

# Designing Research for a World That Won't Slow Down



Know it now

16 April 2026





# From the courtroom to the consumer

Sam Killip, VP of Insights - Attest

Before we begin...

We surveyed 400 research professionals



To *know it now*, you  
first have to know it.



The pressure is  
on to be faster



64%

of your peers launched a product, price change or campaign in the last year without insight, because they couldn't wait



The most valuable  
skill in this room  
isn't speed



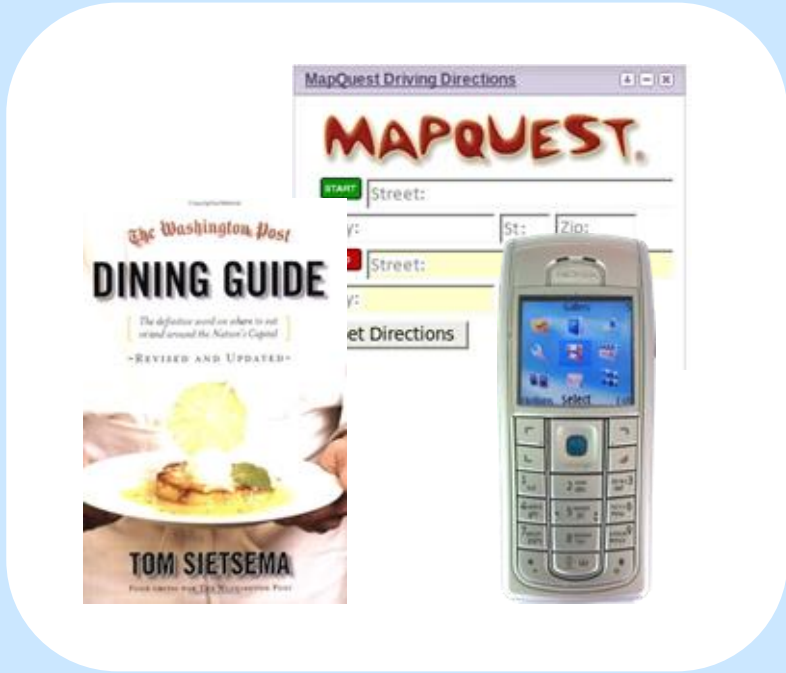


I'm here to make a case....

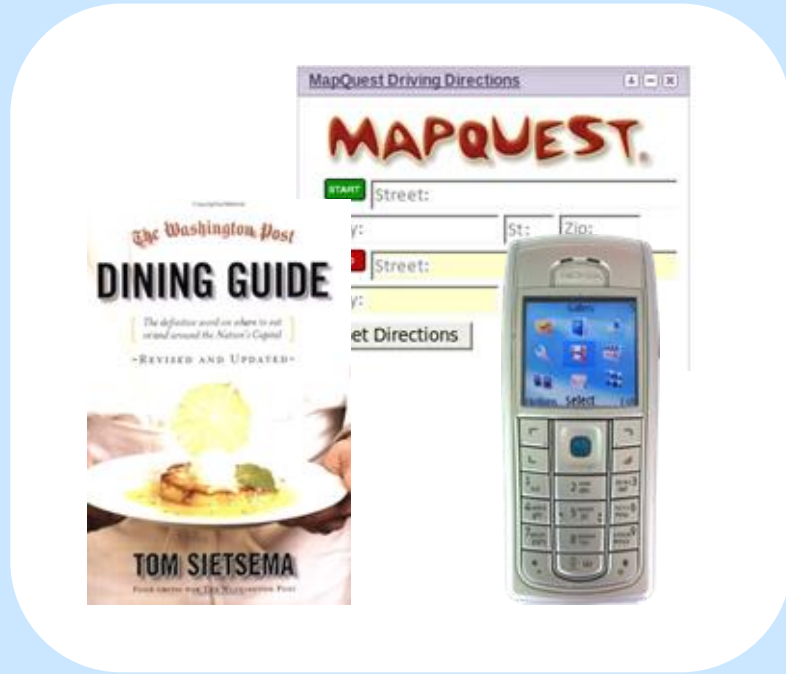
Same task. Completely different infrastructure.



