

Designing Research for a World That Won't Slow Down



Know it now

7 May 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



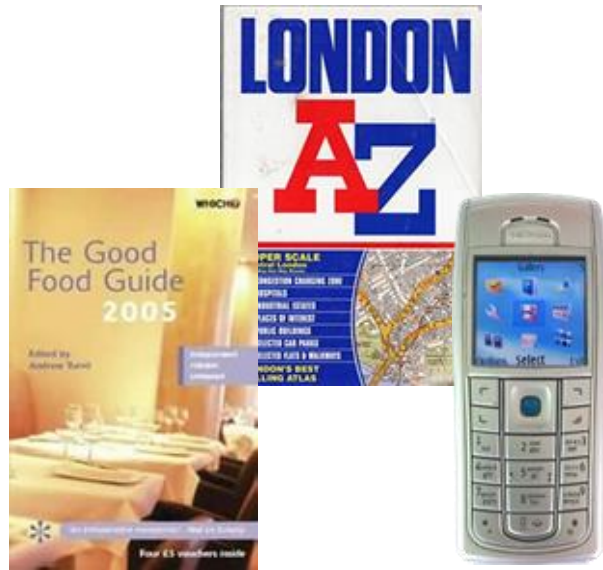


I'm here to make a case....

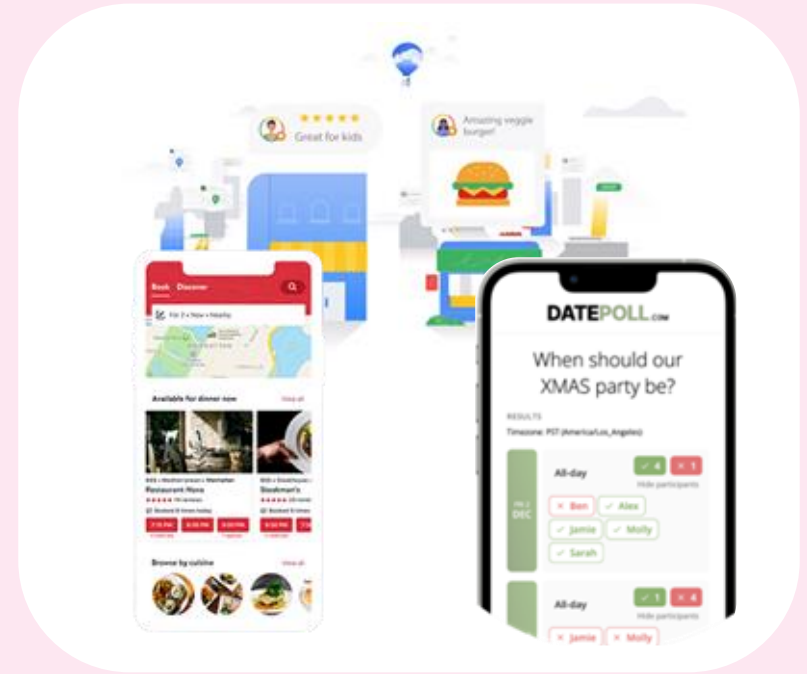
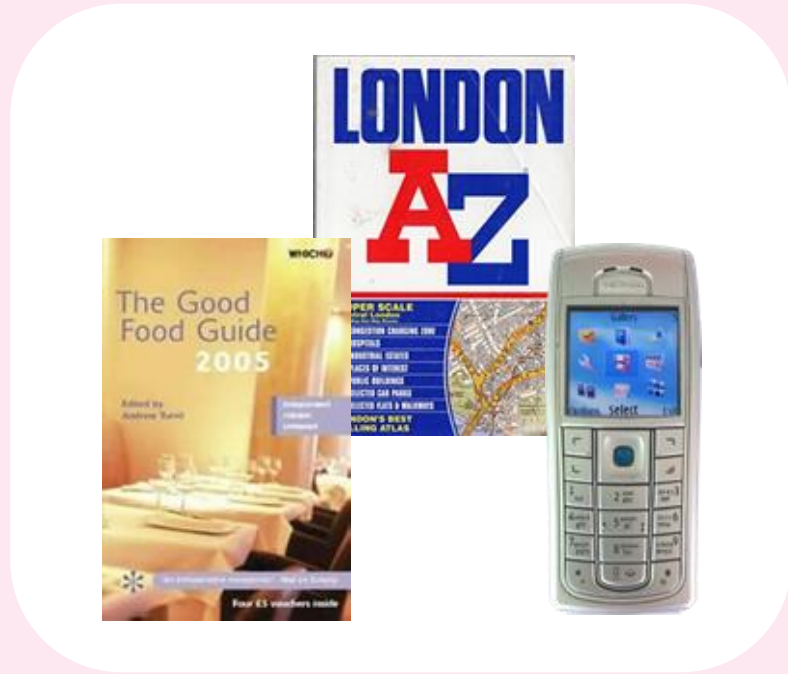
Same task. Completely different infrastructure.



