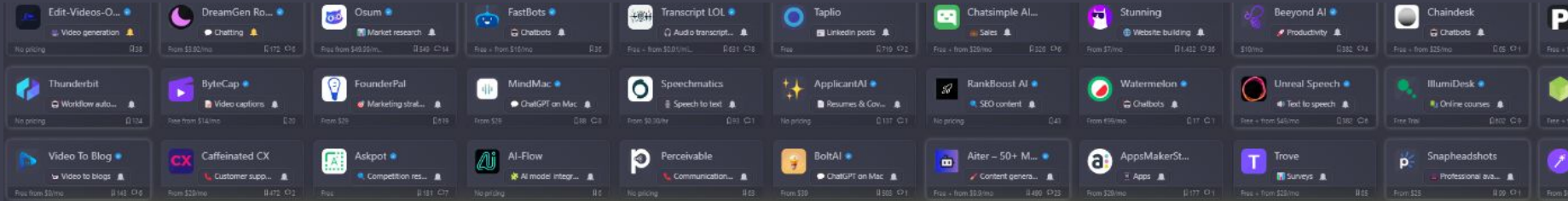
- Netflix CEO Ted Sarandos

*Sources [BCC](#), [IBM](#)

Since 2023, our AI adoption has 100x across the business

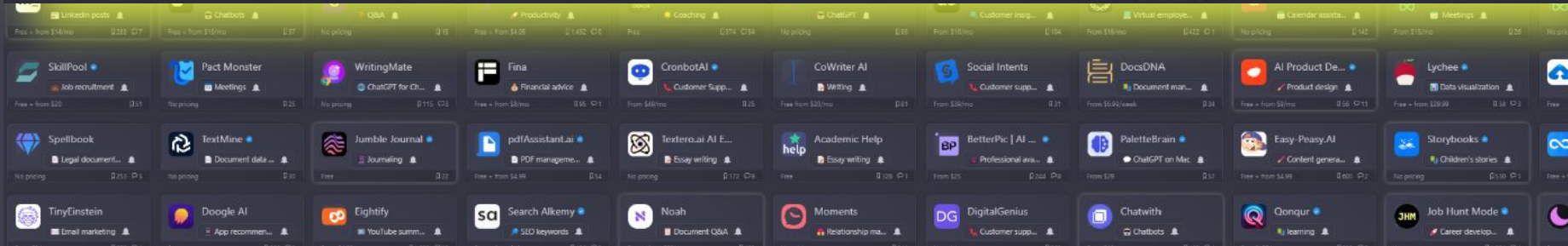


Be careful of the noise



THERE'S AN AI FOR THAT^{®*}

Tools 48,027 **Mini tools** 34,528 **Companies** 5,882 **Tasks** 11,320



It's impossible to be on top of tech platforms and latest AI apps & innovations

Google (Alphabet Inc)

- Google AI
- DeepMind
- TensorFlow
- VertexAI

Microsoft

- Copilot
- Azure AI
- Cognitive Services

Amazon

- Alexa AI
- BedRock
- SageMaker
- AlexaAI

xAI

- Grok

Meta (Facebook)

- LLaMA
- FAIR
- PyTorch
- Emu (image/video)

Apple

- Apple Intelligence
- Siri

NVIDIA

- CUDA
- DGX
- Omniverse
- Clara
- NIM

OpenAI

- ChatGPT 5
- DALL-E
- Sora
- DeepResearch

Salesforce

- Einstein
- Tableau AI
- Slack AI
- Mulesoft AI

Alibaba

- Qwen
- DAMO Academy
- ET Brain
- Cloud AI

Tencent

- Hunyuan model
- Tencent AI Lab
- WeChat AI
- YouTu Lab

Huawei

- Pangu models
- HiAI
- Ascend AI chips

Adobe

- Firefly
- Adobe Sensei
- Creative Cloud AI

Intel

- Intel AI
- Nervana
- Movidius

Anthropic

- Claude 3 family

Baidu

- Ernie Bot
- Baidu Brain
- DuerOS

Oracle

- Oracle AI
- OCI Generative AI

Perplexity

- AI search & research assistant

SAP

- Business AI
- SAP AI

Zoom

- AI Companion

Every platform is investing in AI

**Do the impossible
with Atlassian
Intelligence**

ARTIFICIAL INTELLIGENCE

**Zendesk AI
makes service
what it should be**



INTERCOM

Resolve 50% of your support questions with our AI Chatbot

QUALTRICS EXPERIENCE MANAGEMENT_

**AI-Driven intelligence
on the XM Platform**

Salesforce and AI: How
Salesforce's Einstein
Transforms Sales

Connected by Zappi.

Software that combines the power of consumer data and AI to deliver connected insights. Create successful products. Develop better ads. Build winning brands.

Slack AI works where you do

Work smarter and save time with powerfully simple AI, right where you need it.

**LinkedIn Adds New AI Tools to
Assist Job Seekers and Recruiters**

**Adobe's Firefly AI: New
Tools for Photoshop and
Illustrator**

Every newsletter, every news channel talks about AI

AI adoption eats entry-level jobs

'We are teaching the machine to take our job': Banks bet big on AI as thousands of jobs cut

Turning data into gold: 10 exceptional AI marketing campaign examples

Amazon trains 980M parameter LLM with 'emergent abilities'

Google drops 'Nano-Banana' image editor

SAS aims to make AI accessible regardless of skill set

Companies Are Pouring Billions Into A.I. It Has Yet to Pay Off.

AI-generated music hits the mainstream

Microsoft introduces Copilot in Excel

UN passes first global AI resolution

New light-based chip boosts power efficiency of AI tasks 100 fold

Microsoft and OpenAI launch voice models

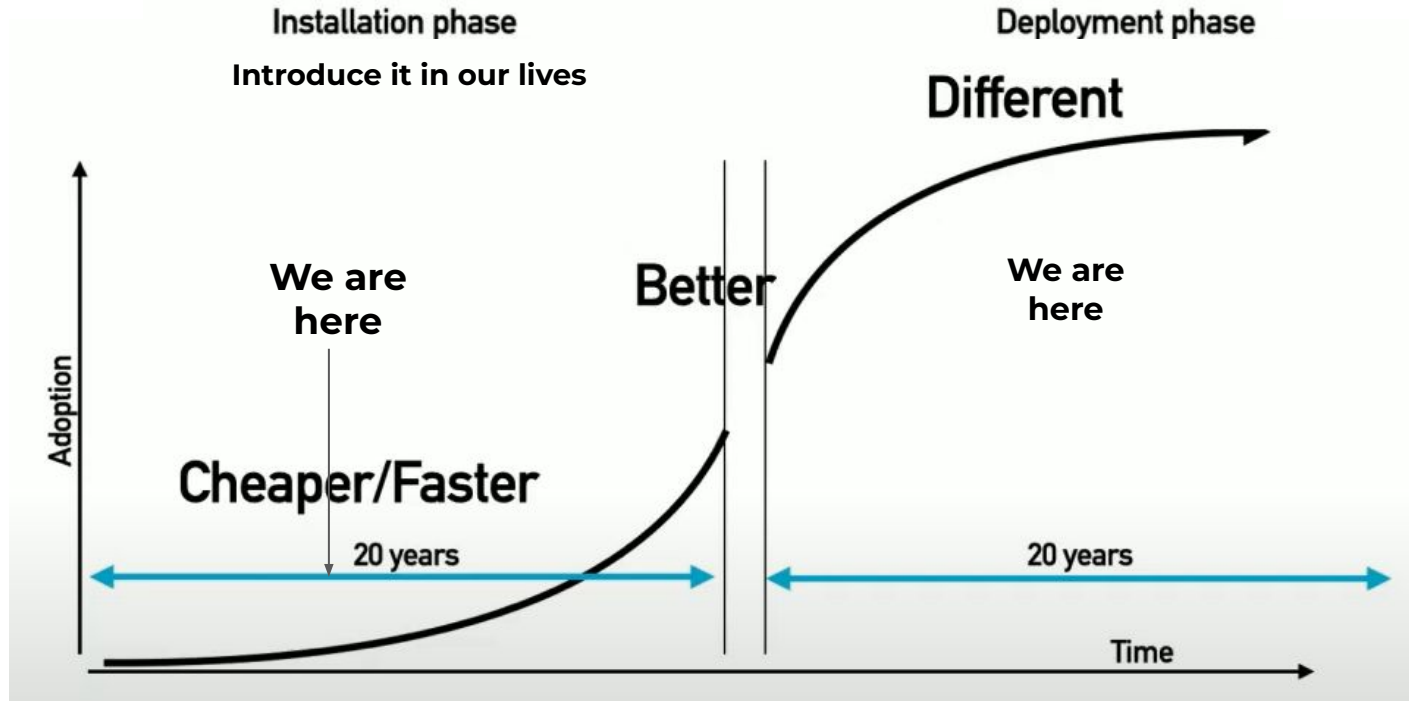
Anthropic scores \$13B in new funding

80% of AI decision makers are worried about data privacy and security

21 Ways People Are Using A.I. at Work

Gemma 3: Google launches its latest open AI models

AI adoption will follow the Perez curve



Courtesy of Tom Goodwin's presentation on Future of Marketing isn't automated by Tom Goodwin, Futurist (ADMA Global Forum, Sep'25)