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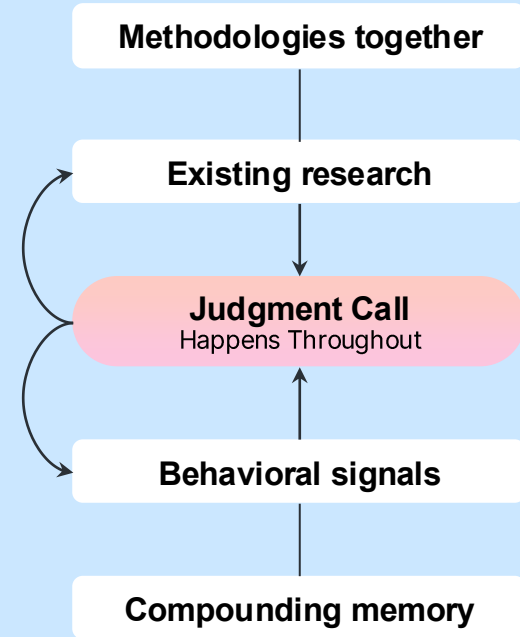
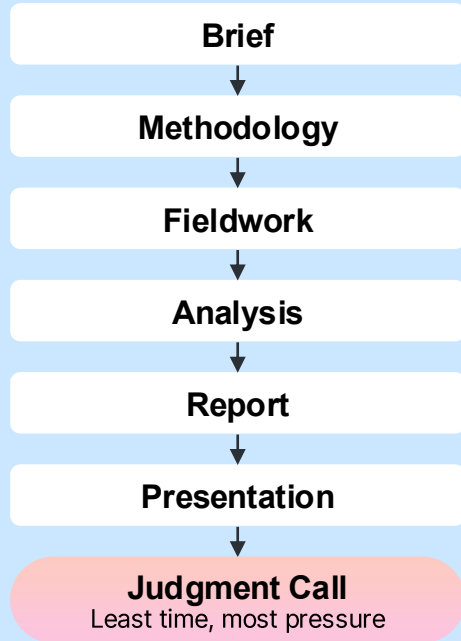
Same task. Completely different infrastructure.




A group of four women are seated around a dining table in a restaurant at night. They are engaged in conversation and holding wine glasses, suggesting a toast or a celebratory moment. The table is set with plates of food, including a large bowl of salad and a plate of pasta. Several lit candles in glass holders provide warm, ambient lighting. The background shows a dimly lit restaurant interior with a lamp and a doorway.

The goal was never a  
faster night out.

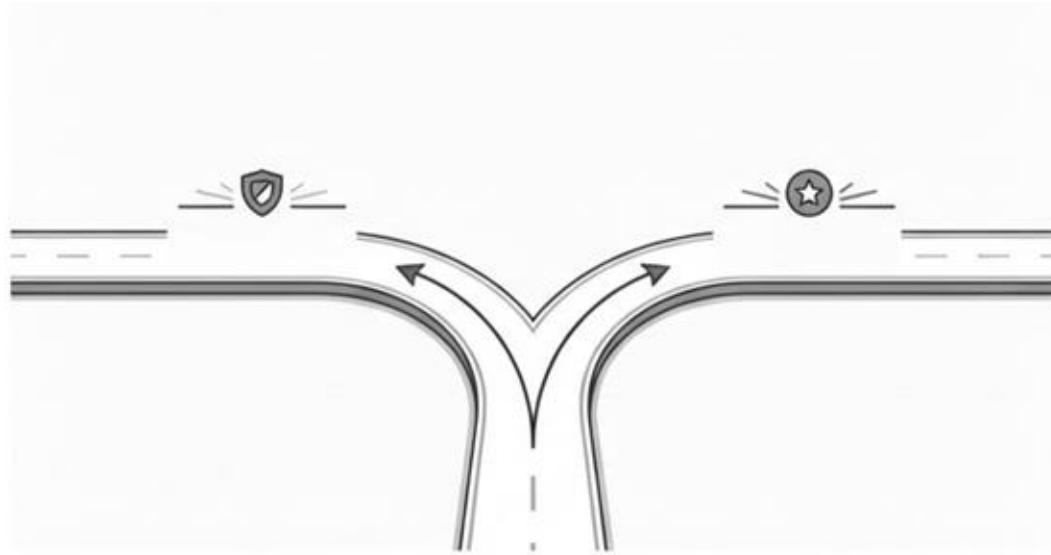
# The process is the problem.