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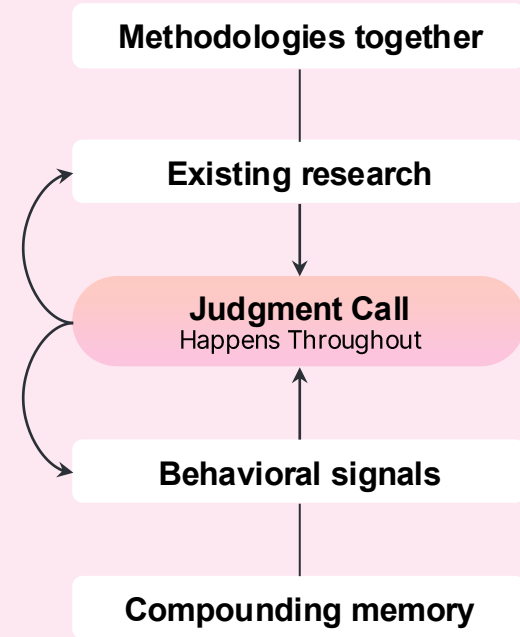
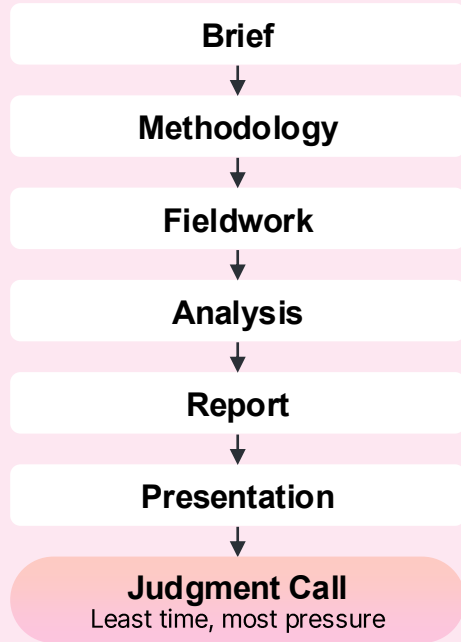
Same task. Completely different infrastructure.



A group of four women are seated around a dining table in a restaurant. The scene is dimly lit, with the primary light source being several lit candles in glass holders on the table. The women are engaged in conversation and holding wine glasses, suggesting a toast or a social gathering. The table is set with plates of food, including what appears to be a salad and some bread. The background shows a blurred interior of the restaurant, with a lamp and some architectural details visible.

The goal was never a
faster night out.

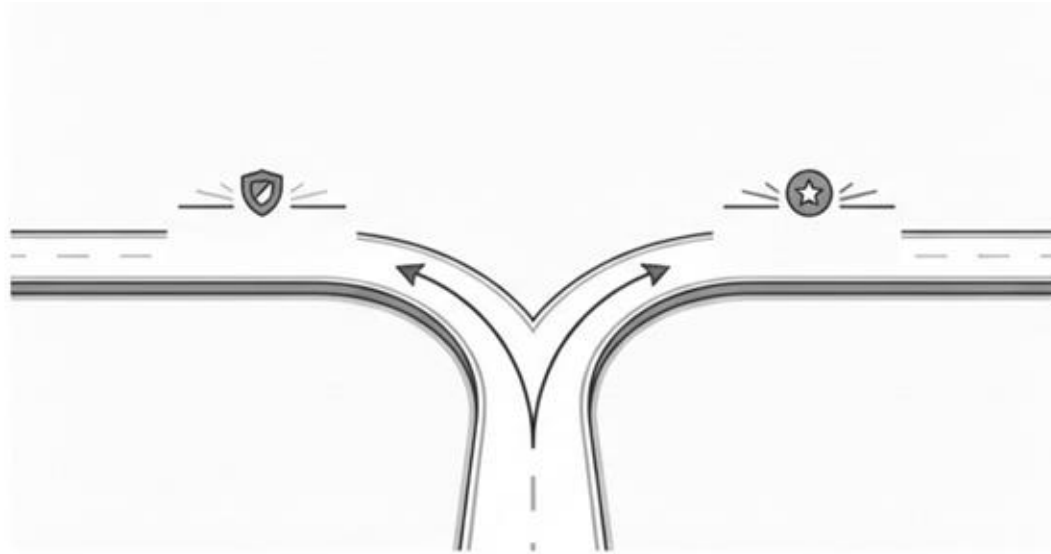
The process is the problem.