The term "Perez curve" most commonly refers to Carlota Perez's S-curve model of technological diffusion and financial cycles, which describes how technological revolutions unfold in phases: installation, a crisis, and deployment.



**Early days,
just starting
out!**

**Use GenAI
occasionally
(eg. ChatGPT,
Gemini).**

**Actively use AI
in research
projects**

**My team leads AI
initiatives across
the business**

Current AI Applications in Market Research

Standard applications



Data analytics & interpretation

Conduct sentiment analysis on research and reviews

Document summarization

Summarize qualitative research, open ended text

Support with report writing



Idea & concept generation

Convert ideas into concepts

Generate innovative new ideas and features

Message testing

Name generation

Utilise for brainstorming



Ad hoc applications

Content creation

Extract new insights by mining multiple past research

Suggest Design enhancements

Thought leadership reports

Trends analysis

Newer applications

Increasing sample sizes for niche target groups “sample boosting”

Turning incomplete responses into ‘completes’ by adding in synthetic data

Asking additional questions to an already completed survey, filling the answers with synthetic responses

Replacing human respondents entirely in certain types of projects

With **80% of researchers now using AI** (up 24% year-over-year)*

The challenge isn't finding tools, it's finding the right ones.

Intelligent follow up questions uncovers layers of valuable information

Conversational Feedback

What can our airline do to improve your experience?

Next page >

What can our airline do to improve your experience?

Next page >

AI-powered adaptive surveys to personalise questions in real time

- Adapting questioning since no two people are the same!
- The AI will ask a relevant follow-up question, so they share more.
- Ideal for large-scale CX/CSAT/CES studies, NPS, Product feedback loops

Generating follow-up question...

What services are you interested in?

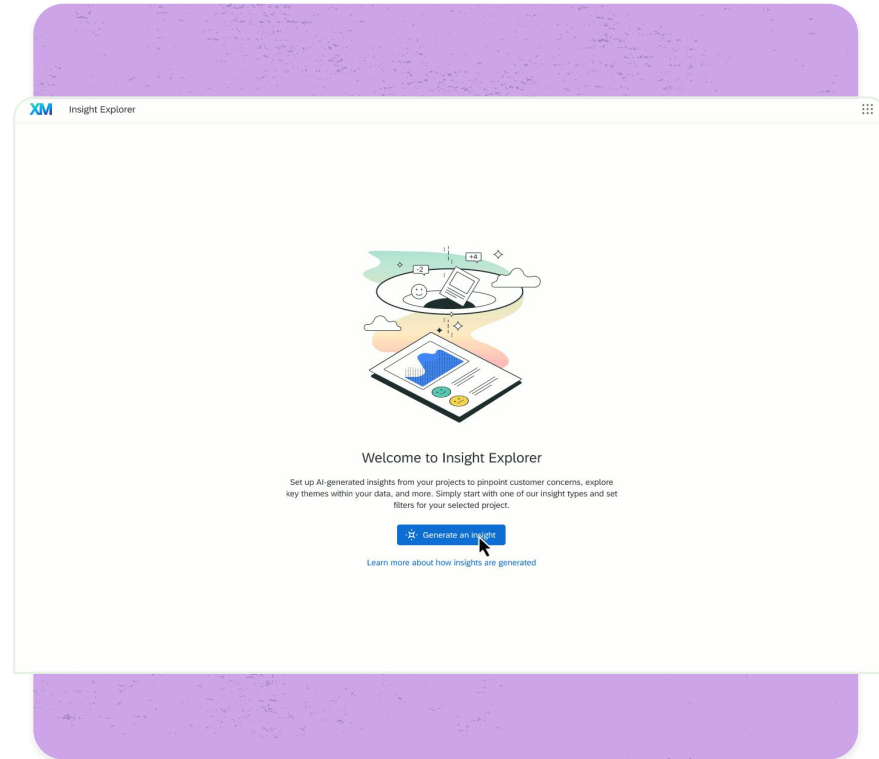
ad campaign

What kind of ad campaign?



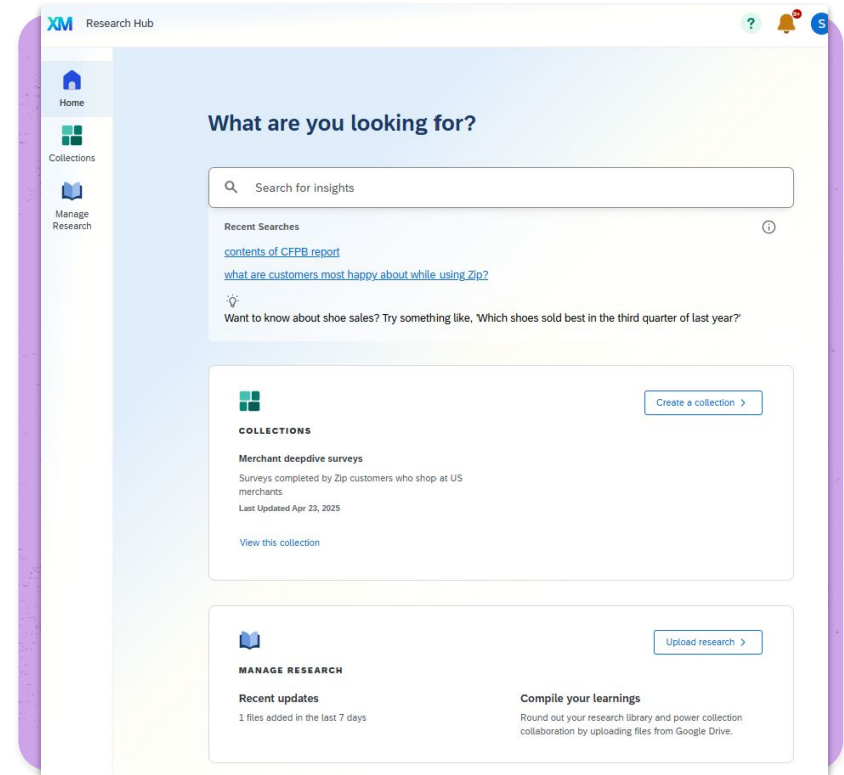
Insights Explorer

- Allows you to auto generate learnings from a live survey
- Get Topline learnings, 2-3 Headlines or Concise Summaries in a few minutes



Research Hub

- Allows you to access past survey content that's been generated from 100-500 surveys in a few clicks
- Decentralize and democratize research & insights across the business - across all levels