Lack of judgment is a cost,  
judgment is an unlock

# Two brands, two outcomes




Two brands, two judgment calls



## Two brands, two judgment calls

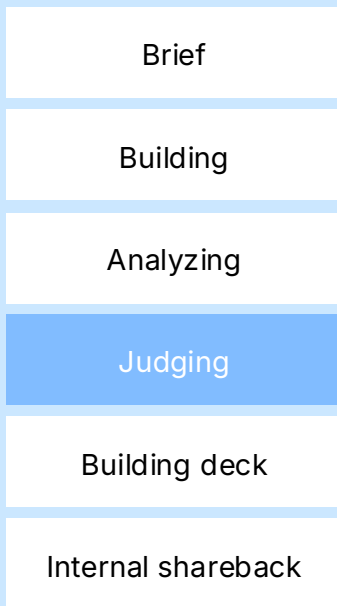




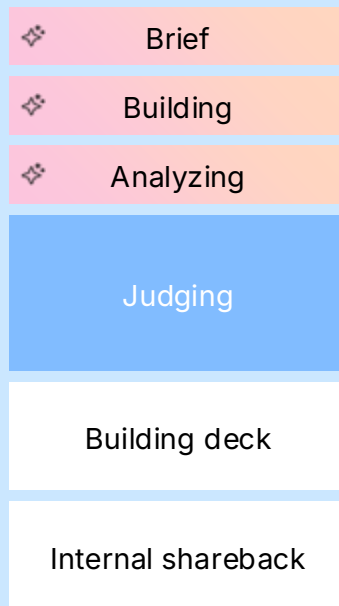
Where are we  
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# Where are we as researchers?