Lack of judgment is a cost,
judgment is an unlock

Two brands, two outcomes



Two brands, two judgment calls



Two brands, two judgment calls



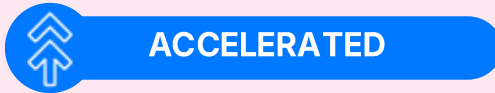
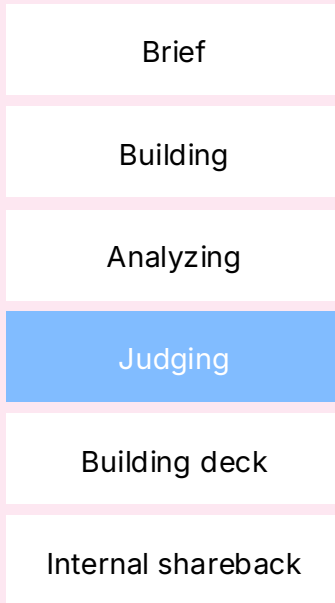


Where are we
as researchers?

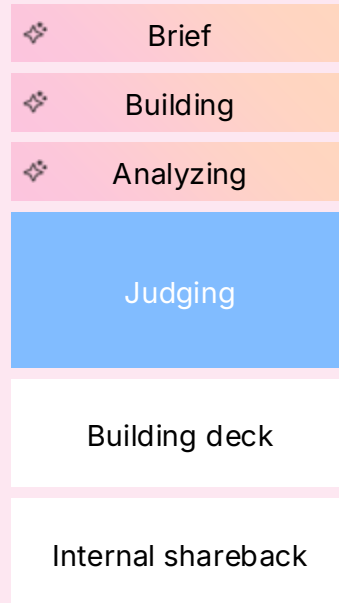
Where are we as researchers?



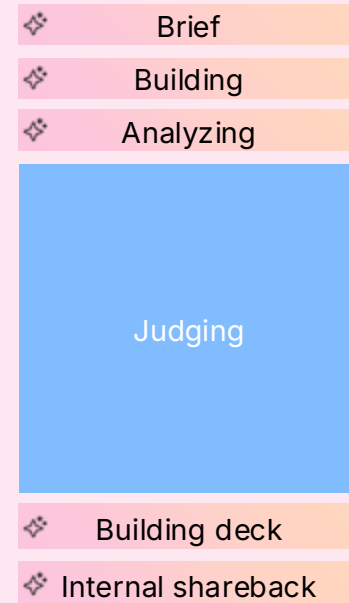
ISOLATED



ACCELERATED



CONNECTED



Where are we as researchers?