Then there is survey creation and improving questions voice & tone

Create

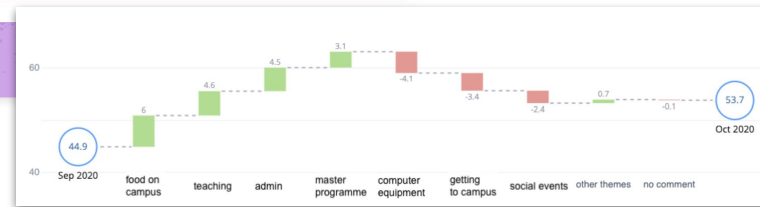
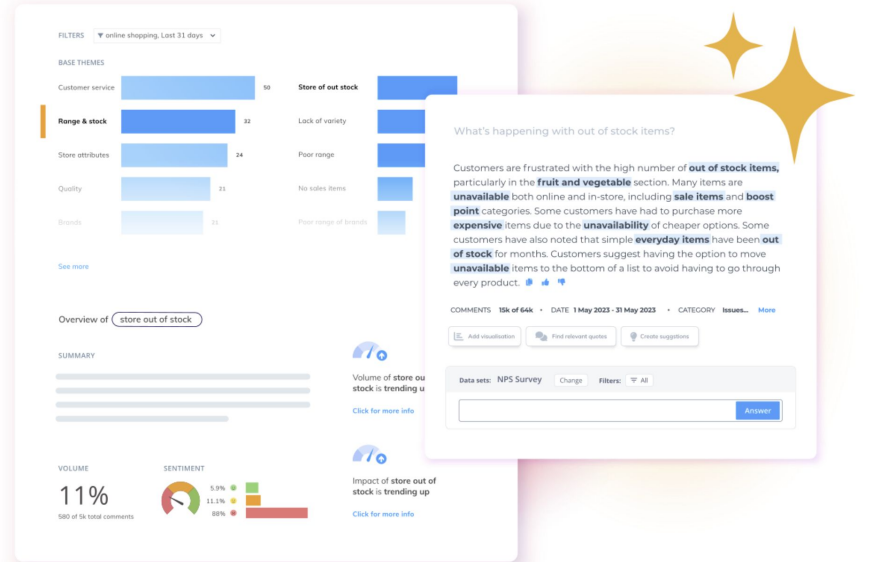


Finesse



Transforming customer feedback with AI-powered analytics

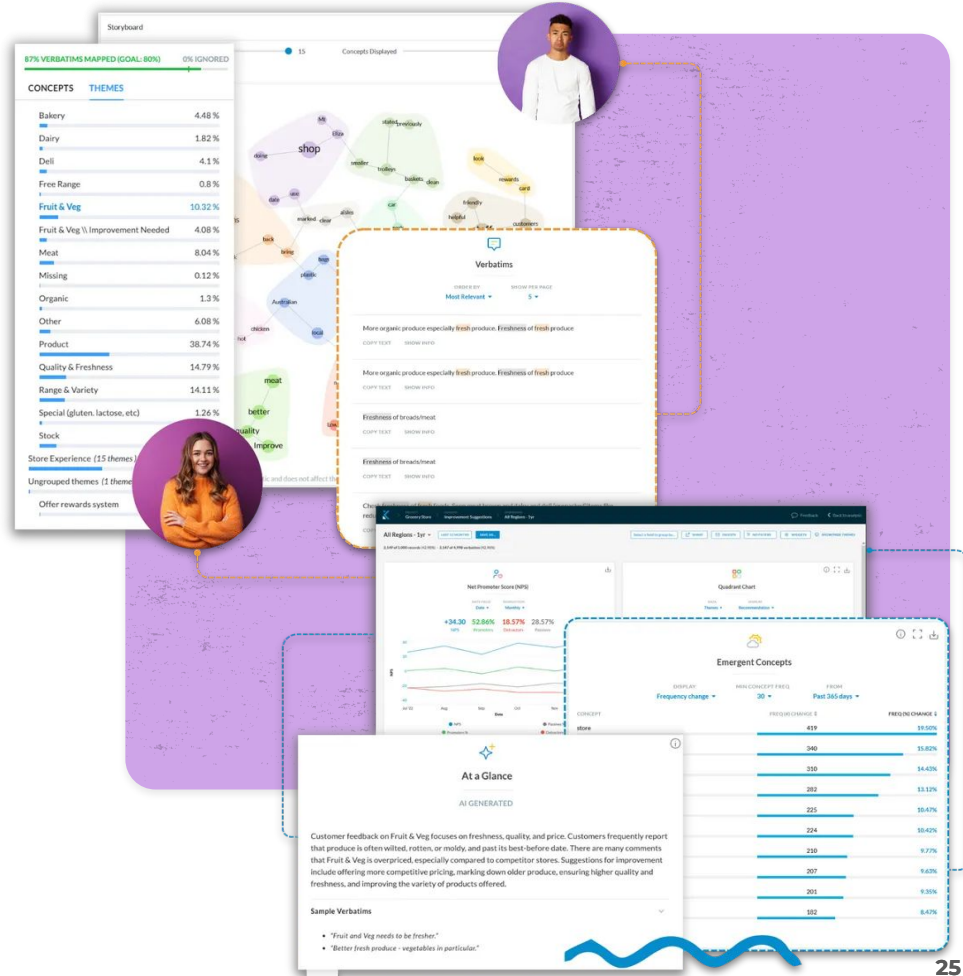
- Analyze surveys, chats, reviews and support tickets
- No need to spend hours coding - AI automatically tags themes and sentiment in text feedback and links them to metrics like NPS and CSAT
- They score all of a company's unstructured data (e.g., survey verbatims, online reviews, social media, emails, chats, calls, etc.) with a traditional CX Metric (e.g., NPS, CSAT, CES) or a custom CX or Brand Metric (e.g., innovation, reliability, frustration) without having to ask the question (e.g. How likely are you to recommend...) with a very high level of accuracy. This frees companies up from having too many surveys, too many questions in an environment of low response rates.
- Ability to query the data and predict what customers will do next



Current AI in MR

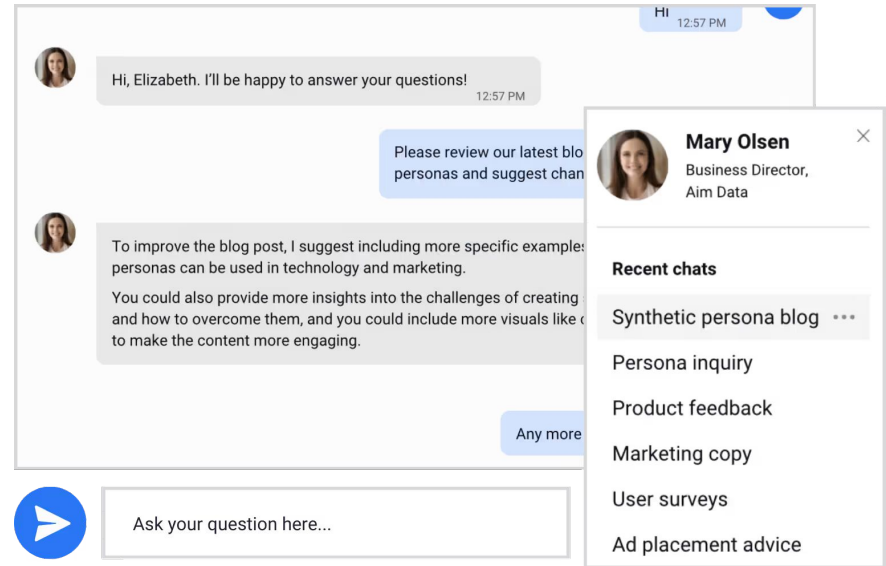
Transforming customer feedback with AI-powered analytics


- Kapiche's AI-powered feedback analytics automates customer feedback analysis, giving quick insights
- Automatically understand what your customers are saying and how it impacts your VoC metrics
- Runs 24/7, tracking themes as they evolve and alerting your team to emerging trends



Interact with customers using digital twins

- Chat with the personas generated and ask them about anything you would like to know from your customers - interact via dashboard
- Empower your entire team and your client teams to make customer centric decisions by asking questions to customer virtual twins



 **CINT survey shared in Women in Research (WIRE) presentation in Mar'25:**
Speaking with ~200 researchers, on average, **12% have used Synthetic Data** in specific use cases

Current AI in MR

Intelligent Personas allows research to unlock tons of use cases across the business

- Reaching a hard to reach niche audience (ie. UBS simulate high net worth individuals)
- Creative and Copy testing (ie. William Grant conducting a co-creation exercise to test and refine ideas in real time)
- Access your 'intelligent personas' 24/7 and get unbiased responses, also great for democratising knowledge across the business

Source: **VERVE**

Data Driven Persona Maps



Detailed Pen Portraits

Her Spirit World

SOPHIA

Needs seeking to be fulfilled:

- Memorable, fun, authentic experiences
- Discovering new environments and brands
- Rewarding, exciting, being pressure in business
- Rewarding travel

Key theme: Accessible, luxury experiences

EMPOWERED ADVENTURER	ALCOHOL AFFINITY	WHAT SHE LIKES	ALCOHOL NEEDS
<p>Empowered Adventurer: Represents an individual who is adventurous, open to change, and seeks out new experiences. They are likely to be high-net-worth individuals who are looking for unique and memorable experiences.</p> <p>Key traits: High-net-worth, adventurous, open to change, seeking out new experiences, high-net-worth individuals, looking for unique and memorable experiences.</p>	<p>Alcohol Affinity: Represents an individual who has a strong affinity for alcohol, particularly high-end spirits. They are likely to be high-net-worth individuals who are looking for unique and memorable experiences.</p> <p>Key traits: High-end spirits, strong affinity for alcohol, high-net-worth individuals, looking for unique and memorable experiences.</p>	<p>What She Likes: Represents an individual who enjoys high-end, authentic experiences. They are likely to be high-net-worth individuals who are looking for unique and memorable experiences.</p> <p>Key traits: High-end, authentic experiences, high-net-worth individuals, looking for unique and memorable experiences.</p>	<p>Alcohol Needs: Represents an individual who has a strong need for high-end, authentic alcohol experiences. They are likely to be high-net-worth individuals who are looking for unique and memorable experiences.</p> <p>Key traits: High-end, authentic alcohol experiences, high-net-worth individuals, looking for unique and memorable experiences.</p>
<p>OCCASIONS</p> <p>• Celebrating special occasions (weddings, birthdays, etc.)</p> <p>• Seeking out unique and memorable experiences</p>			

Query Personas

PERSONA SELECTION

PERSONA DETAILS

HELEN WARD
WINEHOUSE MANAGER

Hi! It'd be to understand your views on how management process could be improved. What enhancements would you suggest?

I've no saved ways to improve the management process

1. Implement Clear Communication Channels: Establish clear, measurable goals for each department and ensure that all communication between teams, departments, and management to improve workflow.

2. Set Clear Roles and Objectives: Establish clear, measurable goals for each department and ensure that all communication between teams, departments, and management to improve workflow.

3. Invest in Project Management Tools: Invest in project management tools like Trello, Asana, or Monday.com to keep track of tasks, deadlines, and progress in real-time.

4. Foster Regular Feedback: Implement a culture of regular feedback between management and employees to identify bottlenecks, resolve issues, and improve overall productivity.

5. Automate Routine Tasks: Use automation tools to handle repetitive tasks such as scheduling, invoicing, or data entry, freeing up more time for strategic initiatives.

By addressing some or all of these improvements, the management process can become significantly more efficient, transparent, and streamlined, making it easier to manage for everyone involved.

These improvements would definitely make the process more efficient. I hope they can be implemented soon!

Can you provide more suggestions?

Certainly! Here are more suggestions to improve the management process:

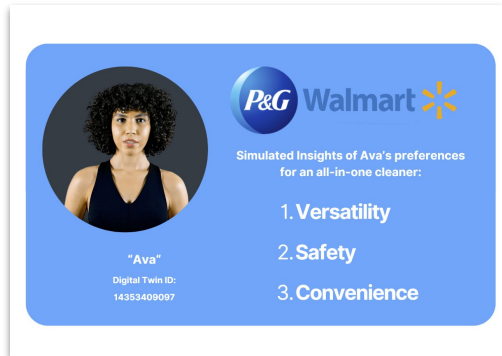
6. Invest in Training and Development: Offer ongoing training...

KEY VALUES

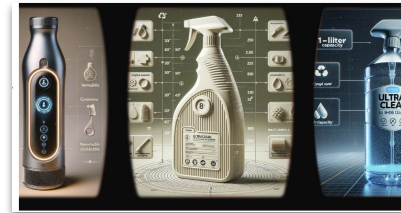
Authenticity, Innovation, Collaboration, Efficiency, Transparency, Accountability, Customer-Centricity, Sustainability, Resilience, Adaptability, Integrity, Empathy, Inclusivity, Diversity, Openness, Honesty, Respect, Fairness, Equality, Community, Responsibility, Creativity, Curiosity, Growth Mindset, Resilience, Adaptability, Integrity, Empathy, Inclusivity, Diversity, Openness, Honesty, Respect, Fairness, Equality, Community, Responsibility, Creativity, Curiosity, Growth Mindset.

Digital twins can take you from insights to impact to innovation

Simulate customer feedback and generate new product ideas

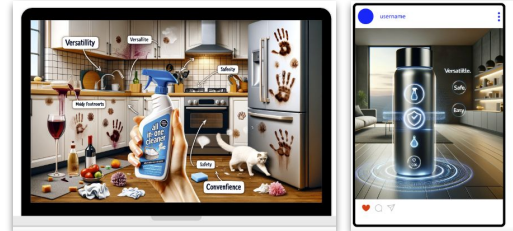


Create prototypes



Generate an advertisement - then use Digital twins to test it again!

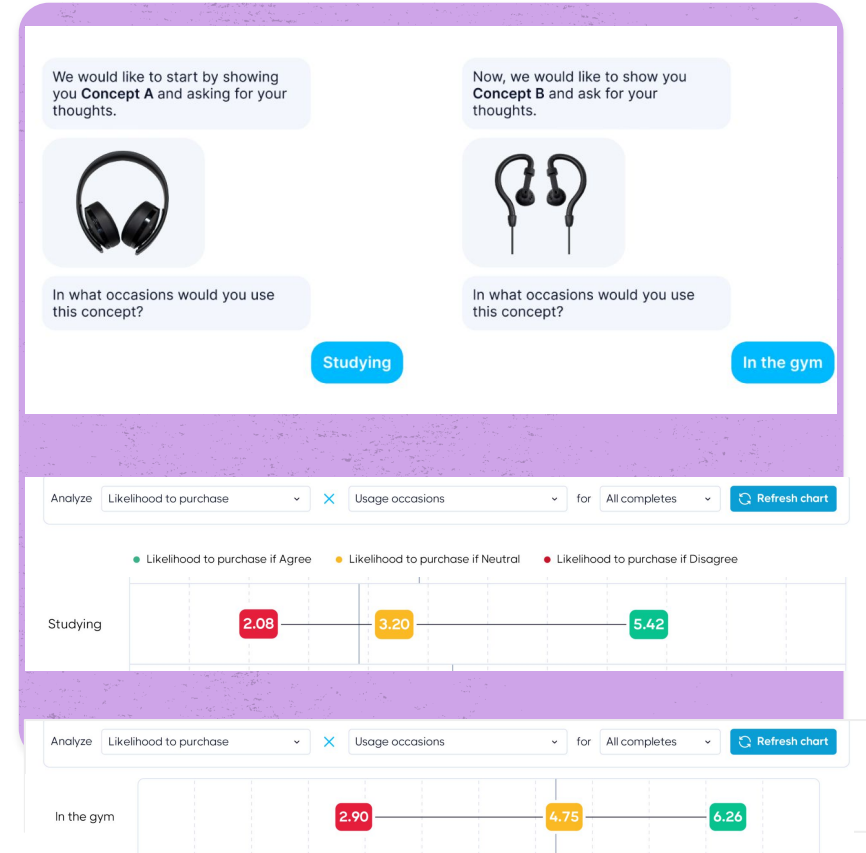
Generate ad creative



Current AI in MR

AI driven QuantQual is turning qual into statistical gold

- You no longer need to choose between qualitative and quantitative research
- No need to conduct additional Qual or follow up quant studies
- AI that connects the dots between open-ends and impact - it uses AI to automatically cluster and quantify open-ended responses, showing researchers exactly which ideas drive metrics like NPS or purchase intent



AI-led Segment & Pen Portrait generation

- Use AI to generate Customer personas, Website visitor personas, Social Personas, Competitor Personas, Employee Personas
- Achieved using a mix of,
 - **Internal data** (Customer surveys, Interviews, Focus groups, CRM information, Social analytics data, Call logs, Emails, Website and in-app data)
 - **External data** (Social media, reviews, Forums, Online communities, Third-party websites)

ChatGPT Temporary Chat S

Create a buyer persona for a shoe store in Milwaukee, Wisconsin.

