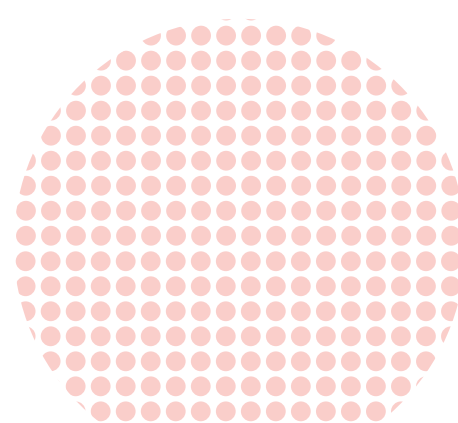
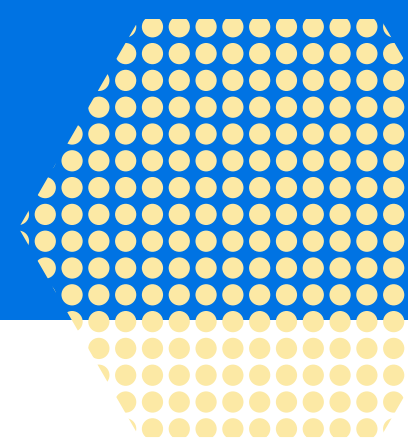


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The State of AI in Market Research 2021





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Adopting AI



There is no time to lose, as technology change accelerates exponentially and new digital platforms and devices emerge. Furthermore, the expectations of the new 'generation Y' or 'digital natives' mean that companies must keep up with the pace of change or lose relevance. 

- ERNST & YOUNG,
THE DIGITIZATION OF EVERYTHING

According to the law of accelerating returns, the rate of change in technology (and all evolutionary systems) tends to increase exponentially. The market research industry is no different.

97% of market researchers say they will likely adopt new virtual techniques in the long-term that will enable them to conduct virtual research, according to a Remesh study. The dramatic shift to online research in 2021, and particularly the use of artificial intelligence, has already fueled substantial change in the industry. So what does that mean for the future of market research, and how should researchers continue to adapt?



Market Research... Now



What people want from brands is useful, entertaining and informative content. That means high precision behavioral understanding is at the heart of meaningful brand building.



- MARC S. PRITCHARD,
CHIEF BRAND OFFICER AT PROCTER & GAMBLE

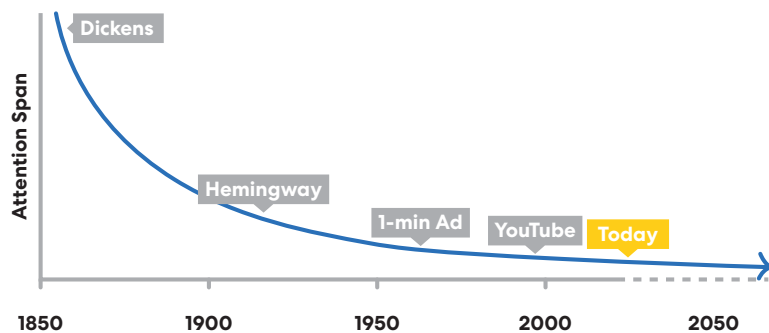
CUSTOMERS WANTED YOUR PRODUCT YESTERDAY

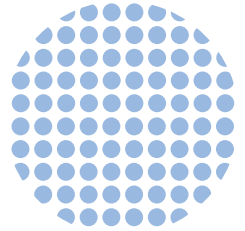
Fast and furious - the first few words that come to mind when we think about the market research and insights industry in its current form.

Whether it's Amazon's breakneck package delivery speed or the pace of our Twitter feed delivering news faster than traditional media outlets, consumer appetites are accustomed to an almost inhuman turnaround time.

Likewise, gone are the days when a product takes years to develop, and days to deliver. In the age of the hyperconnected customer, that means speed and personalization are essential. In fact, 55% of all mobile consumers will spend 15 seconds or less on a website before leaving, which means if web surfers are not delivered or shown exactly the type of product they're after, they're more likely to leave a site than go on sleuthing.

The customer expectation is clear, yet complex: Make whatever it is. And deliver it quick.





We need to build brands with purpose. We need to go from 'marketing to consumers' to 'mattering to people'.



