



x



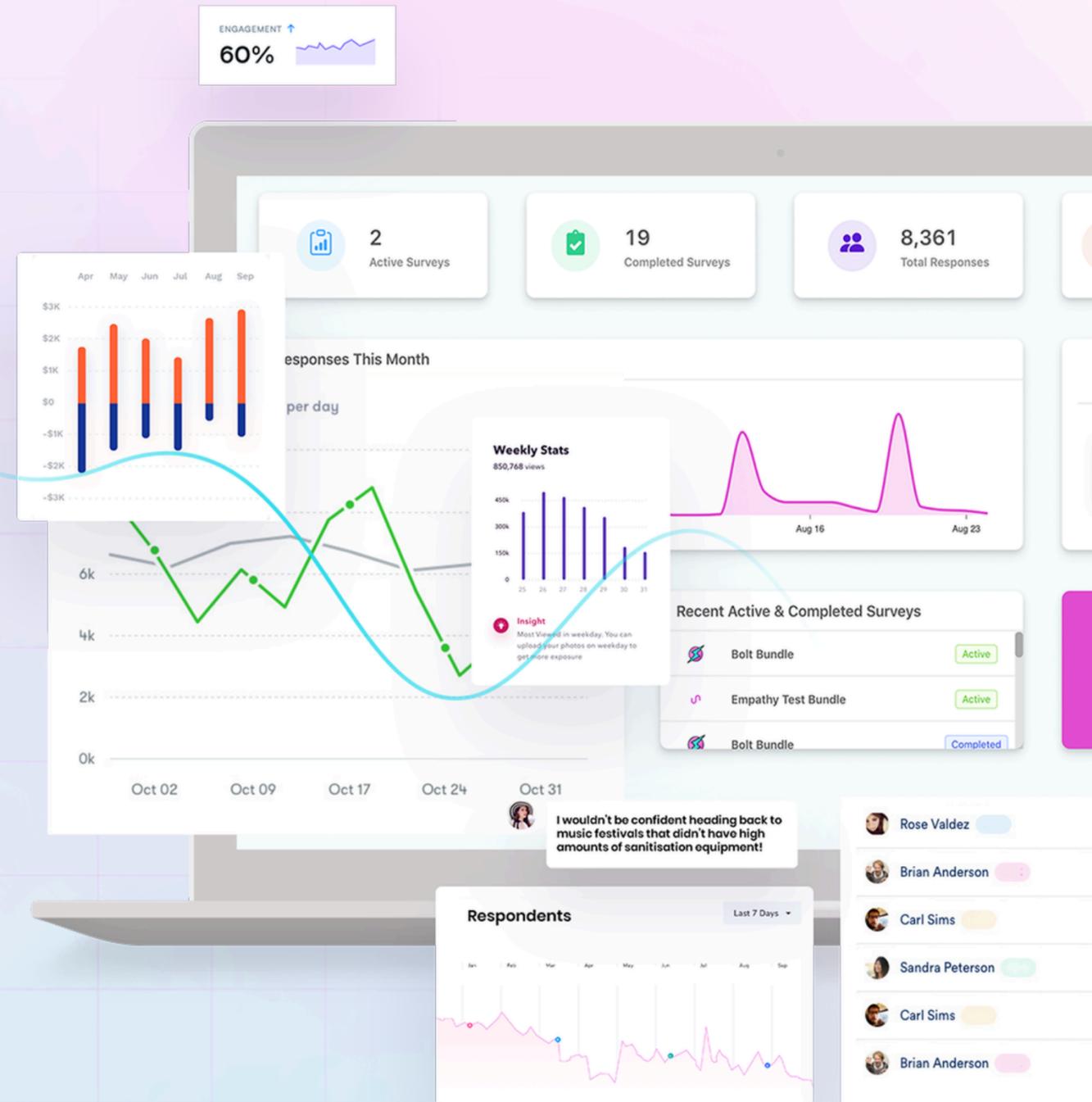
How Heineken Ditched DIY For An AI-Native Insights Operating System