28%

Isolated



48%

Accelerated



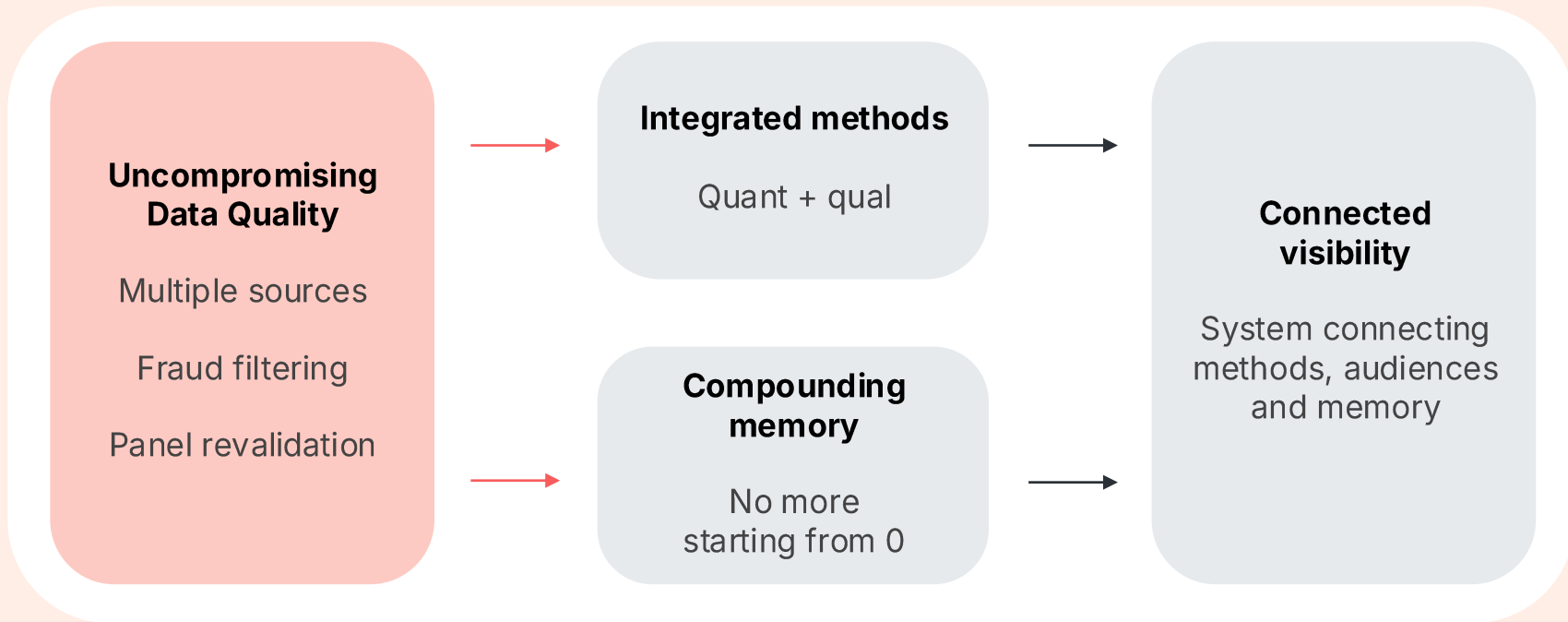
8%

Where they want to be



We have to be ready
to work differently

Building the future: A Connected Insights 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



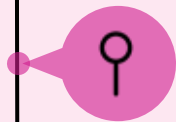
Should we just give up?

Be demanding of your tech providers!



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



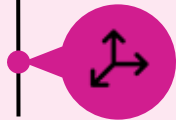
AI-assisted response validation

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

AI That Works For Researchers, Not Instead Of Them

Ethics

Minimised bias, grounds outputs in real data, and handles respondent data responsibly