- KEITH WEED,
INDEPENDENT DIRECTOR ON BOARDS INC WPP &
SAINSBURY'S

DO BRANDS HAVE ETHICAL RESPONSIBILITY?

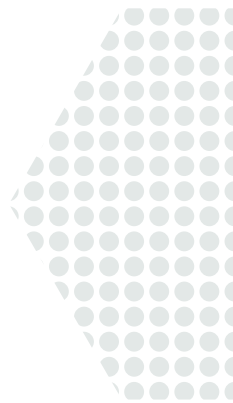
Apart from needing to move speedily, we live in a world where brands are held accountable by their audience - whether it be for an ill-devised product, or a culturally insensitive ad campaign.

If a brand is not really in tune with its audience, it may think that pink pens made just for women (looking at you, Bic) will be a big hit, and that a white model playing a geisha in a Vogue feature spread is justifiable as art. It's easy to pinpoint such glaring missteps once the crowdsourced opinion of social media users chimes in, so the questions become:

1. Why do executives and market researchers miss these ethically insensitive points?
2. How can brands create authentic customer experiences at speed without breaching customer trust?

This new method of understanding (rather than telling) what the customer wants and needs means that the data we currently use is insufficient. Rather, current data collection methods inform us about consumer behavior instead of the underlying reasons for such behavior.

In other words, this descriptive (rather than prescriptive) data fails to provide brands with the full picture of consumer needs, pain points, and opinions - especially those that pertain to a customer's value system. This is where the market research revolution begins.



Market Research... The Future



If you step into the role of growth driver, if you're data savvy and if you understand technology, if you're able to use all the tools and all the powers at hand, you actually can completely change the entire business.



- ALICIA HATCH,
CMO AT DELOITTE DIGITAL

As speed increasingly becomes a competitive advantage, brands need tools that can help them understand what the customer wants both quickly and accurately. This is when we turn to sophisticated data-gathering tools (like those powered by artificial intelligence) that augment the market research process at every stage. Within the market research process, AI offers:

- an effective approach towards validating customer identities, which has previously relied on guesswork
- the ability to automate data collection
- audio, video, and text analysis through natural language processing
- the organization and visualization of relevant insights and mass data

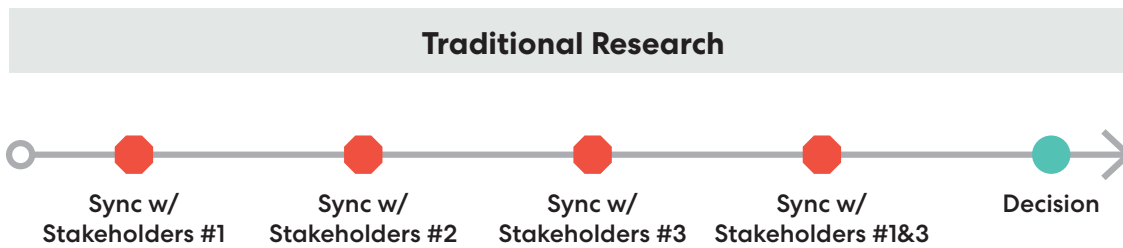
These variations in advanced data-gathering manifest in multiple parts of the market research process, which can often be augmented using AI or simply transitioning research into the virtual realm. Just over **half of all market researchers (66%) believe participant quality and accessibility is greater when research is conducted virtually**, according to a Remesh study.

Of the six major steps in market research, the following can be automated or aided by artificial intelligence:

- developing an approach to the problem
- fielding data collection
- data analysis

1. SELECTING SAMPLE

Recruiting sample (a number of people, chosen from a specific group, in order to find out about a whole group) can be a largely manual and time-consuming process. The typical sequence of actions for a company that wants to do market research follows:



Disruptors - like **Remesh** and other qualitative software solutions - in the market research industry have quickened the sequence of events. Most importantly, new market research technology has centralized decision-making.



Verifying Sample Identity

Tech company **Imperium**, for example, provides a comprehensive suite of technology services to verify personal information. Ranging from cross-referencing consumer demographic specialized databases to validate personal information to detecting site visitors' online settings including their language and time zone, Imperium instantly validates multiple data points at a time. In a nutshell, Imperium's software ensures that the audience you want to engage is indeed the one that you are engaging.

