



OLGA KOMLEVA

Regional Marketing Lead, Central & East Europe.

Over 15 years in brand marketing, product innovation, portfolio strategy and digital transformation.



yasna

ANNA KRAZHAN

Chief Commercial Officer
20 years in strategic insights for Fortune 100 brands.

Bridges research and business realities.



yasna

KATIA SLOT

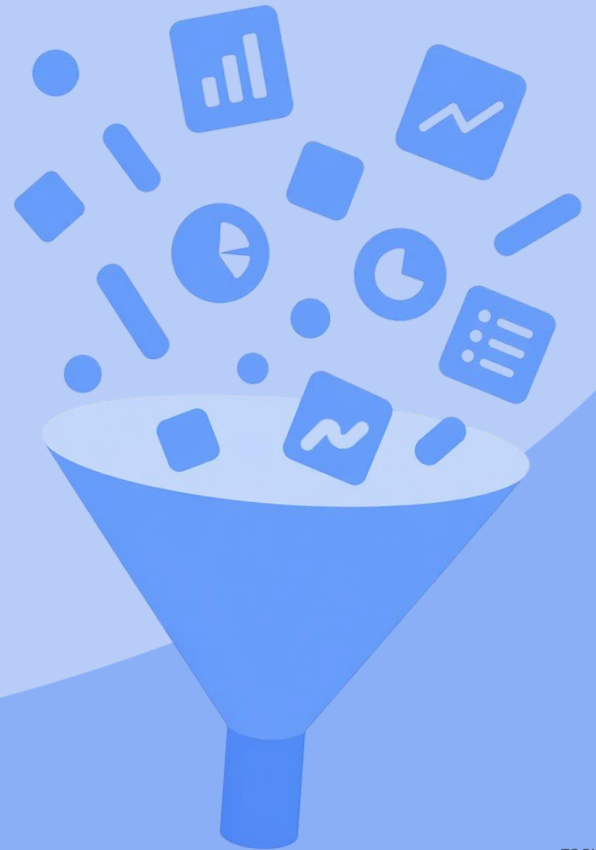
Senior Research Manager
15 years of hybrid research experience.

Ensures methodological rigor, quality and creativity.



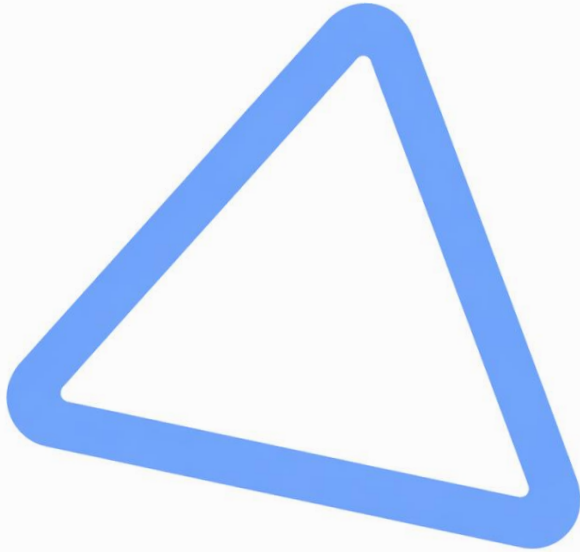
A Better Way to Support Marketing Decisions

Solving the Organizational Bottlenecks with Hybrid Evidence



«The Impossible Triangle»

Marketing is being asked to do the impossible:



- **1. COST:** Operate under shrinking budgets
- **2. SPEED:** Move at startup speed
- **3. QUALITY:** Deliver enterprise-level confidence