Transparency

Findings trace back to real answers for defensible outputs

Methodology

Built on validated survey and sampling principles



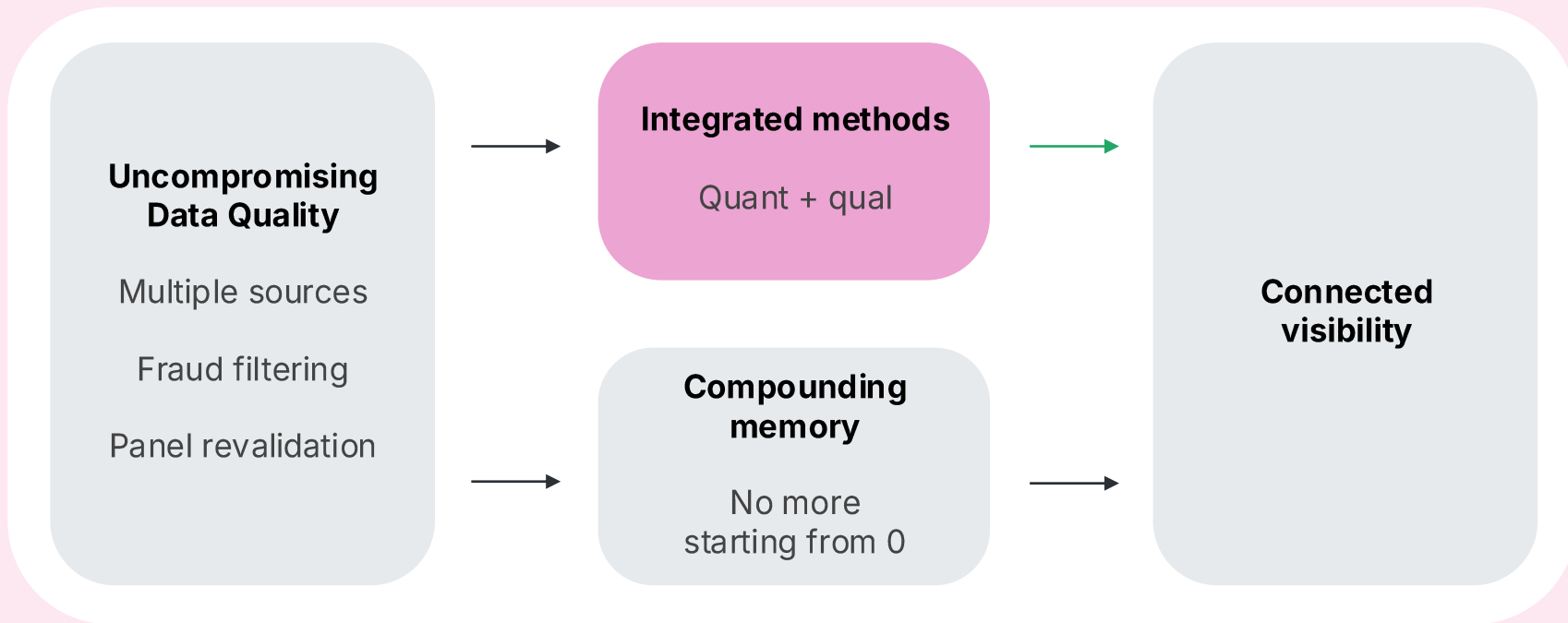
Human Control

AI accelerates analysis, but you stay in control of interpretation

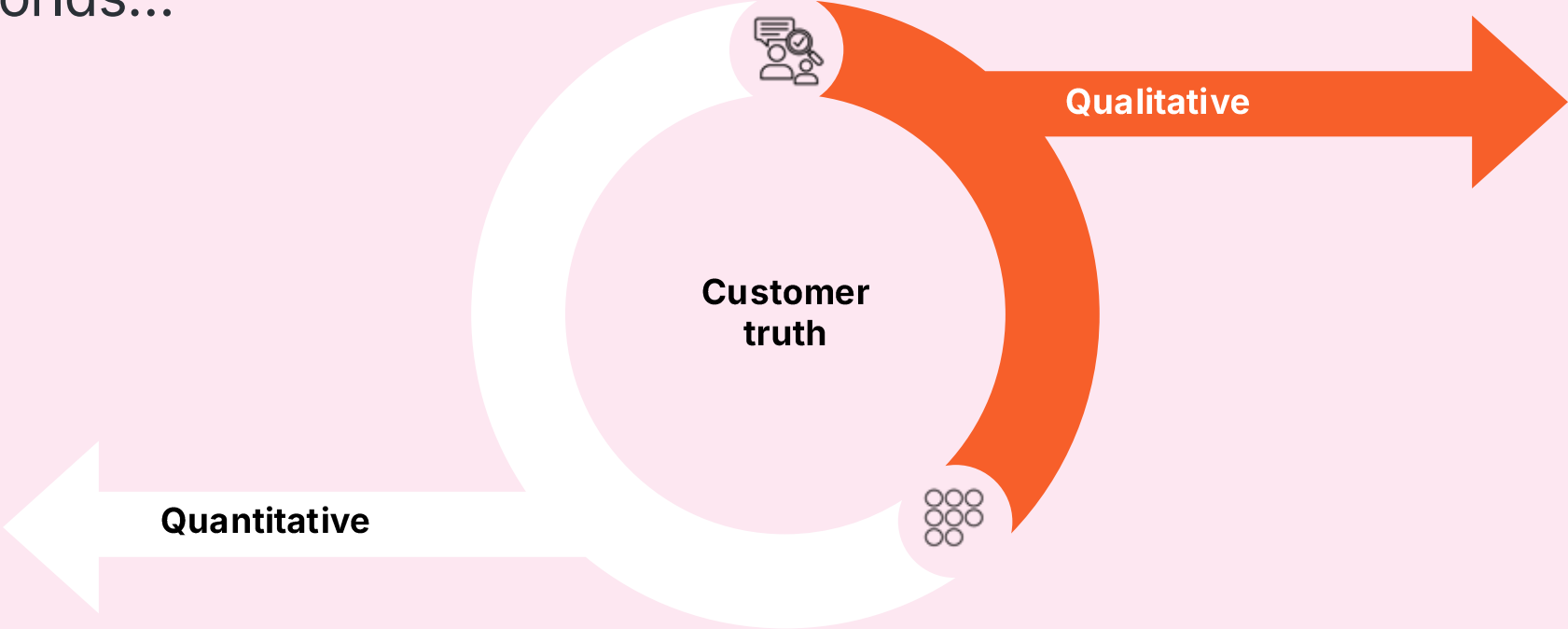
Q&A Testing