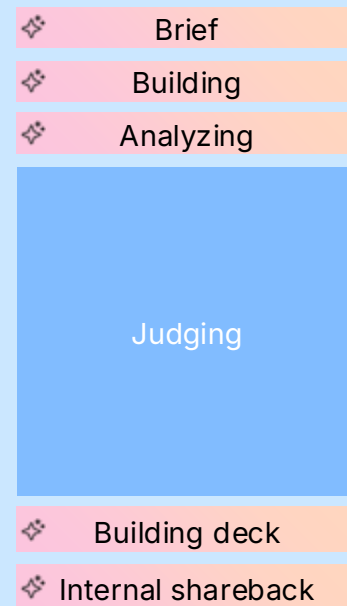
## ISOLATED



## ACCELERATED



## CONNECTED



# Where are we as researchers?



28%

Isolated




48%

Accelerated



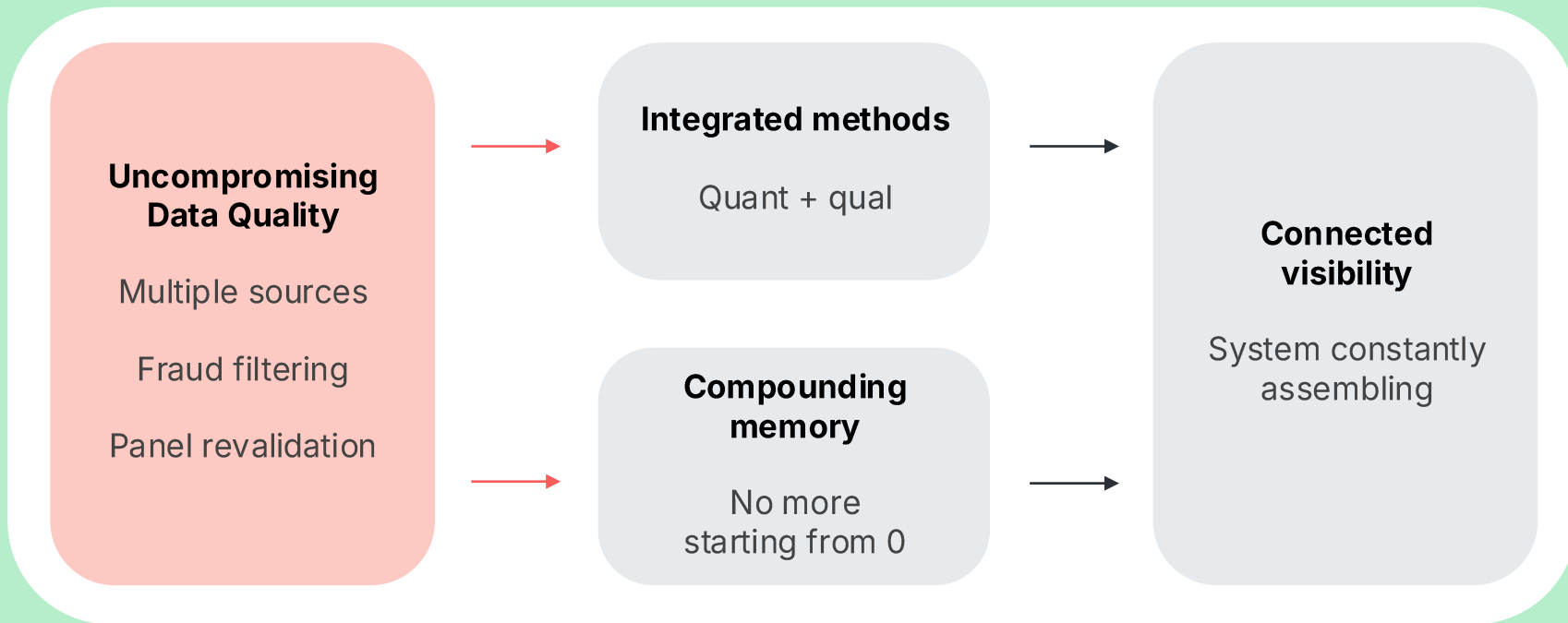
8%

Where they want to be



We have to be ready  
to work differently

# Building the future: The Connected Intelligence Stack



# Before we talk about what connects - we need to talk about what research is built on

57%

Have questioned or withdrawn a piece of research because of data quality

23%

Had concerns they could not act on



Should we just give up?

# Be demanding of your tech providers!

Ensure AI and tech features are built by researchers, for researchers — and not just engineered for speed



## Layered quality controls

Multiple checkpoints applied throughout the research process to ensure reliable outputs



## Multi-point IP verification

Robust validation at several stages to protect data integrity and prevent duplication



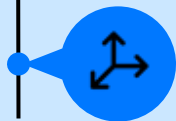
## AI-assisted response validation

Advanced models used to identify low-quality, inconsistent or fraudulent responses