Charlie Butler
Co-Founder &
Co-CEO



Mary McMahon
Head of Insights,
Media & Innovation



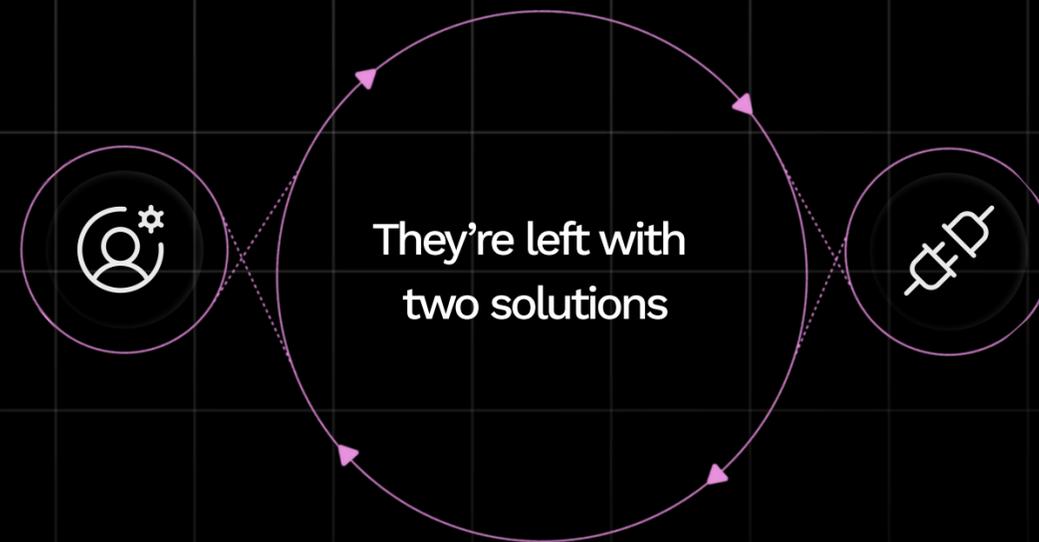
Event
Quirks Dallas

Date
03-10-2026

Website
bounceinsights.com

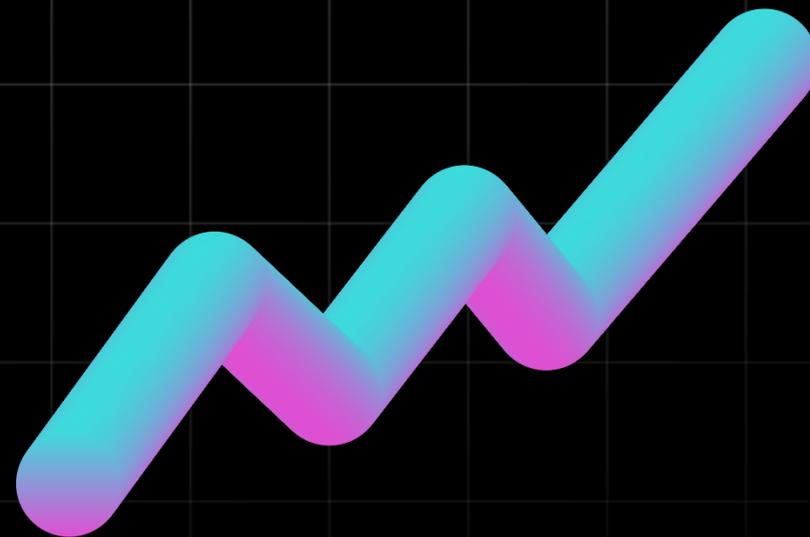