Structured to answer business questions, prioritised for clarity and action

Building the future: The Connected Insights Stack



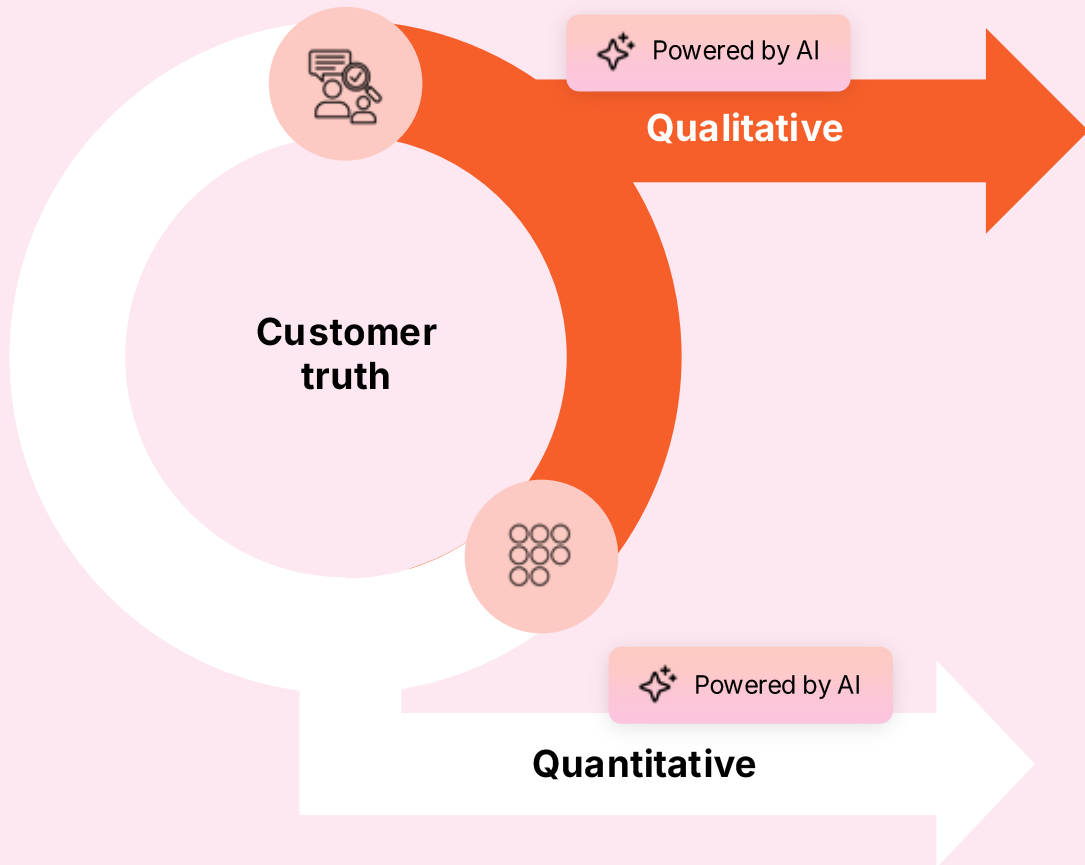
We've historically looked at Qual & Quant as separate worlds...





40%


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





To keep pace,
methods no longer
have to be sequential



How often do you drink coffee? 