## Ongoing panel revalidation

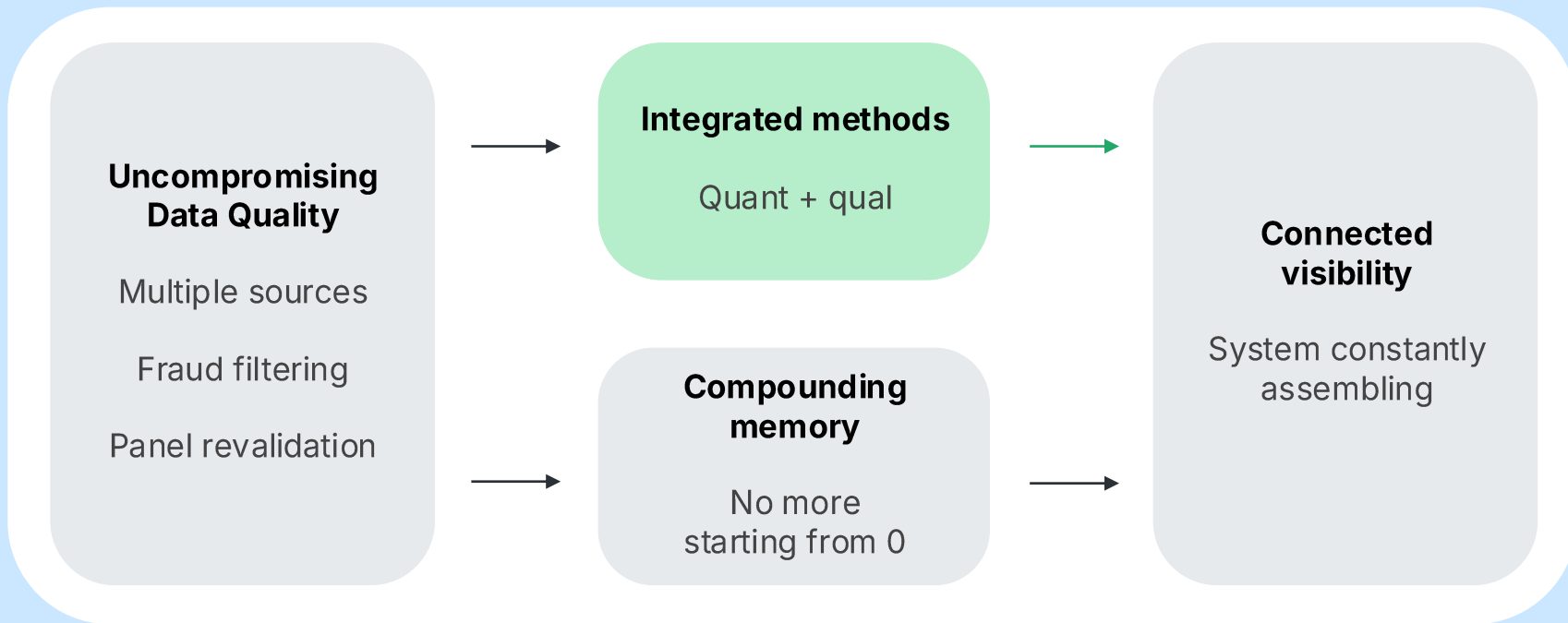
Continuous checks to ensure panel members remain accurate, engaged and representative



