

MAVRIX × DELINEATE · QUIRK'S NEW YORK 2026

Free data, worthless data.

What's left worth paying for.

Room 1 · Wednesday 29 July · 11:15 to 11:45



THE PREDICTION

In two years, generating and analyzing survey data will be effectively free.

Which means the real question is not who can produce more data. It is what data will still be worth paying for.

What gets absorbed first

The work that used to justify a fee is becoming a feature.

Already automating

- Survey drafting
- Coding and summarization
- First-pass reporting
- Chart and deck production

Still scarce

- Proprietary signal
- Real-time observation
- Verified human evidence
- Judgement on what matters

The trap

- Generic outputs
- Undifferentiated analysis
- Faster noise
- Confident error

THE ANSWER EVERYONE REACHES FOR

Collector or storyteller?

The room usually reaches for the wrong answer first.

Data collector

Generates the primary signal. Assumed to be the commodity work.

Storyteller

Assumed to be the safe, human, premium layer. It is the most automatable job in the room.

The industry does not split into collectors and storytellers. It splits somewhere else entirely.

THE REAL FORK

Defensible or commodity

Two ways data stays scarce when generation is free.

Defensible

- Proprietary + real-time
- Verified + hard-to-reach

Commodity

- Everything in between.
- A race to the bottom, run at increasing speed.

DEFENSIBLE POLE ONE

Proprietary + real-time

Data nobody else owns, arriving fast enough to act on.

If the signal arrives after the decision window has closed, it is not insight. It is history with a chart on it.

Two creative executions. Both live.

The money is already being spent while the question is still open.

The situation

Two executions in market at the same time. Budget committed, outcome unknown.

The old answer

Post-campaign tracking names a winner.
The verdict arrives next quarter.

The problem

By the time you know, the spend is gone and the decision made itself.

In partnership with the Coca-Cola Company

Traditional tracking names the winner. Next quarter.

Shift the budget while it still matters

01

Real-time

Signal arrives during the campaign, not after it

›

02

Verified human

Confirmed real, because speed on fake data is worse than slow

›

03

Act mid-flight

Move the money while the money can still move

The edge was not knowing it worked. It was knowing in time to do something, on a signal nobody else had, confirmed real enough to bet on.

DEFENSIBLE POLE TWO

Verified + hard-to-reach

“Is this a real human?” is now the expensive question.

AI is doing two things at once. It is commoditizing data generation, and making synthetic or misrepresented participation easier to produce at scale.

Verified and hard-to-reach evidence is how the research industry protects trust as AI scales.

WHAT AI CAN DO

AI can summarize 10,000 open-ends in 30 seconds.

WHAT AI CANNOT FIX

It cannot fix speaking to the wrong 10,000 people.

THE AMPLIFIER

Better humans in, better intelligence out

AI amplifies whatever we feed it. That cuts both ways.

Fragile data + AI

- Confident error
- Polished summaries of poor evidence
- Noise turned into themes

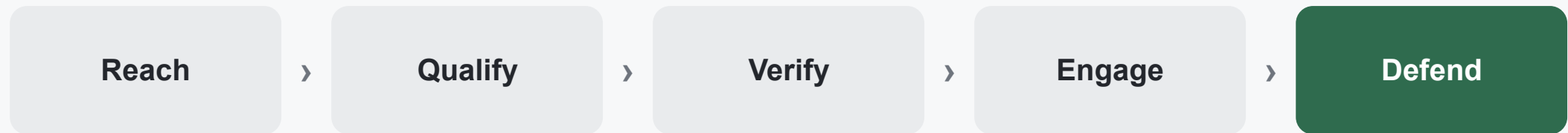
Strong data + AI

- Sharper output
- Better pattern recognition
- Reliable evidence at scale

WHAT VERIFIED ACTUALLY MEANS

Verified is a chain, not a checkbox

By the time poor data reaches analysis, the decisions that mattered have already been made.



The point is not more checks. It is an evidence chain that survives being challenged in a client's boardroom.

THE SECOND HALF OF THE POLE

Hard-to-reach looks different for every audience

The source has to fit the audience, and the audience does not negotiate.

WHO IS ACTUALLY HARD TO REACH

Senior B2B decision-makers

Healthcare professionals

Niche trades and specialists

Emerging-market audiences

WHAT THAT DEMANDS OF METHOD

Online where it works

Phone where validation matters

Face to face where digital access is thin

Mixed mode where reality requires it

The audience decides the method. Not the other way round.

PUTTING IT TOGETHER

Speed × Quality × AI

It is a product, not a sum. A zero anywhere zeroes the whole thing.

Speed

Fast enough to change the decision
that is still open

Quality

Deep enough and correct enough to be
worth acting on

AI

Powerful enough to surface the pattern
in what you collected

Weakness in any one of the three makes the other two less valuable.

TAKE THIS BACK TO YOUR TEAM

Audit your own data. Defensible or commodity?

Four questions. The defensible answer is on the right.

- | | | |
|---|--|-----|
| 1 | Could a competitor buy the same dataset tomorrow? | No |
| 2 | Does it arrive before the decision, rather than after it? | Yes |
| 3 | Can you show that the people in it are real? | Yes |
| 4 | Could a competitor have reached this audience without you? | No |

Every answer on the wrong side is a line item somebody is about to stop paying for.

Hope is not a research strategy

Five questions that protect your next study.

Before you launch

- Where does fraud or title inflation enter?
- Is this audience reachable at scale?
- What if incidence drops by half?

In field and after

- What does technology review, and what do humans?
- What evidence survives a challenge?

WHAT CHANGES COMMERCIALLY

Clients stop buying production

They are not paying for data. They are paying for defensible decisions.

OLD MODEL

Collection

Hours

Reporting

Output volume

→

→

→

→

NEW MODEL

Uniqueness

Trust

Speed and access

Decision confidence

WHY WE ARE BOTH UP HERE

The partnership is the prediction

Delineate

Proprietary + real-time

+

Mavrix

Verified + hard-to-reach

Not merging. Partnering, because almost nobody owns both poles.

**AI does not kill research.
It kills the parts anyone can copy.
Including the AI.**

Data nobody has · fast enough to use · real enough to trust.

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