PROBLEM

The Industry Has **Failed** Insights Professionals

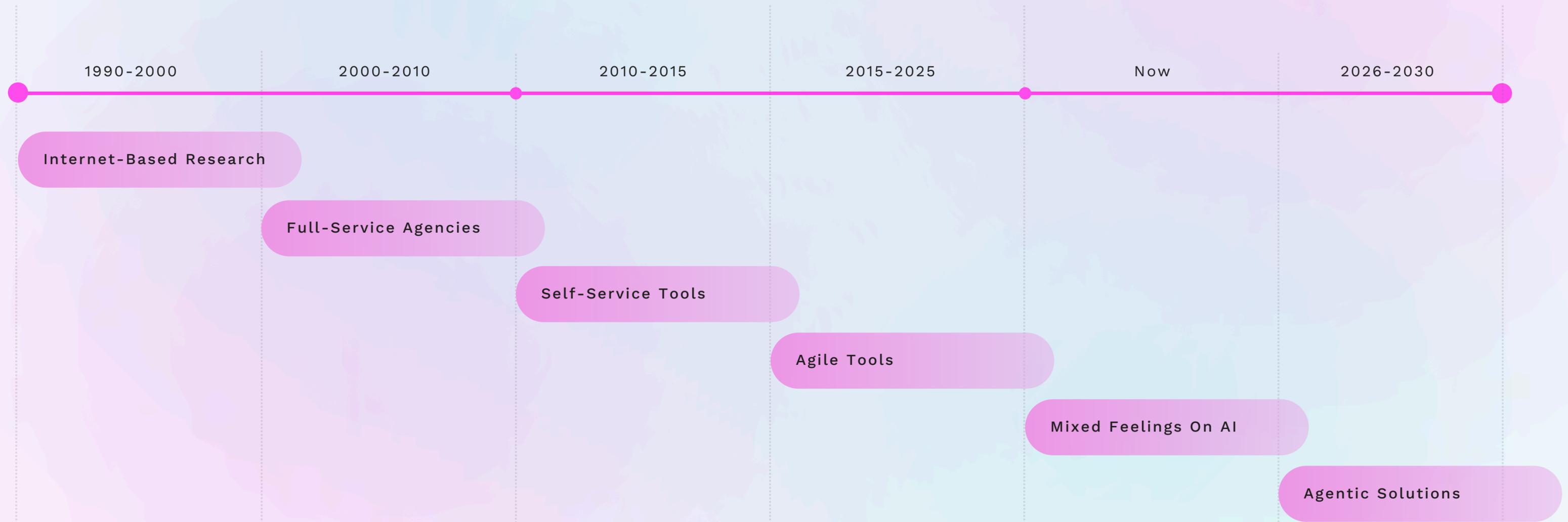


PROBLEM

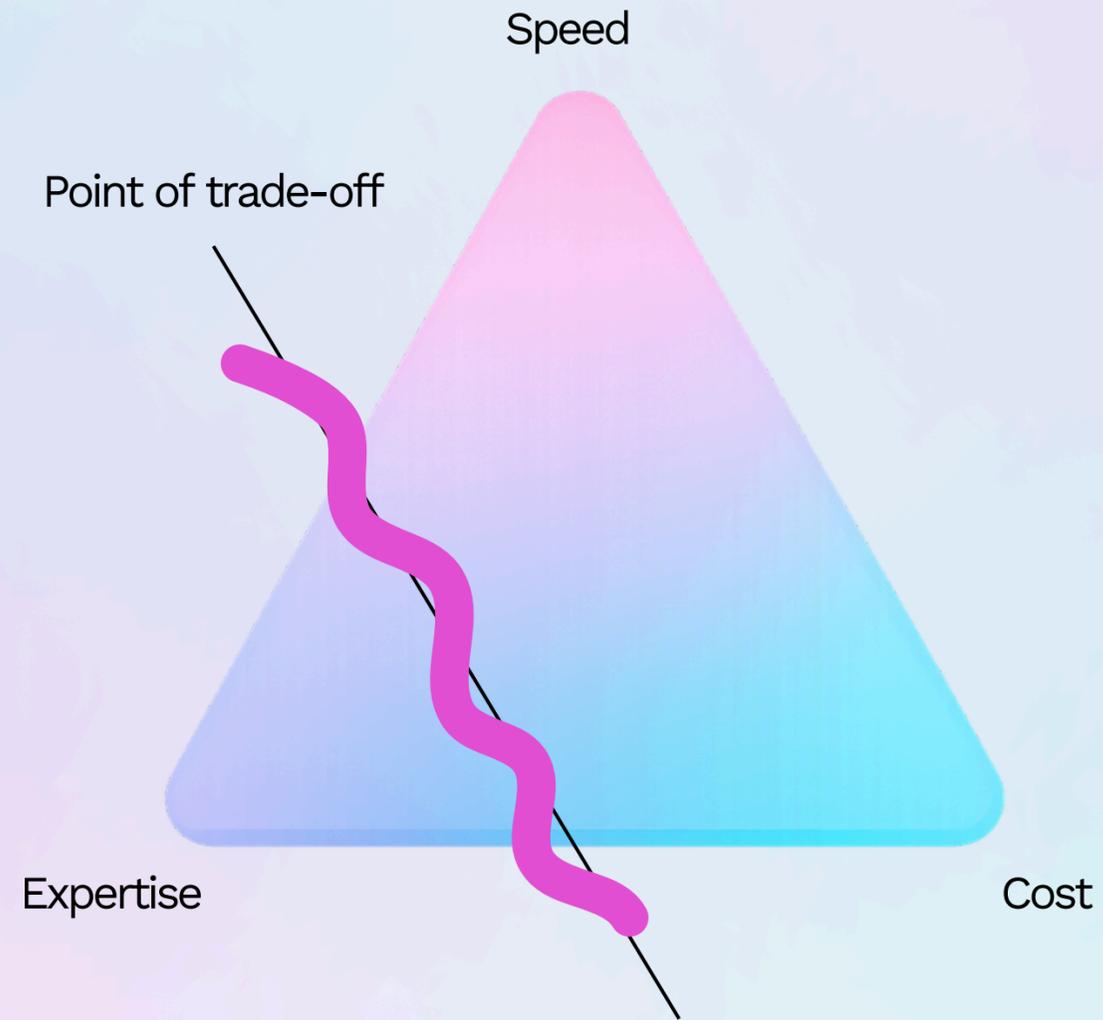
It's Impossible To Be
Agile When The
Unexpected Arises