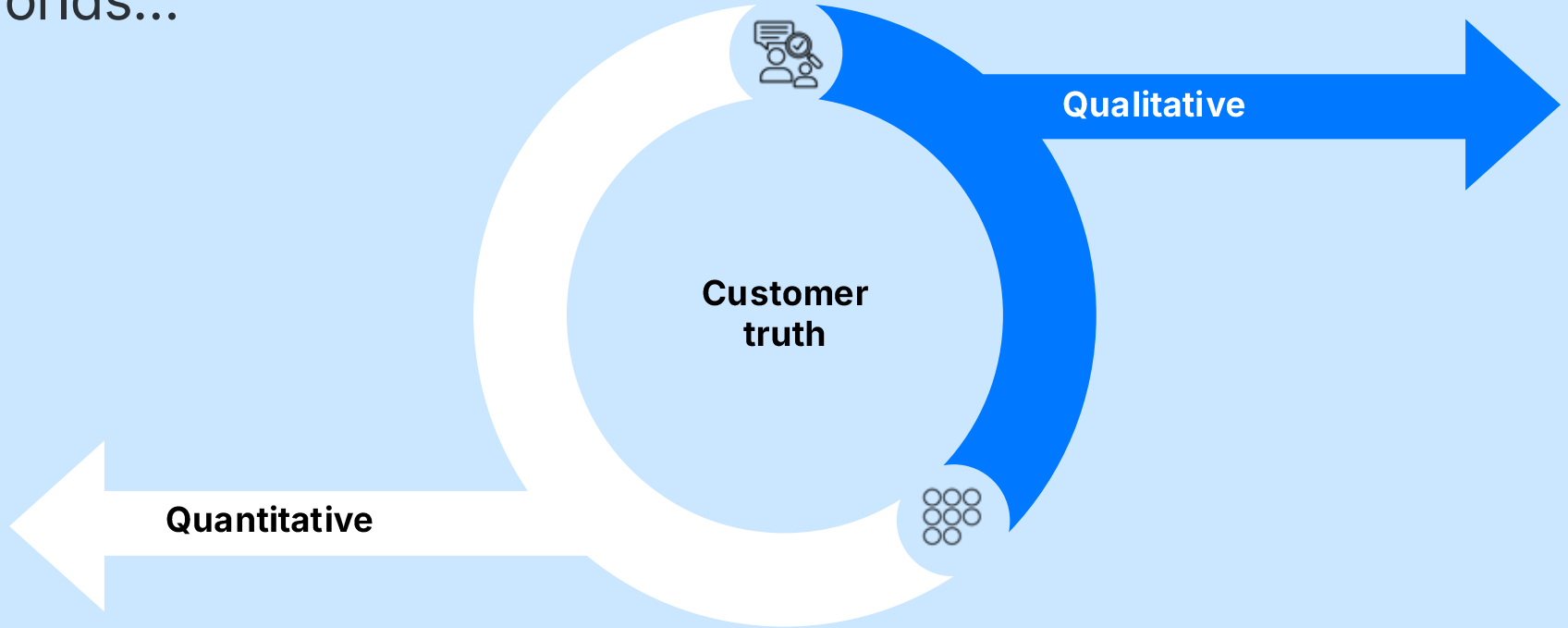
## Adaptive fraud detection

Systems that evolve alongside emerging threats to maintain data quality over time

# Building the future: The Connected Intelligence Stack

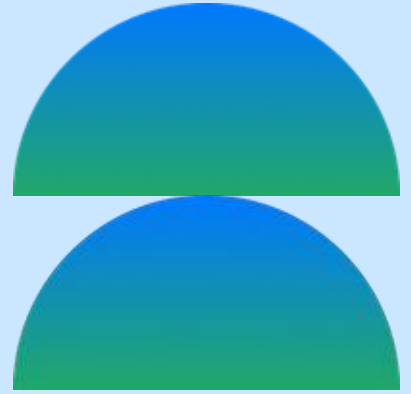


We've historically looked at Qual & Quant as separate worlds...