Buyer Persona: "Milwaukee Mom on the Go"

Basic Demographics

- **Name:** Sarah Thompson
- **Age:** 38
- **Gender:** Female
- **Marital Status:** Married
- **Children:** 2 (Ages 8 and 12)
- **Location:** Milwaukee, Wisconsin
- **Occupation:** Marketing Manager
- **Household Income:** \$85,000 annually

Background and Lifestyle

- **Education:** Bachelor's degree in Business Administration
- **Work:** Full-time job with a marketing agency
- **Daily Routine:** Busy with balancing work, family activities, and household chores
- **Transportation:** Owns a family SUV, frequently drives for errands and kids' activities
- **Hobbies:** Enjoys family outings, fitness activities (yoga and running), and socializing with friends
- **Technology Use:** Active on social media (Facebook, Instagram), shops online frequently, uses fitness tracking apps

Goals and Challenges

- **Primary Goal:** To provide a comfortable, stylish, and practical lifestyle for her family
- **Secondary Goals:** Stay fit and healthy, maintain a work-life balance, manage household budget effectively
- **Challenges:** Limited time for personal shopping, finding high-quality yet affordable products, ensuring kids' shoes fit well and are durable

Message ChatGPT

ChatGPT can make mistakes. Check important info.

Candela's goals include finding fashionable and comfortable women's dresses that suit her style and make her feel confident. She also aims to stay updated with the latest trends and fashion choices from trusted brands like Liz Claiborne.

PAINS AND CHALLENGES

Candela faces challenges in finding the time to shop for women's dresses while balancing her responsibilities as a wife and mother. She also struggles with finding dresses that are both stylish and suitable for her body type.

TRIGGERS

Candela is triggered to shop for women's dresses when she sees new fashion trends or when she has special events such as weddings or parties coming up. She is also motivated to shop when she receives promotions or discounts from her favorite clothing brands.

BARRIERS

One of the barriers Candela faces is the limited availability of time for shopping. She also encounters difficulties in finding dresses that flatter her body type or meet her style preferences. Additionally, budget constraints may hinder her from purchasing high-end dresses.

WORK

RtC Fitness Sales Consultant
Resort Lifestyle Communities
Hospitality

Income: USD 40,000

LIFESTYLE



Married
1 kid
Has cats



Owns apartment



Van

COMMUNICATION



In person



Email



Messaging



Chat



Phone



Social

MEDIA/NEWS SOURCES



Disney



Vanity Fair



Gallup



Quartz



NASCAR



Sports Illustrated

SOCIAL NETWORKS



Reddit

BRANDS



Primark



Levi's



Walmart



Adidas



Skechers



Kohl's

Source: delve.ai

CONTENT TYPES

Reviews

Pandora

Tidal

Country

Deezer

Reggae

MUSIC ARTISTS ^{BETA}

Ariana Grande

Dolly Parton

Sabrina Carpenter

Nicki Minaj

Silva Esch

PREFERENCES



Sports

Swimming

Golf

Running/walking

Track/field



Entertainment

Dance

Magic

Acting



Travel

Business

Family vacations



Movies

Western



News

Scandals/investigations

Entertainment/celebrity

Politics

Local

PRODUCTS



Footwear



Jewelry



Suits/business attire



Outerwear



Dresses

SERVICES



Credit cards



Scripting languages



Laundry



Development tools



Loyalty cards/programs

PLACES LIKELY TO VISIT

Mass merchants/department stores

Spas/beauty services

Discount/outlet stores

Beaches/islands

Bars/clubs

EVENTS/CONFERENCES ^{BETA}



World Series



Beauty and the Beast

VALUES

Focus on family

Healthy/fit living

Human rights & liberties











HOBBIES

Hiking/camping

BBQ/grilling recipes

Ceramics/pottery

AI Tools also help generate detailed customer journeys, by segment

Attributes	Awareness	Education	Consideration	Decision	Purchase	Adoption	Expansion	Advocacy
<p>Persona</p>  <p>Name: Miranda Lee Age: 28 Quote: "I believe in the power of understanding customers on a deeper level to drive successful marketing strategies."</p>	<p>Backstory</p> <p>Miranda Lee is a detail-oriented digital marketing specialist at UCLA in California, United States of America, with a keen interest in creating customer personas and journeys. She is dedicated to leveraging insights and data to enhance customer experiences.</p>			<p>Scenario</p> <p>Describe the goal and purpose of the user for starting the customer journey.</p>		<p>Date: 24 February 2025 Version: #1</p>		
Goals	Understand persona creation needs	Learn persona tools and methods	Evaluate persona-building options	Choose the right persona frameworks	Implement tools for persona use	Test personas in campaigns	Grow persona impact across projects	Share success, recommend tools
Storyboard								
Challenges	Identifying knowledge gaps	Filtering relevant information	Finding the best tool	Navigating complex data options	Struggling with implementation	Testing persona efficacy	Expanding tool use	Recommending tools at an event
Problems	Lack of starting point	Overwhelming info options	Too many good options to consider	Budgeting and data constraints	Implementation hiccups	Lack of immediate results	Difficulty in scaling tools	Proving long-term value
Pain Points	No access to resources	Time-consuming research	Comparing tools is overwhelming	Fear of making the wrong choice	Integration issues	Lack of immediate feedback	Effort to maintain consistency	Gaining enough advocacy support
Needs	Tools and resources to explore	Guidance on persona best practices	Focused comparison criteria	Confident decision-making tools	Support in implementation	Education on best use cases	Improved user experience	Clear success stories to share
Process	Searching for persona resources	Researching best practices	Comparing available options	Consulting with peers	Support in implementation	Education on best use cases	Improved user experience	Clear success stories to share
Experience								
Content	Intro to personas blog posts	How-to persona guides	Persona comparison charts	Persona tool demos	Implementation support docs	Persona testing videos	Case studies, persona impact	Success stories, reviews
Touch points	Browses blog articles	Attends webinars Downloads guides	Watches demos Compares tools	Consults with peers Attends demos	Purchases tools Follows instructions	Tests personas	Expands personas	Recommends tools Attends events
Channels	<ul style="list-style-type: none"> Search engines Blogs 	<ul style="list-style-type: none"> Webinars Emails 	<ul style="list-style-type: none"> Webinars Product demos 	<ul style="list-style-type: none"> Peer recommendations Social media 	<ul style="list-style-type: none"> Chat support Documentation 	<ul style="list-style-type: none"> Video tutorials In person chat 	<ul style="list-style-type: none"> Reviews Industry reports 	<ul style="list-style-type: none"> Social media Testimonials
Ideas	Provide free trials	Give out quick-start templates	Offer comparison tool	Personalized consultation	Fast-tracked onboarding	Ongoing personalized support	Additional persona-building features	Get user-generated case studies
KPIs	Engagement rate	Webinar attendance	Demo sign-ups	Conversion rate	Onboarding completion	Persona success rate	Persona adoption rate	Advocacy conversion rate