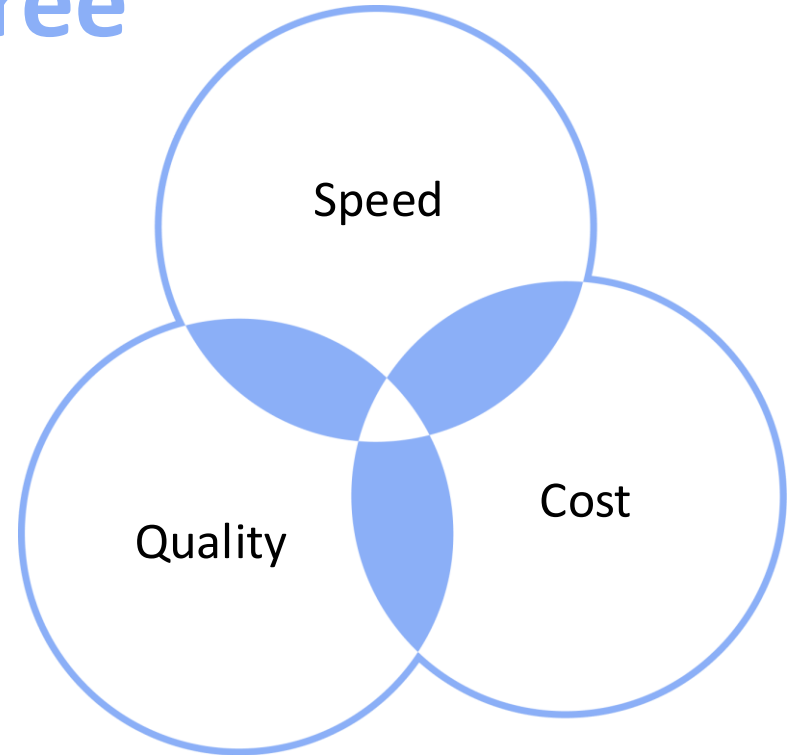
Speed, Quality, Cost. You're expected to win all three

Traditionally, you could optimize for two:

Fast + Cheap → **Low Confidence**

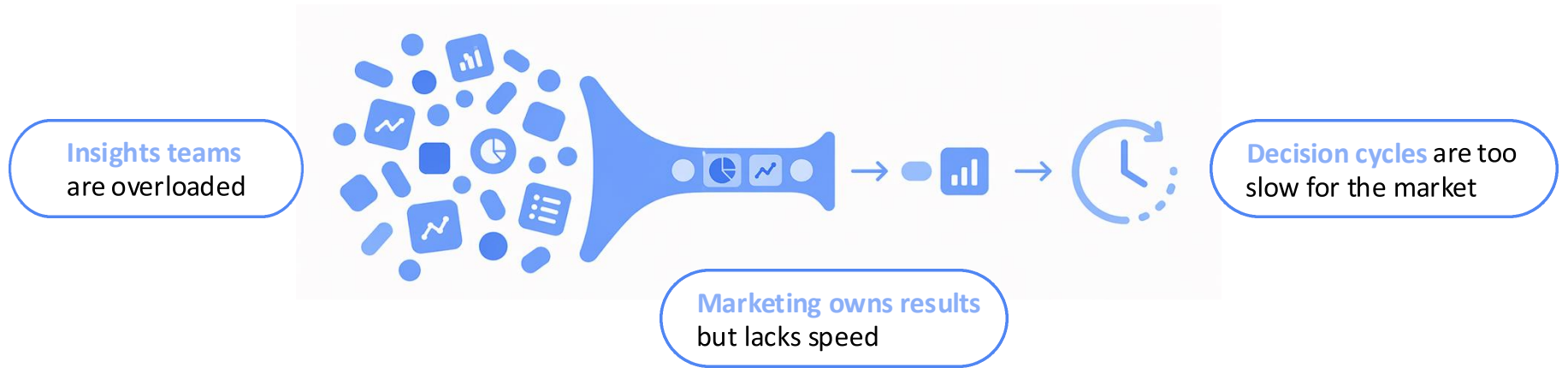
Fast + High quality → **Expensive**

High quality + Cost-efficient → **Slow**



This breaks the traditional insights model

What we see in most organizations:



So we are forced to rethink how we generate insight

This is why we are actively looking for new solution that can:



Leverage new technologies



Combine speed and rigor



And change how decisions
are made

How to support innovation faster without losing control and compromising on quality?