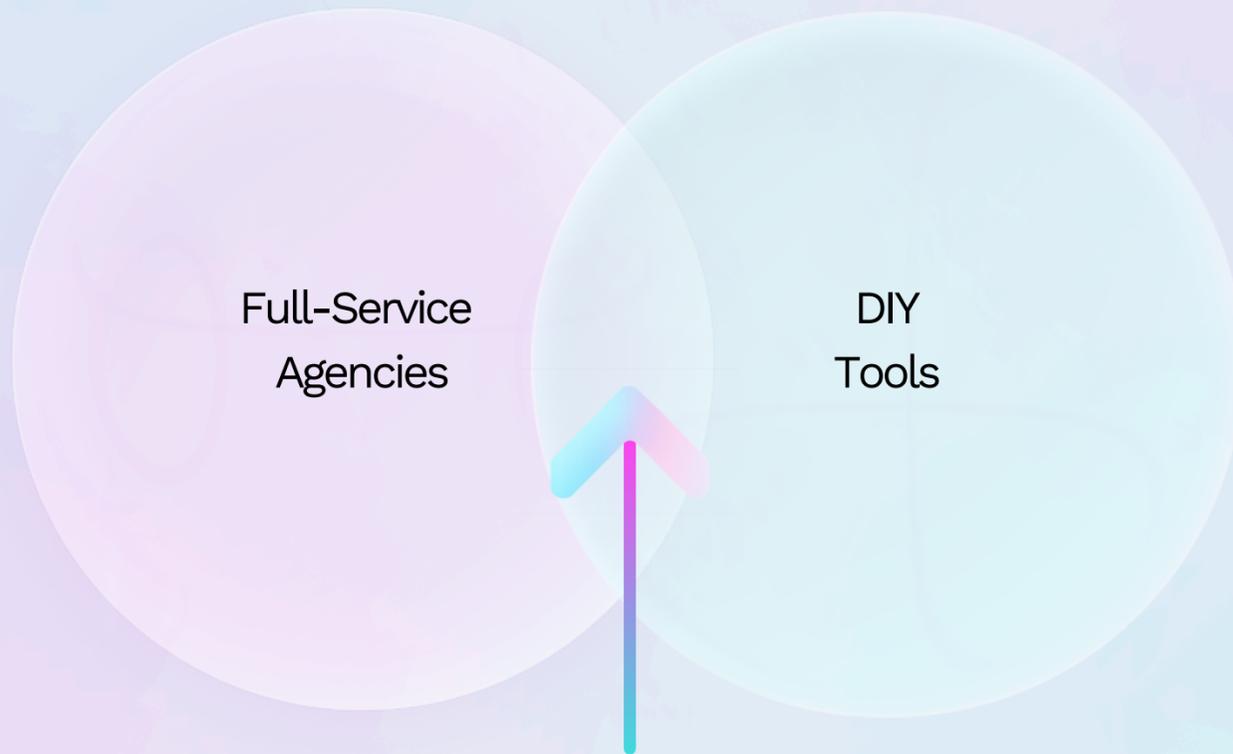
The Future Of Market Research Is **Agentic**