AI-tool generates 100s of new ideas using survey data in one go

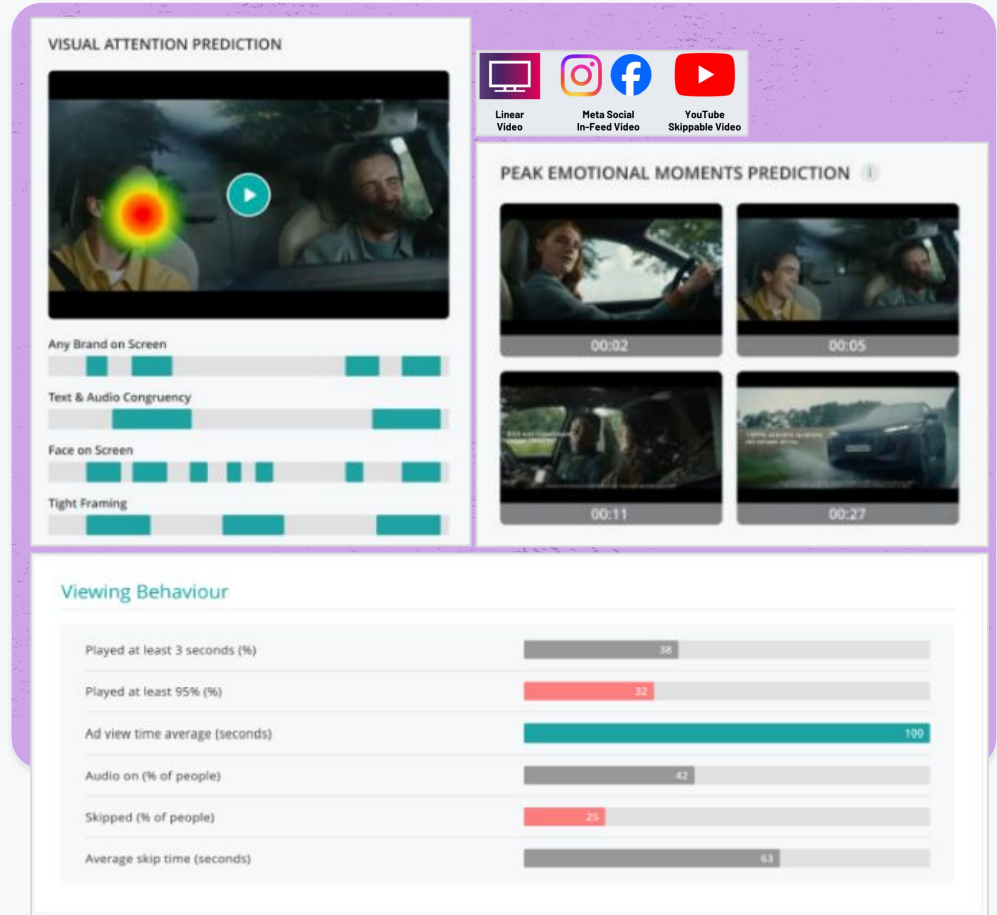
- It ranks these by potential, and provides details on each new idea
- It also provides information on use cases and its' target audience
- Ideal for companies with Innovation Labs

Unmet Needs			Quantitative KPIs			Aggregate Score		Demographics				Occasion		
Category Title	Short Title	Full Description	Reach	Importance	Willing to pay	Comp Score	Rank	Younger	Older	SEC	Avg. HH #	Myself only	Me + family	Family only
Removing tough stains	1. Kitchen stain emergency	Yellow stains on light colored clothes, especially from cooking ingredients like Turmeric, are especially tough to remove.	34%	3.7	150	13.3	49	140	70	110	86	110	20	5
	2. Stains on delicate white fabrics	Stain removal on delicate white fabrics like silk and lace requires a gentle touch. Harsh methods can cause damage, so specialized care is essential	16%	4.0	190	35.8	1	102	97	100	107	100	40	10

Corresponding Unmet Need - Ipsos	Corresponding Unmet Need - Client interpretation	Prompt Used	Ideas Category	Idea ID	Short Title	Idea Text
Unmet Need 48: Yellow stains on light colored clothes, especially from cooking ingredients like Turmeric, are especially tough to remove.	Target: Millennial Women Category: Laundry Detergent Occasion: Cooking at Home Associated details: Bright yellow stains grab attention. Scrubbing damages the fabric. After removal attempt, stained clothes often end up in the trash.	Base	Detergent	Idea 38	Stain laundry booster	A laundry booster specifically designed for yellow stains could be added to the white clothing wash cycle along with regular detergent. The booster could be available in powder or liquid form, catering to different consumer preferences.
		Base + Technology Prompt	Small Tech	Idea 59	Stain removal stick	A pen-like applicator containing a powerful, yet gentle formula could be used to target turmeric stains directly. The stick could contain a concentrated dose of stain-fighting ingredients, ensuring effective removal with minimal effort.

AI-powered Advertising Testing

- AI predicting which ads will perform best using a mix of average face duration, text & speech, tight framing or focus, brand on-screen %time, etc
- Help understand at what points of the ad evoke attention and emotion
- Useful for smaller brands with lower budgets, or for low priority markets
- Results in 15 mins

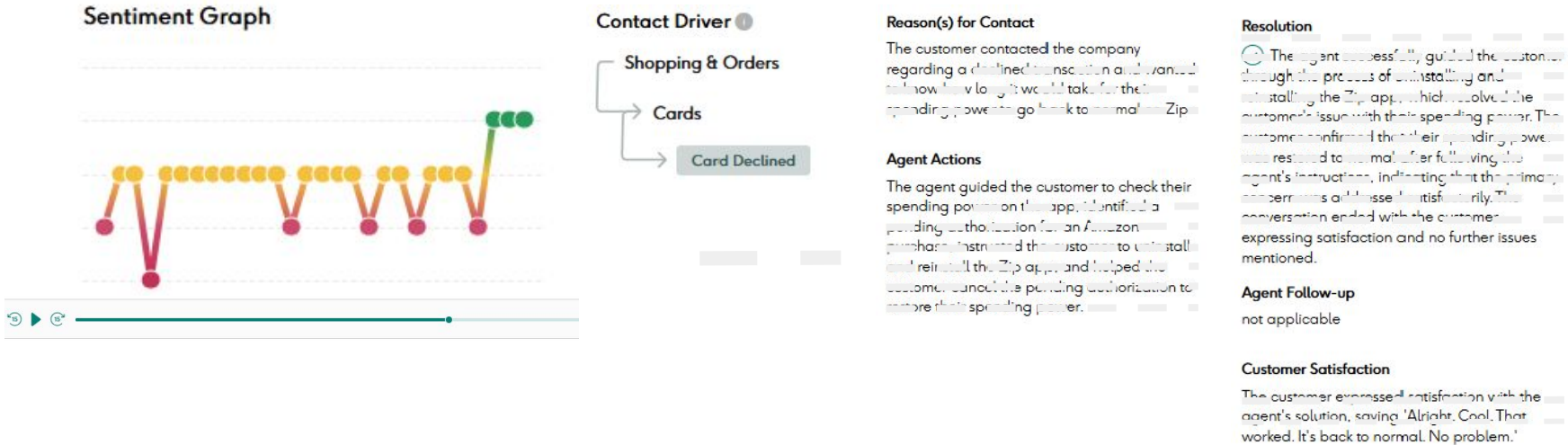


AI-powered CSAT by analysing support tickets

- Get automated CSAT scores based on customer interactions with your customer support team
- Measure satisfaction by analysing the customer support contact (email, chat, voice) in context
- Get a satisfied, dissatisfied, or neutral CSAT score for every customer conversation. Eliminate survey bias and increase your sample size to 100%.



AI transcribing CSAT or interviews whilst identifying themes



Research reports in minutes with ChatGPT's Deep Research tool

- ChatGPT's new Deep Research agent conducts hours of in-depth research and analysis in a fraction of the time
- Deep Research autonomously browses the web, Analyzes sources and delivers a detailed, cited report in under 25 minutes
- Can be used for deep dives on market trends, consumer insights, competitor analysis and more
- Other LLMs like Gemini and Perplexity also offer Deep Research functionality

What are you researching?

Produce a clear, evidence-based analysis of **Walmart Connect** - its business model, product suite, differentiation, and brand outcomes, synthesized for marketing, media, and commercial leaders.

Key Outputs

- Executive Summary (1 page): What Walmart Connect is, how it makes money, why brands should care, top 5 takeaways.
- Business Model Map: Revenue streams, pricing/logic (e.g., CPC/CPM/CPA, managed vs. self-serve, platform & data fees), margins, partner ecosystem.
- Product & Channel Inventory: On-site, off-site, in-app, in-store/DOOH/CTV, retail search, display, video, shoppable formats, measurement & data products.
- Brand Value Proof: Targeting capabilities, closed-loop attribution, incrementality, omnichannel measurement, retail data advantages, case studies with quantified lift.
- Competitive Benchmark: Compare vs. Amazon Ads, Target Roundel, Kroger Precision Marketing (84.51°), Instacart Ads, and The Trade Desk retail offerings.
- Go-to-Market Guidance: When to use it, for which objectives, recommended budgets, KPIs, pitfalls, and a 90-day pilot plan.