Ways to accelerate innovation



In-house insights



AI research tool



Research agency

Hybrid AI Research = AI scale + human judgment

AI-powered hybrid research,
combining depth and scale
in one workflow.

yasna  **essity**



Yasna can deliver in-depth **text, voice** and **video** interviews

Text

Voice

Video

Easy Setup

Topic №1

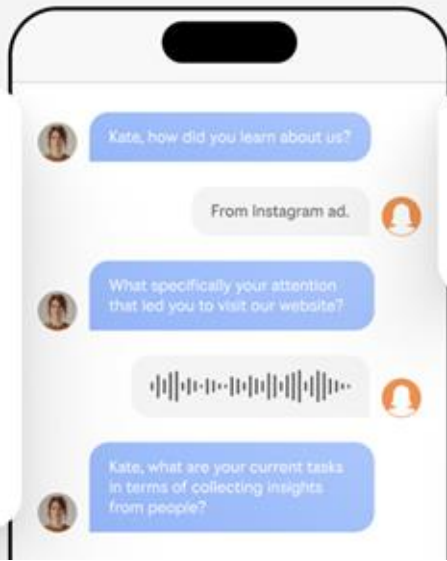
👤 What specifically caught your attention that led you to visit our website?

✦ OK, got it. I will gather the following information: discovery method and reason for visit.

Topic №2

👤 What are your current tasks? How do you think our product could assist you?

✦ Alright, I'll ask them what they're working on right now and how they think mycompany.com could help out.



Adaptive Interviewing



Asking initial question

The received answer is sufficient: proceeding to the next question



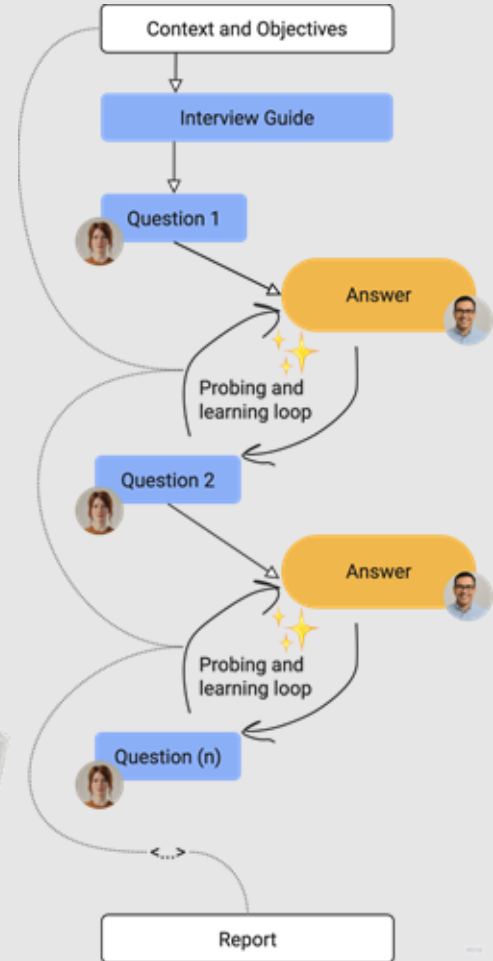
Prompting further

Understanding user's practical context and needs



**Our AI Agent
has intelligent
probing &
learning
algorithms
that mimic
human
moderation.**

yasna





Start cha

Multi-Market Research Within Reach

ROMANIA
N=150



Topic #1

Vă rugăm să citiți cu atenție comentariile de mai sus. Gândiți-vă la propria atitudine față de acest subiect: ce gânduri sau sentimente vă trezește acest lucru la nivel personal?

Participant (Jacques)

17:53

Beau apă pentru că este foarte bună pentru sănătate. Totuși, este la fel de important să diversificăm modul în care bem, adăugând sirop fără zahăr sau consumând și băuturi fără zahăr.