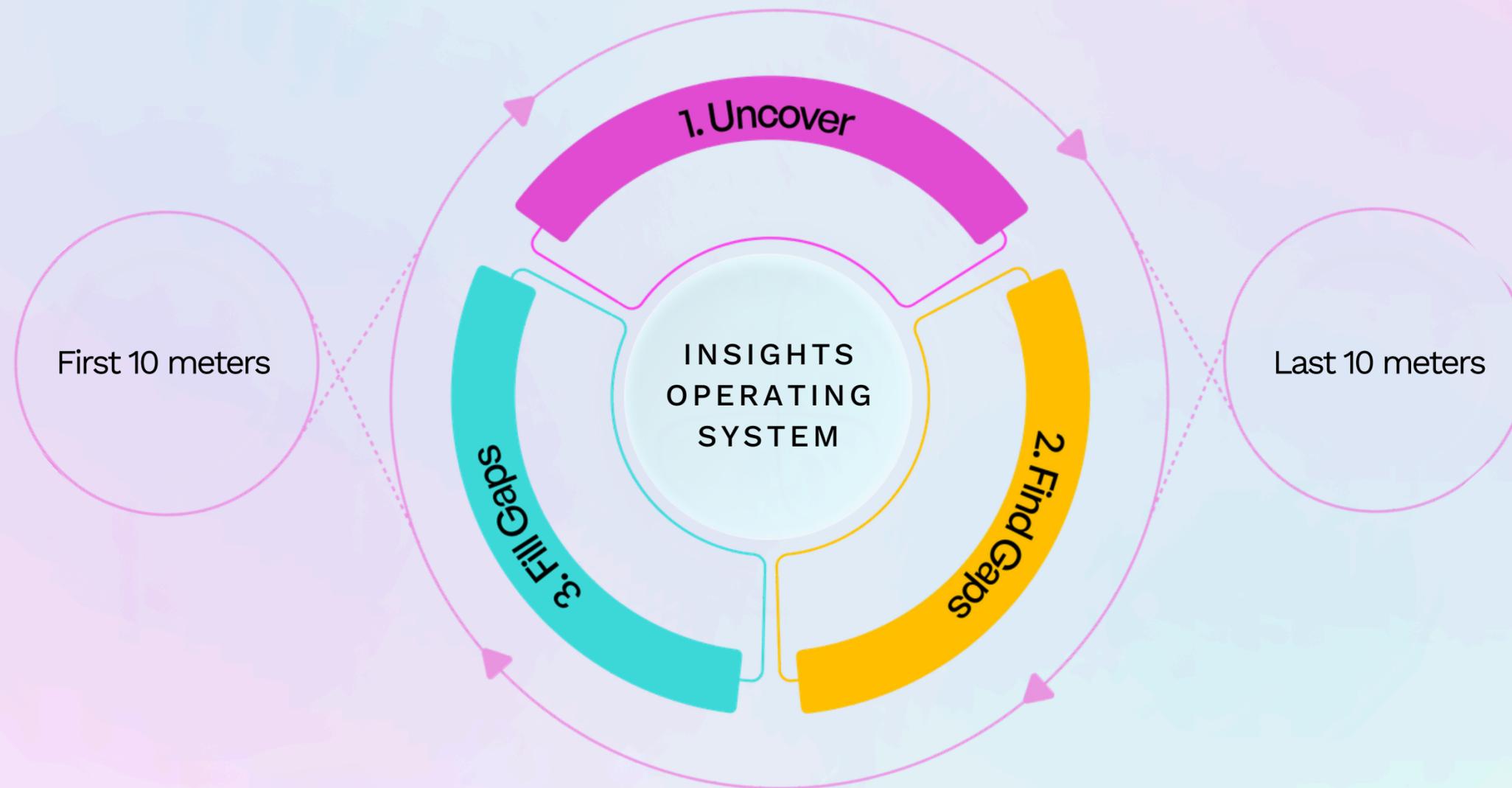
The Ideal Solution Can **Scale** Up And Down