Similarly, aerospace company, **Thales**, has designed a ID verification suite that is built around consumer behavior. The Thales' ID verification is a 100% automated solution that is driven by intelligent software with user privacy in mind and security by design. By utilizing a face-matching feature, Thales accurately compares the selfie with a reference portrait taken from the ID document. It's flexible, user-friendly, and will ensure secure identity verification and online security. However, given that the software is driven by face biometrics, it's important to consider that it may not be as effective if a user changes their appearance. Similarly, facial recognition technology has been viewed as a threat to an individual's privacy.

Identifying Spam

AI can help not just to validate identities, but responses as well. **Pollfish**, a survey web platform that incorporates artificial intelligence, uses a proprietary algorithm developed using machine learning technology to detect problematic or fraudulent responses to survey questions. This algorithm is crucial in ensuring sample quality and determining suspicious activity at the response level, such as:

- a respondent repeating a question
- multiple login attempts
- open-ended responses that don't follow natural syntax

From segmenting participants to targeting the ones with demographics of interest, artificial intelligence drastically increases the speed at which the right sample audience can be found, while heightening the accuracy of participants and responses.

As digital marketers aim to collect and interpret data, finding methods to ensure sample quality and validity is vital for deploying a successful marketing campaign. While programs such as Pollfish may be able to detect response quality and validity, survey software(s) may not accurately determine the social identities of consumers. This is important because consumer identities have the ability to guide people's behavior at any given moment. To that end, behavioral AI softwares have uncovered a new means of leveraging insights.

Arimo Behavioral AI, for instance, offers a software solution that gives users the opportunity to automatically understand and influence activity of consumers. In action, Arimo constantly monitors the activity of consumers on any given platform to predict the next actions and overall probability of conversion. Arimo empowers users to predict the future by understanding behavior patterns over time and fully unleashing the potential of Big Data.

2. DATA COLLECTION

Set to fundamentally change the way we interact and communicate, chatbots are increasingly utilized by businesses to collect customer data and research feedback. These bots are designed to interact with customers on a one-to-one basis without the need for a human being actively managing the conversation.

Wizu surveys are an excellent example of a company that has created conversational market research surveys. Wizu offers engaging conversational surveys with the help of an AI-powered chatbot that can decipher sentiment and adapt conversations in real time.

This is possible via chat UI that is built on natural language conversations, so customers feel that they are chatting instead of answering a set of questions - the perfect environment to get to know a group of people!



Traditional Survey

- Data collection is possible



Chatbots

- Customers engage in survey as conversation
- Chatbot builds relationship with customers
- Chatbot facilitates data collection

Leveraging AI in data collection offers brands a decisive advantage in creating innovative, relevant products and effective campaigns. **Bold 360** utilizes patented Natural Language Understanding to have real conversations with customers, where and when they want. With their AI chat solution, users can get full visibility into how the technology is analyzing input to arrive at desired resolutions so users can tweak and optimize. Also, Bold 360 is a cross-platform solution that delivers consistent AI-powered experiences across automated chat, email, social, SMS and more.

However, one of the major challenges of chatbots is the number of queries it can resolve. At a certain point in the conversation, the AI will need to connect the customer with an actual human representative to resolve the problem. Overall, Bold 360 is easy to use, maintain and implement which are three essential factors in increasing the productivity of one's business. It offers a complete customer experience solution; from exploring options to making purchases and seeking support. It is also a great competitor to Drift, another live chat software, offering many of the same features and service integrations at favorable pricings.

3. ANALYZING DATA

Data analysis is one of the most arduous processes in research. In using AI, data is analyzed more quickly and richly, and can be segmented through traditional or contemporary data from text analysis to emotional analysis. And although AI still lives in a shroud of mystery to some, **65% of market researchers agree that they have the same level of concern about the validity of data or output in traditional methods as compared to new and emerging methods**, according to a Remesh study.

Apart from keeping track of every conversation (including the millions we have with consumers that bring minimal value) during a study, brands must conduct intensive manual coding (structuring open questions into a classification scheme according to the topics they represent), sorting, and sifting of information to identify repeated themes in conversations. Therefore, the bulk of a researcher's time is spent sifting through massive data sets to find relevant data points, rather than looking for stories across data points to piece together actionable discoveries.

Now, evolved market research technologies can transform the pace and breadth at which data is analyzed.



Text Analysis

Through segmenting, ranking, and analyzing responses and themes, text analysis software helps to rapidly make sense of messy, unstructured human language - sparing humans the labour-intensive task of reading responses word for word.