Research Questions

- What are Walmart Connect's primary revenue streams? (media spend take-rates, self-serve vs. managed service, data/insights products, partner fees)
- How do auction mechanics and pricing work across search vs. display vs. video vs. in-store screens?
- What is the role of The Trade Desk (DSP) and other API partners? How is off-site media powered and measured?
- What is the relationship between Walmart Connect (media) and Walmart Luminate (insights)? Where do they intersect for brands?
- What outcomes can brands expect by funnel stage? (awareness, consideration, conversion, loyalty)
- Typical performance ranges: ROAS, sales lift %, new-to-brand %, store-level halo, basket expansion (request published ranges and case studies).
- Omnichannel: how online ads drive offline sales; examples by category (CPG, OTC, beauty, electronics, seasonal).

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Evolving Applications of AI

How can AI take Customer Insights to the Next Level?

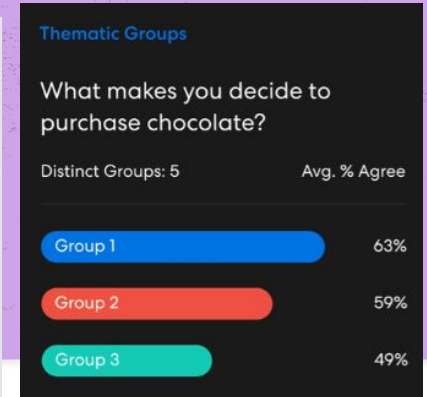
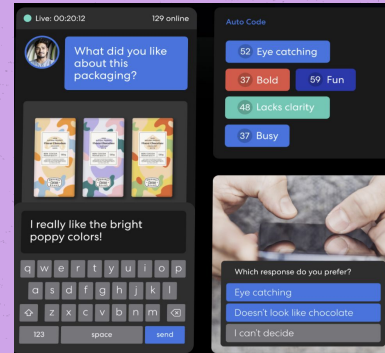
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Evolving Applications

AI powered focus groups at scale

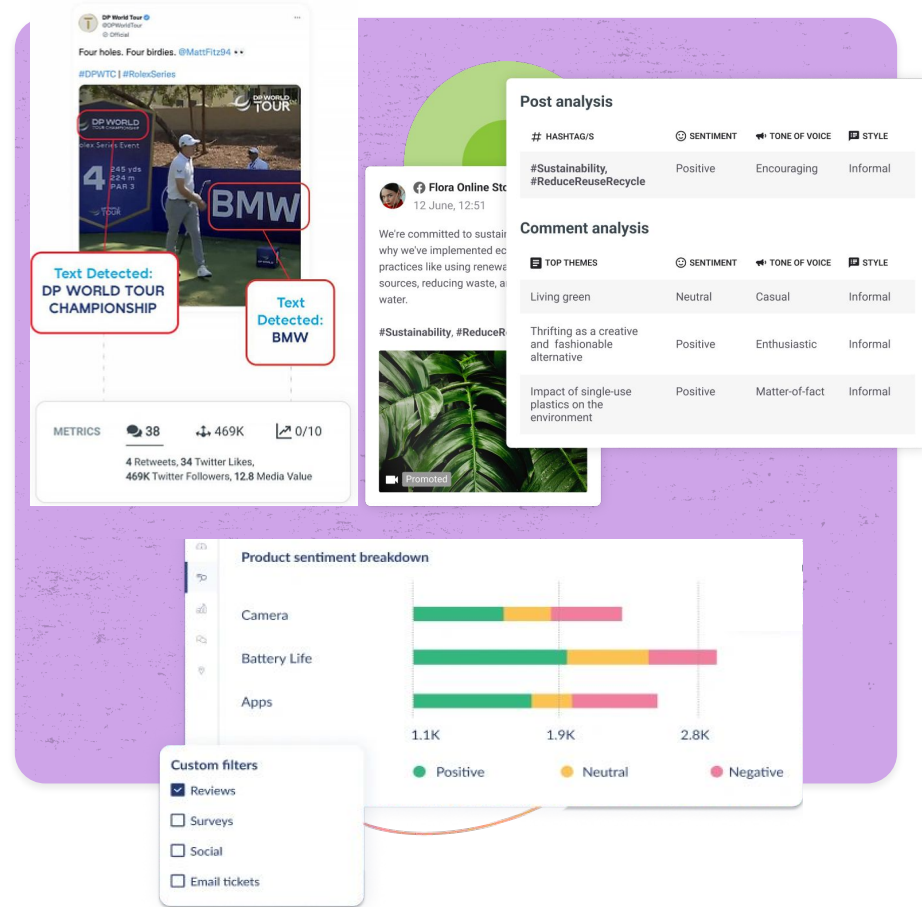
- Imagine being able to replicate the depth of focus groups with the scale of quant
- Use AI to recruit and run live, unmoderated conversations with hundreds of participants at once
- AI handles real-time language translation, theme detection and summaries - delivering insights in days, not weeks
- Ask open-ended or poll-style questions and instantly see what resonates - with themes and sentiment visualised as the conversation unfolds



Evolving Applications

AI scraping on websites, reviews and social media

- Detect and Analyze more than 30,000 brand logos across visual media on the internet - 24/7, in seconds
- Monitor product placement, competitor placement and Analyze sentiment across multiple channels
- Extract and Analyze relevant text from online audio content and podcasts - to provide deeper insight into brand mentions and discussions
- Track online conversations about your brand and competitors across in 187 languages **across 150+ million websites, 30 social networks, blogs & forums, news, print & broadcast, reviews, podcasts and more**

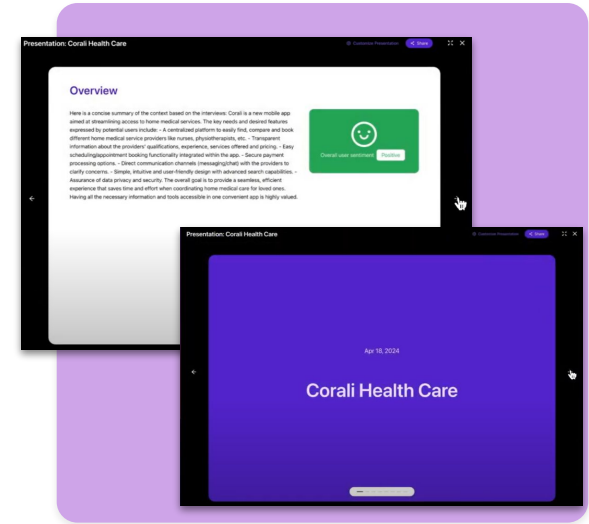
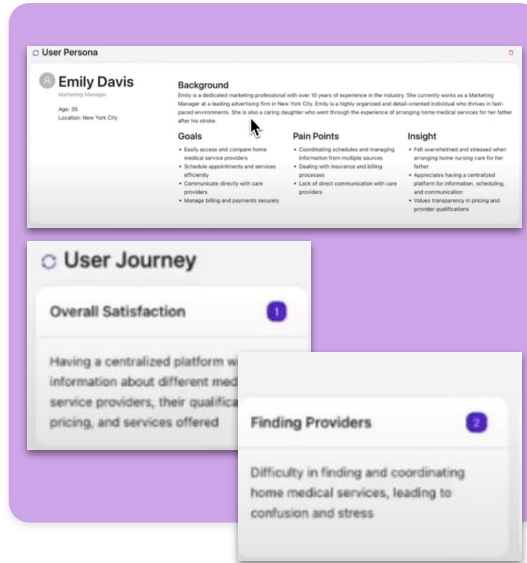
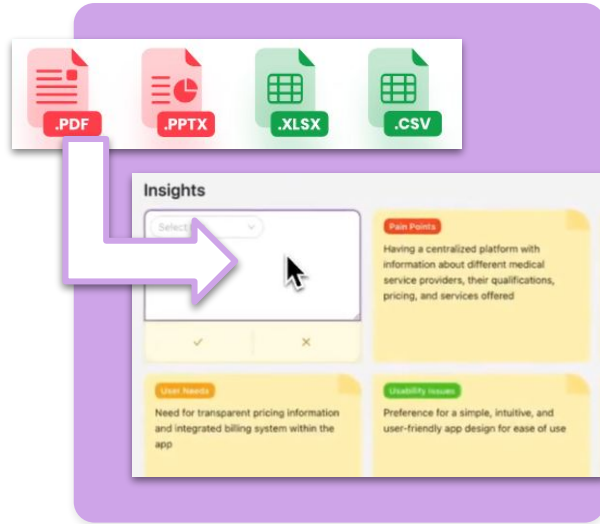