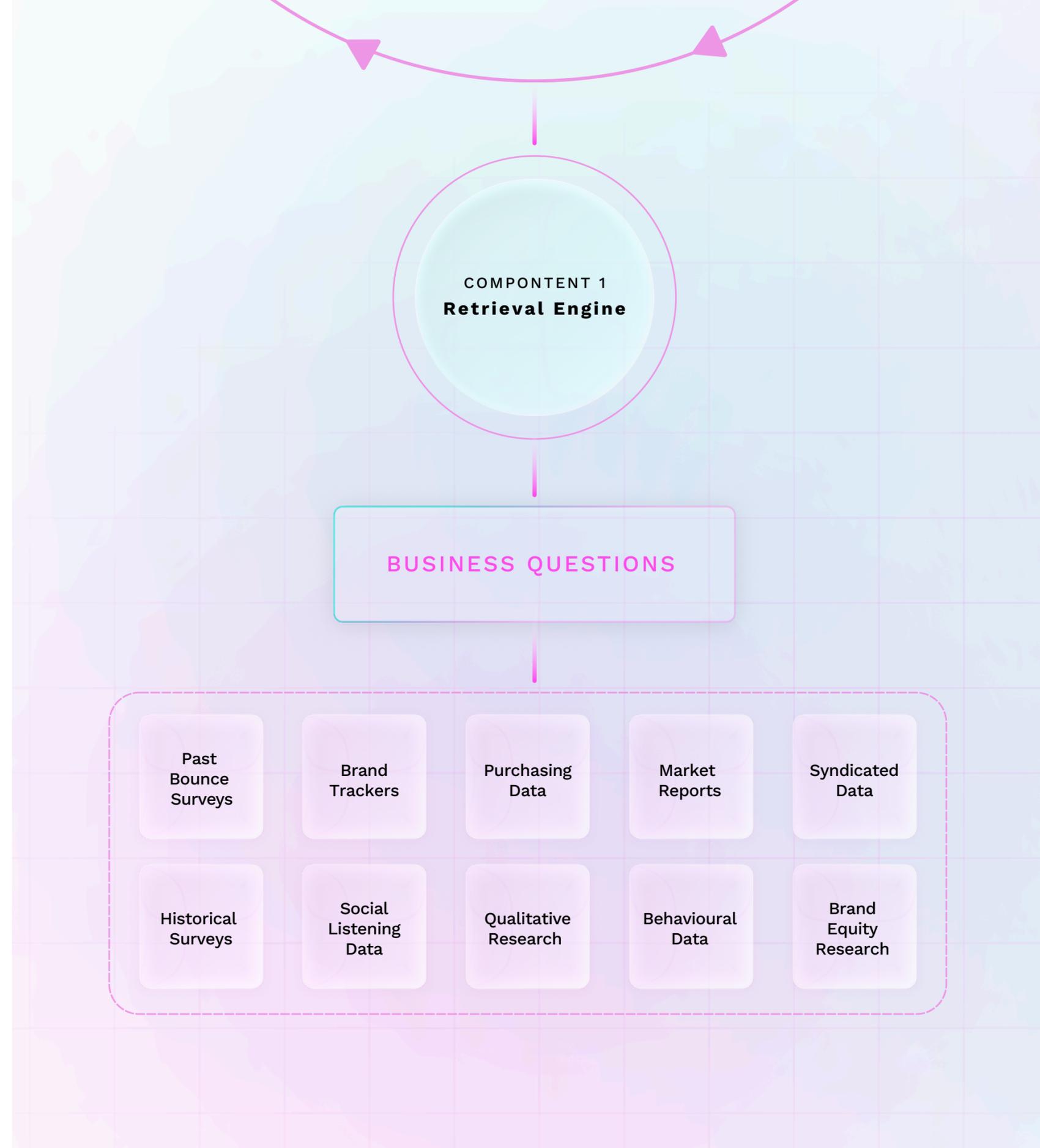
It Has The **Right** Mix Of Tech And Talent