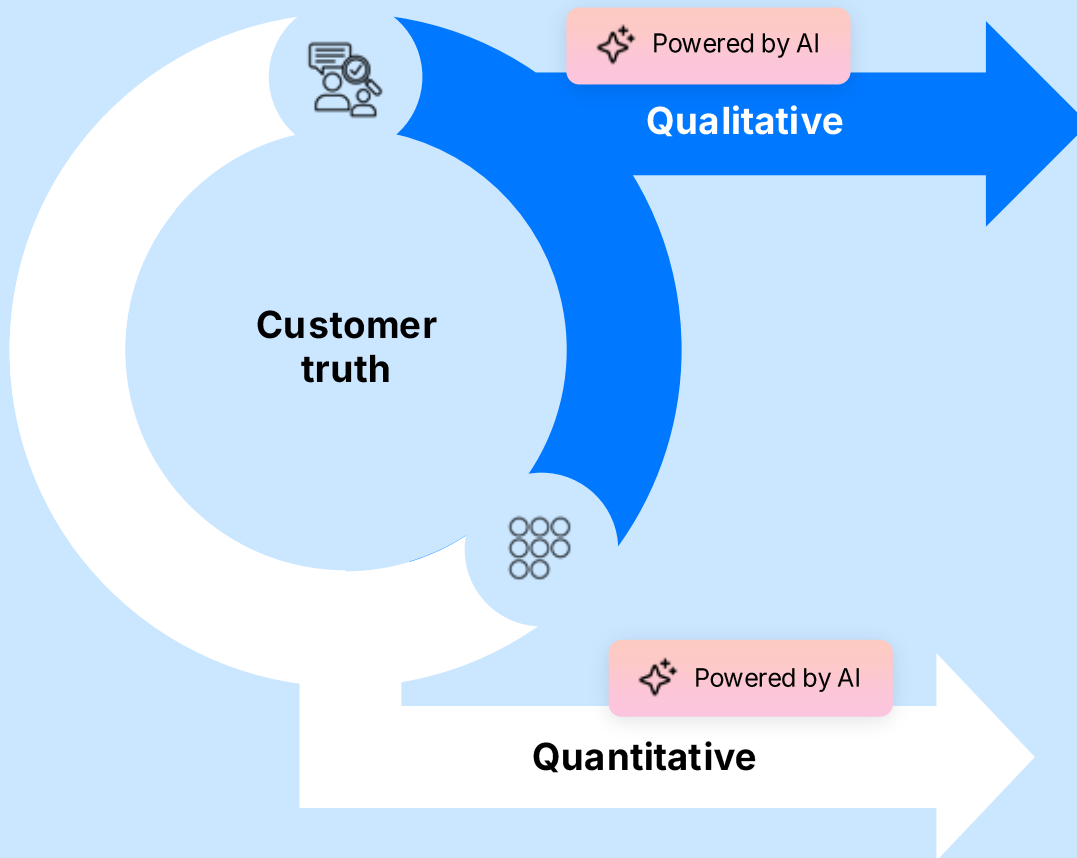
38%

of peers report qual insight  
often arrives too late to  
influence decisions

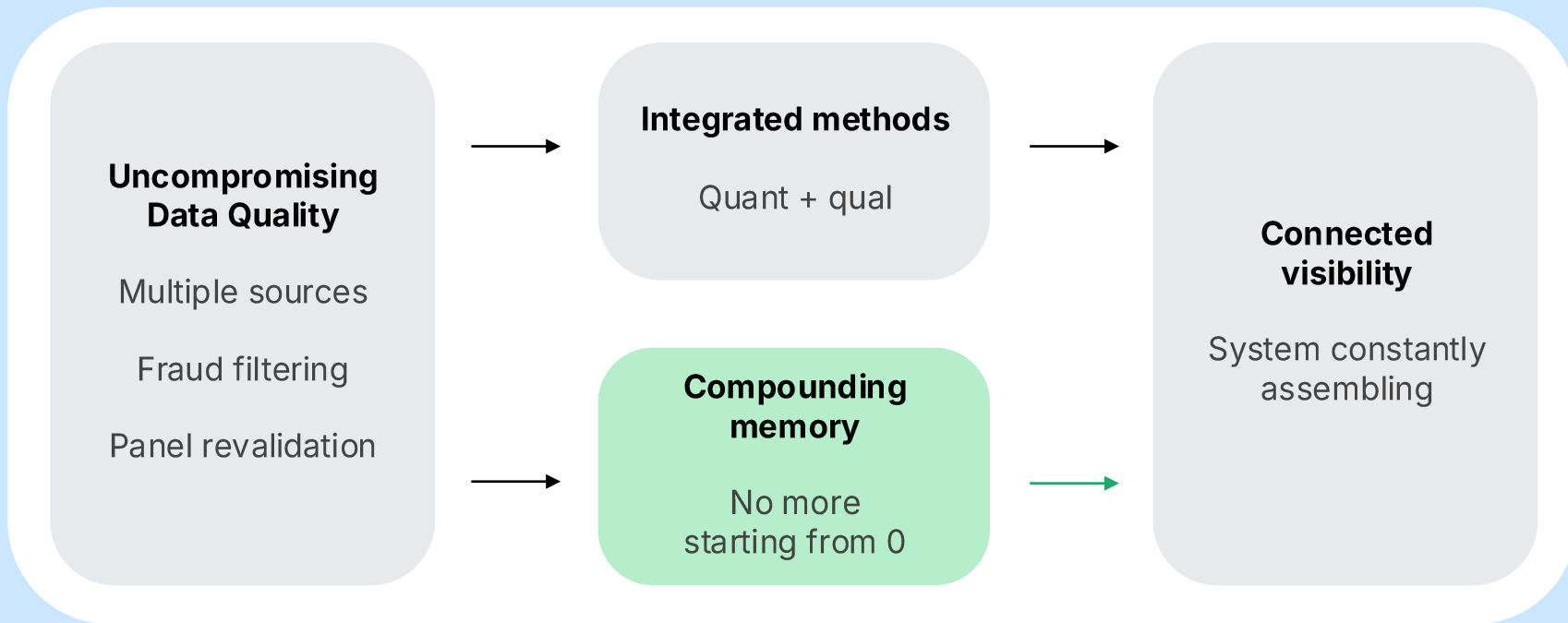


We've  
normalized the  
waiting...