AI-driven UX research to support analysis and reporting

Instant summarisation, sentiment analysis and insights extraction with automated topic tagging

Widgets to build user personas, jobs to be done, user journey map and user stories

Present your canvas in a customisable presentation



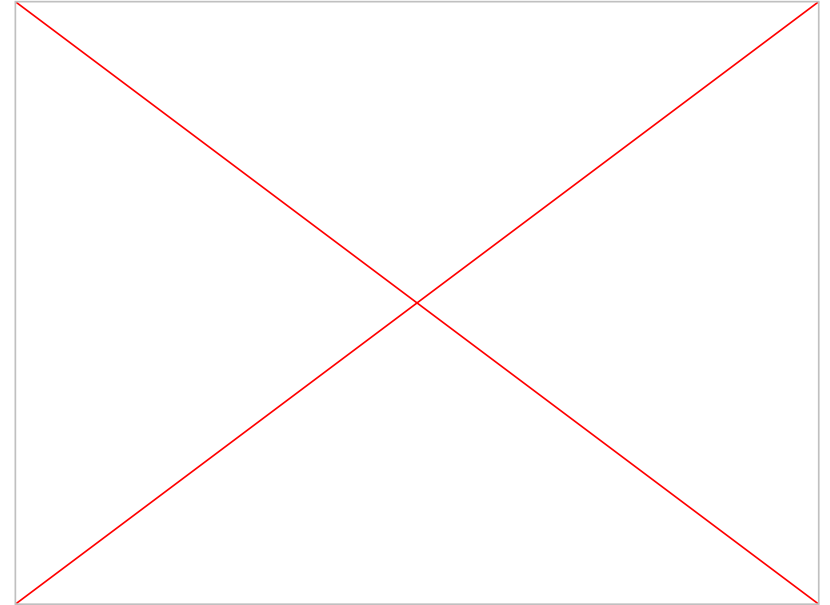
Current Ai in MR

Automated Concept Testing

- Run live market experiments on social media that reveal true customer preferences, pinpointing 'potential customer persona' for each ad
- Low cost, set up <30 minutes, results within 7 days
- Provide an AI tool based on insights from all experiments that allows to speak to AI personas as part of the Heatseeker platform



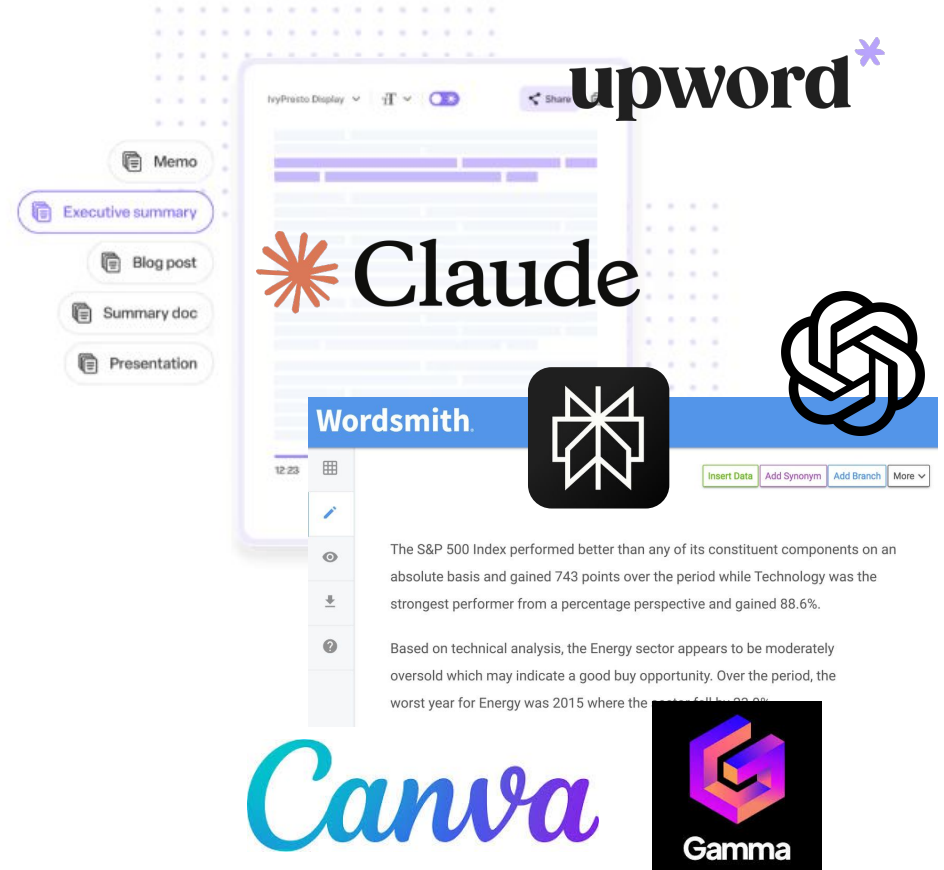
Overall Performance		
REACH	ENGAGEMENT	LEADS
10,000	344	44



Evolving Applications

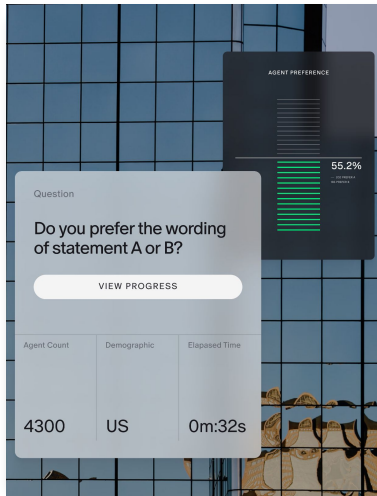
Turn your own research findings into AI-powered reports

- Tools like **Upword**, **Wordsmith** and **Plus AI** automate the process of turning research findings into polished reports and presentations
- Extract key insights and transform structured data, charts, tables and dashboards into written narratives or presentations
- LLMs like ChatGPT, Perplexity and Claude can also generate outlines, summaries and narratives from raw notes to draft report structures
- Gamma.ai and 'Canva's Magic Design for presentation' are also worth looking into!



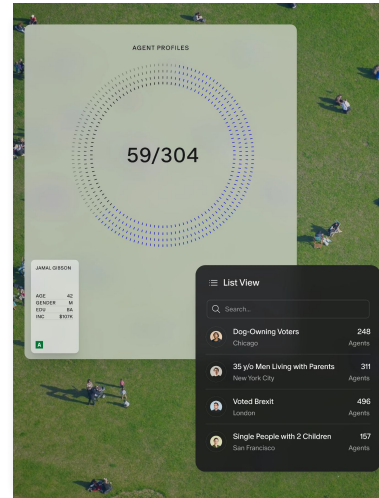
AI to predict world events by simulating how - entire populations will think and behave

- Configure impact of hypothetical news, information, and stories to measure the impact of events that haven't yet happened!



Their model enables message testing, concept evaluation and more without traditional research methods.

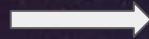
Simulate audiences like C-suite executives, federal organisations and unique customer segments



Aaru's "Dynamo" model recreates the world for political simulations

It models audiences using hundreds of demographic, psychographic and cognitive traits

**The future of insights
isn't just faster or
cheaper. It's smarter.
And it starts with how
you use AI today!**



Post presentation activity:

**If you had to pick one
AI-powered tool to embed
in your work tomorrow,
what would it be?**

Thank you



Sonny Sethi
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(+61) 405 028 953

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AI Video generation

- No actors.
- No crew.
- No casting agents.
- No lighting tech.
- No post producers.
- No camera hire.
- No sound designers.
- No prop buyers.
- No location scouts.
- No equipment insurance.
- No unions.
- No catering.

Just a few words in a text box
and an AI tool that's getting better
at pretending.



AI Video generation

Further examples of,

- Text to video generation
- Image to video generation