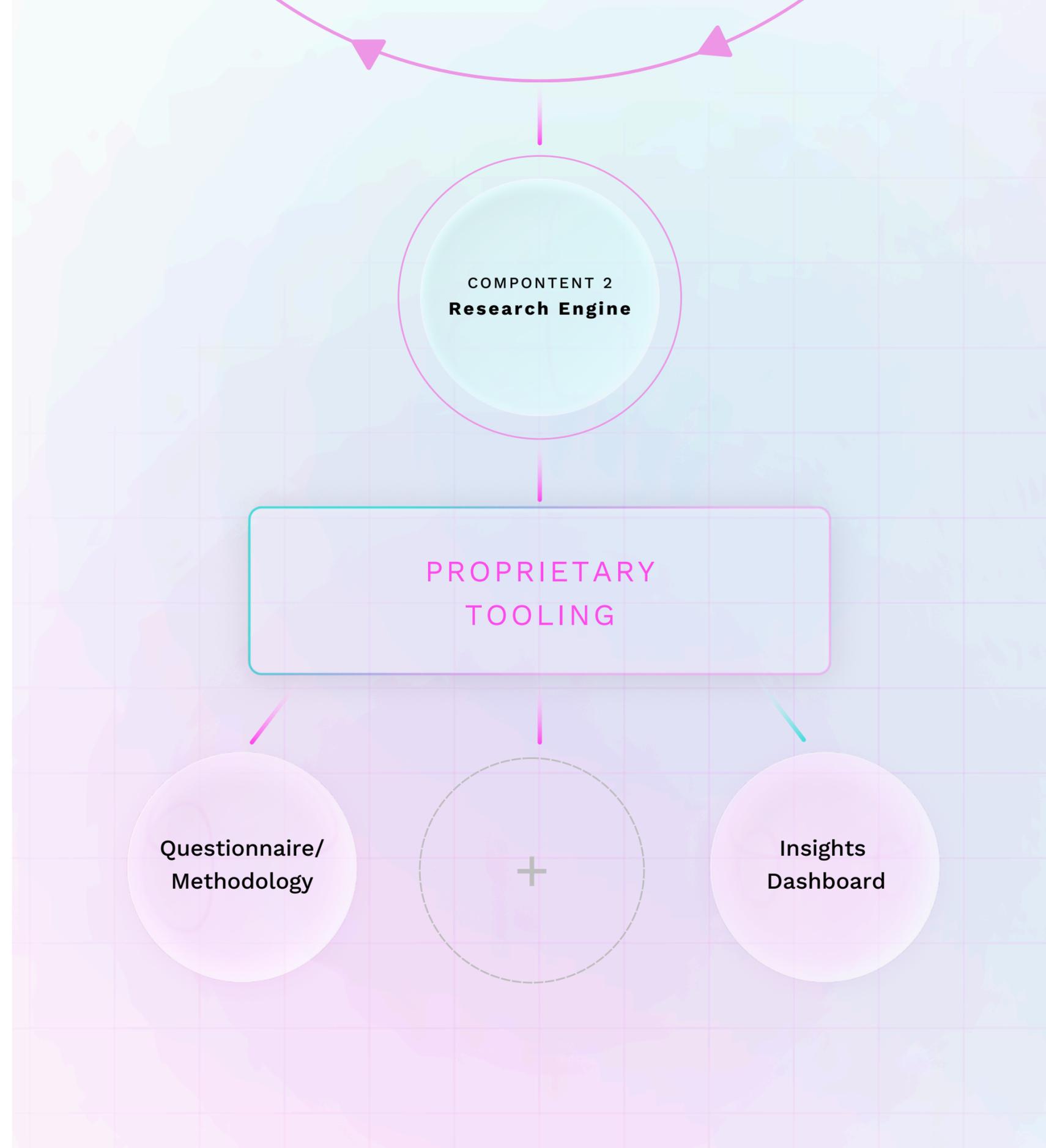
It's Designed To Work For You



Find Out What You Know



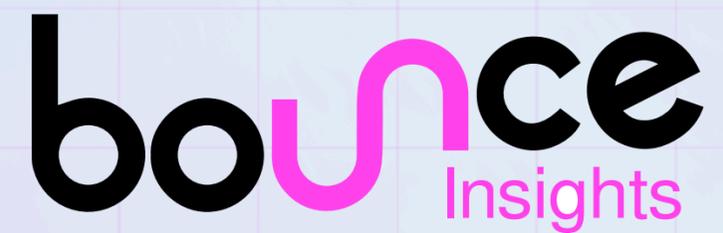
Fill In What You Don't



Key Takeaways From Mary