# Building the future: The Connected Intelligence Stack



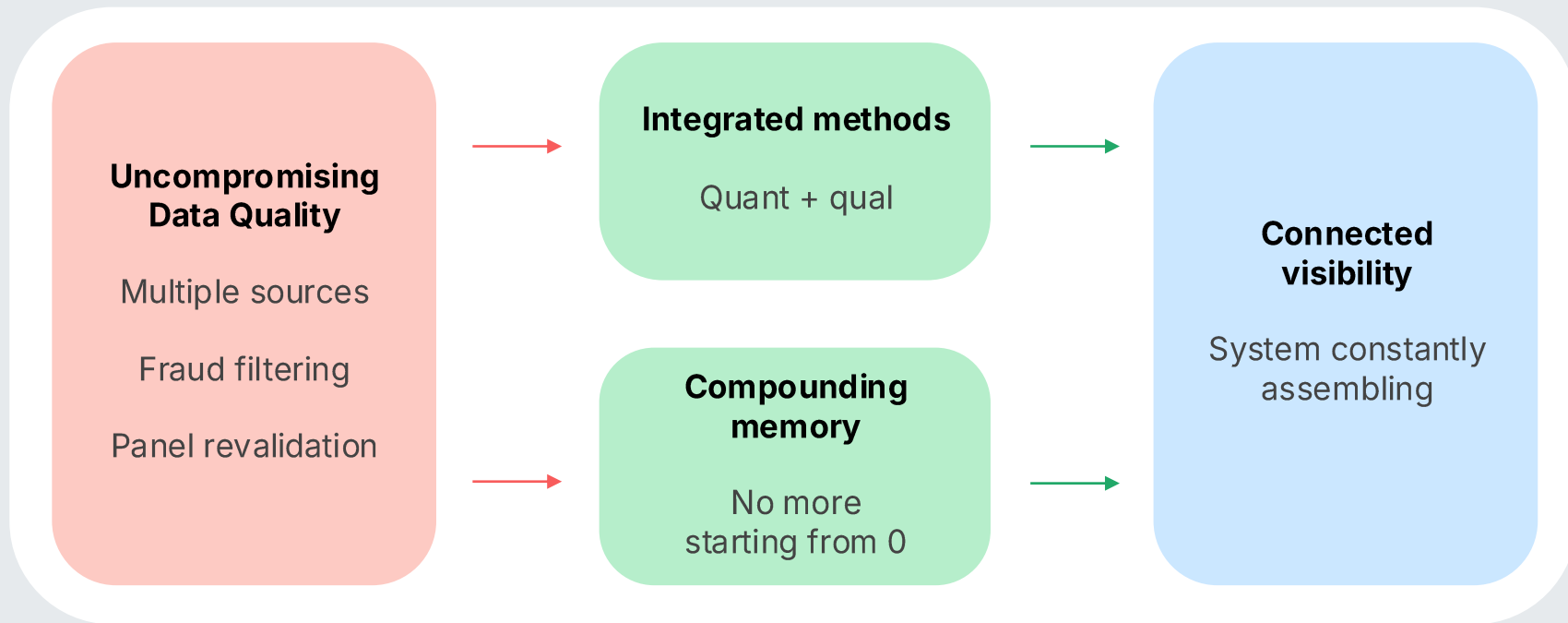
The answer exists. Nobody can find it.






The system remembers.  
**You still have to judge.**

# The Shift: From producer, to judge





Change always feels wrong  
before it's obvious



Know it now.

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**Let's talk!**  
Meet us at booth 116

[askattest.com](https://askattest.com)