3 or more times per day 

1 or 2 days per day 

3-6 days per week 

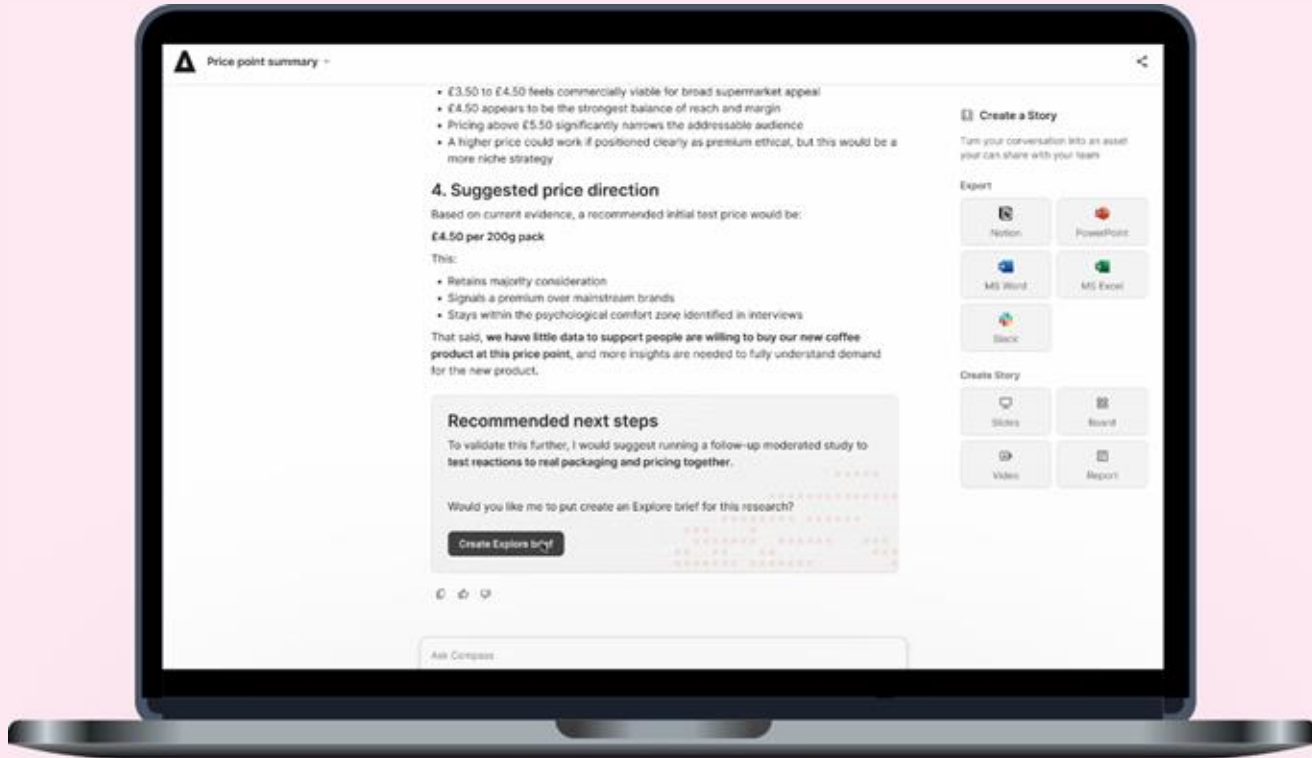


  Suggestion

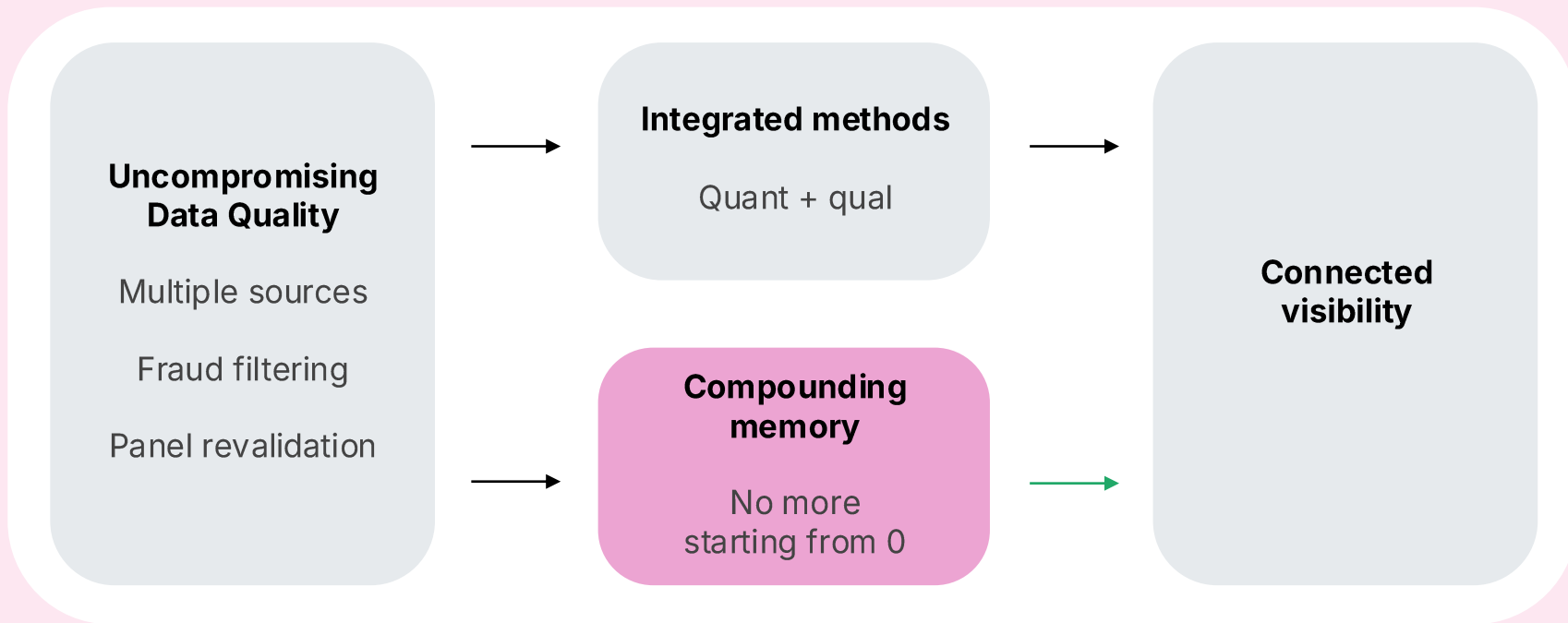
Attest Measure

The What

The future is integrated