Key Takeaways From Charlie





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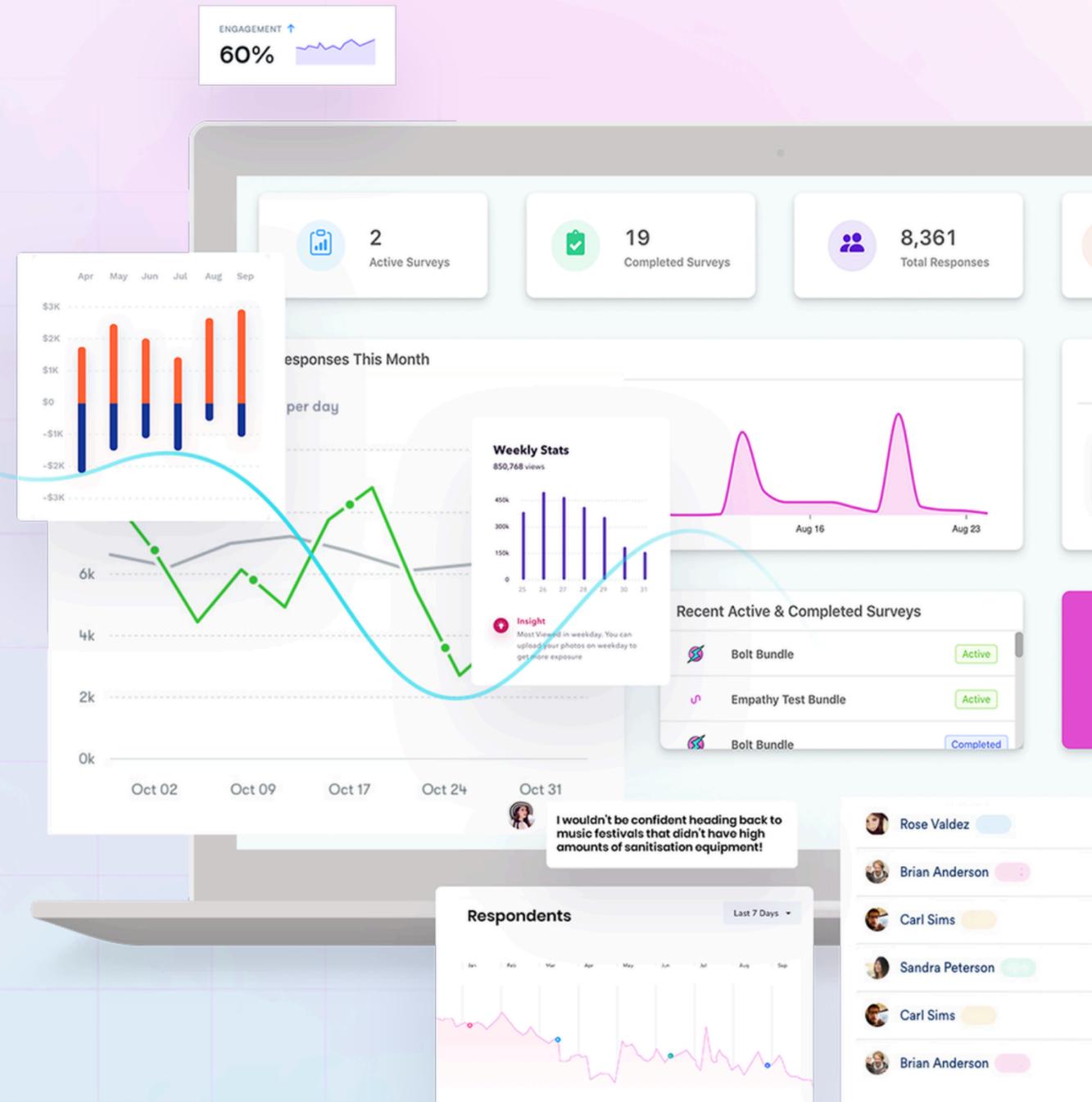
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