HUNGARY
N=150



Topic #2

Agent (Yasna)

18:01

Köszönjük a visszajelzését, Fred. Meg tudná pontosítani, hogy mi nem felel meg Önnek a bemutatott ötletek közül? Van-e valami konkrét szempont, amely nem tükrözi az Ön tapasztalatait vagy szokásait?

Participant (Fred)

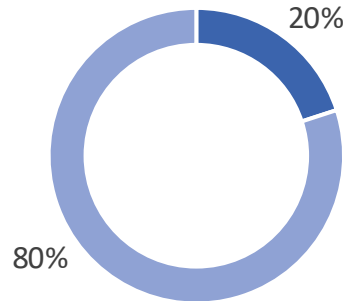
18:02

Igyekszem a lehető leghatározottabban étkezni; étrendem nagyon kiegyensúlyozott és a sportoláshoz igazodik

Hybrid Results: Quant and Qual in One



Concept Preference



■ Option 1 ■ Option 2

"I really liked the shape and the texture of this new product, and I would definitely prefer it to the previous version because by comparison it has tired and dated look".

- Josef, Romania, 30 years old

"I prefer new product just because it looks more modern and bright. If I saw this in my store, it would catch my eye".

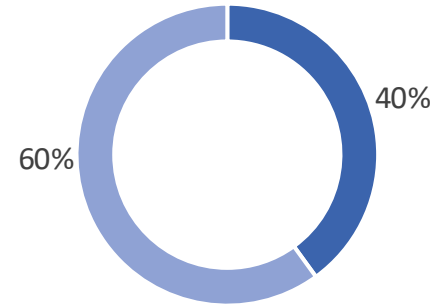
- Anna, Hungary, 25 years old

"I don't think too much before buying anything and this new concept just looks cooler."

- Balasz, Hungary, 27 years old



Concept Preference



■ Option 1 ■ Option 2

Hybrid AI research for faster decisions



Artificial – Human Intelligence



1. Research design



2. Interviewing



3. Quality control



4. First layer analysis



5. Interpretation

Business impact

Speed

- Decisions in days, not weeks
- Faster innovation cycles

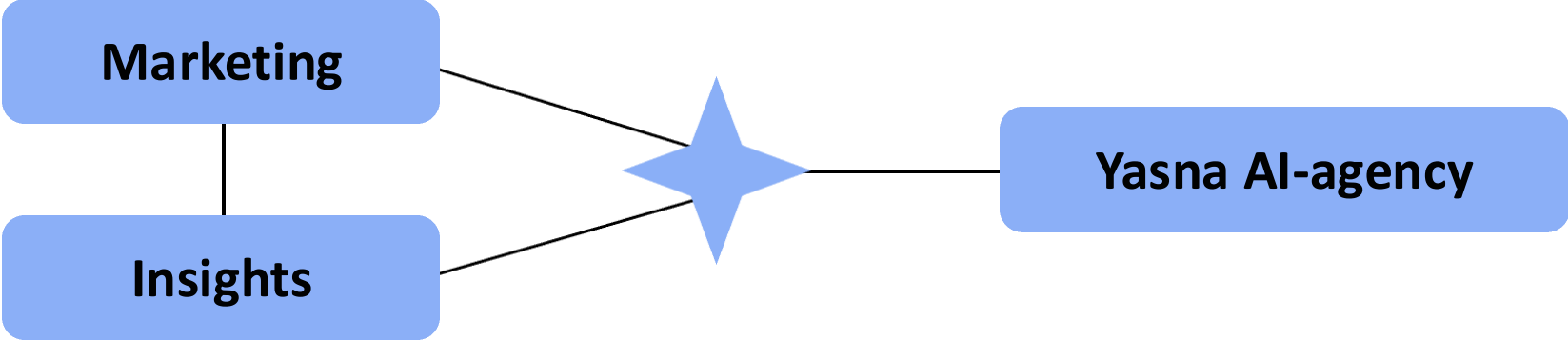
Quality

- Depth + validation in one flow
- Decision-ready insights

Cost

- More efficient than traditional research
- Scalable across markets

Marketing-Insights-Agency Collaboration



Stay curious, stay ahead.



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