Building the future: A Connected Insights Stack



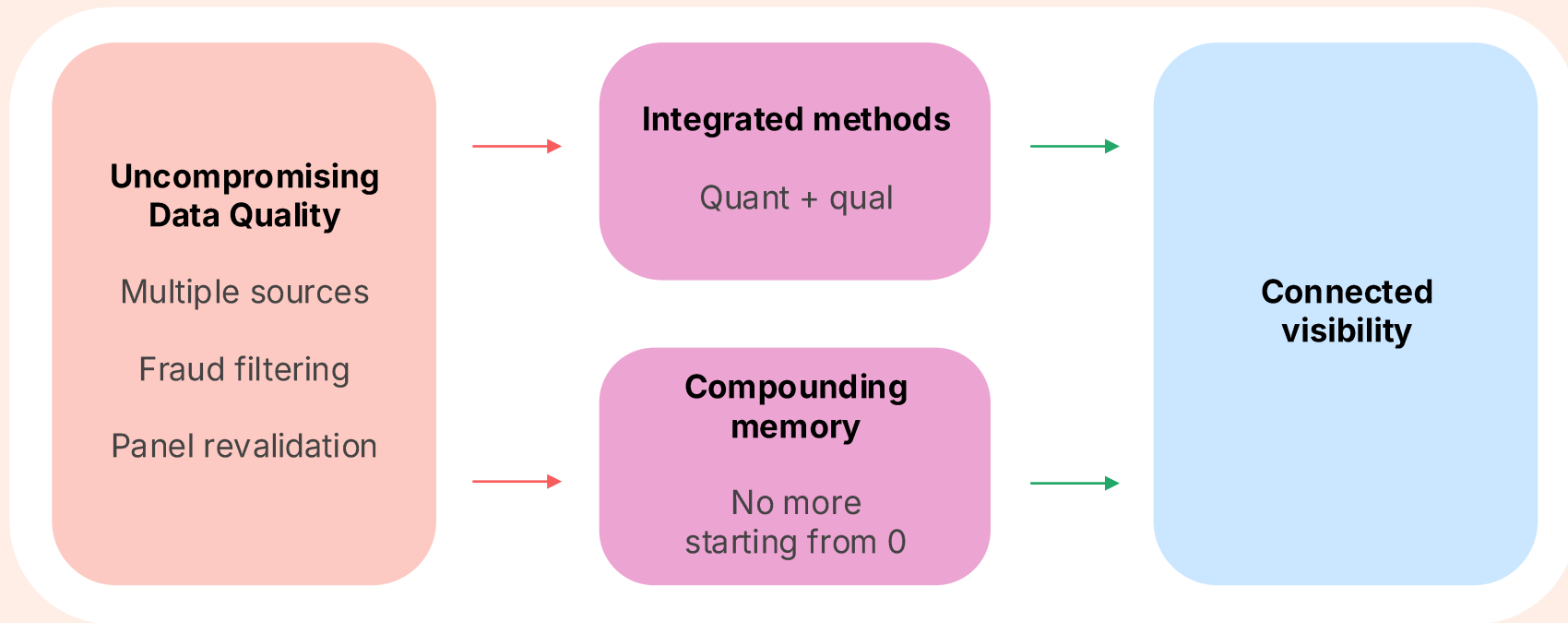
The answer exists. Nobody can find it.






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.

Let's talk!
Meet us at booth 512

askattest.com