Crimson Hexagon, for example, uses natural language processing to recognize patterns in unstructured data, including everything from social posts to call transcripts. The software then sends predictive alerts notifying users of relevant insights, drawing attention to important changes in consumer data.

Likewise, the text analysis software thematically digests customer feedback from surveys and customer reviews to surface specific themes related to a brand. The tool then turns insights into email digests and reports, or a narrative with actionable insights.

Another example includes **Rapidminer's Text Mining** solution, which uses insights from unstructured data to improve marketing, product development, risk management and more. This solution allows users to conduct sentiment analysis to vastly improve brands, products, and services based off of consumer insights. Likewise, the Text Mining solution can analyze direct feedback from users to add features, fix defects, and create new offerings that meet articulated needs. Overall, the Rapidminer Text mining solution can improve marketing results by understanding what customers and prospects want by what they say and not just who they are.

Do you have a text analysis tool for the following uses?

- | | |
|------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Risk Management | <input type="checkbox"/> Contextual Advertising |
| <input type="checkbox"/> Knowledge Management | <input type="checkbox"/> Business Intelligence |
| <input type="checkbox"/> Cybercrime Prevention | <input type="checkbox"/> Content Enrichment |
| <input type="checkbox"/> Customer Care Service | <input type="checkbox"/> Spam Filtering |
| <input type="checkbox"/> Fraud Detection | <input type="checkbox"/> Social Media Analysis |

Audiovisual Analysis

Meaningful data insights come not only from textual cues, but paralingual ones like tone of voice and facial expression, which give deeper insight into customers needs and actions.

Indeemo, for example, is a mobile ethnography app that provides an umbrella, remote ethnographic research technique. The app aims to quickly provide marketers with a media rich contextual data set that will increase their understanding of their customer's everyday lives. When respondents upload to Indeemo, videos are instantly analyzed utilizing a video transcription, keyword and thematic analysis tool to further synthesize and analyze big data.

Mobile ethnography has become a powerful supplement that adds yet another layer of contextual richness to other research methodologies and traditional ethnography.

Do you have an audiovisual analysis tool for the following uses?

Brand Recognition

Consumer Engagement

Content Enrichment

Emotional and Sentiment Analysis

The human brain processes such a wide variety of sounds and images so effortlessly – from conversational tone to facial expression. What if we could use AI to analyze emotional data for a similarly comprehensive understanding of our target customers? A task that previously required hundreds of hours of human labor could be carried out by machines in less time.

Audio engineering company **AudEERing**, for example, has invented a software that delves deeper into what auditory cues show about a speaker's state of mind. AudEERing's sensAI offers tools for emotion sensing and paralinguistic speech analysis. With the ability to detect a speaker's mood and the atmosphere of a conversation, artificial intelligence has the capability of giving insights into emotional states – a useful skill extremely applicable to call centres, where frustration is often present at both ends of the lines. Also known as emotion recognition or emotion detection technology, this type of AI detects emotions from multiple sources like facial expressions, physical gestures, body language and tone of voice - just like a human.

Companies like AudEERing present a robust solution for market research. These companies provide the ability to measure unfiltered and unbiased consumer emotional responses for content. As a result, this software solution enables insight into a customer's emotional engagement, the last frontier of discoverability in marketing and advertising.

Another example includes **IBM's Watson Tone** analyzer service that uses linguistic analysis to detect emotion language tones in written text. The service can conduct social listening to analyze emotions and tones in what people write online, like tweets or reviews. Also, this service enhances customer satisfaction by allowing users to monitor customer service and support conversations so clients can respond to customers appropriately and at scale. And lastly, IBM's Watson tone analyzer is fully integrated with chatbots to detect customer tones so that clients can build dialog strategies to adjust the conversation accordingly.

Do you have an emotion or sentiment analysis tool for the following uses?

- Brand Monitoring
- Customer Support
- Employee Insight
- Uncovering Brand Influencers
- Competition Monitoring
- Tracking User Generated Content
- Industry Monitoring
- Social Media Monitoring

Steps For Implementing AI In Your Research



We have to stitch together a bunch of things in terms of marketing platforms in order to enable data so it can work with partners to better target a message. We're in very early days of connecting all of the infrastructure to make this really, really seamless.



- KARIN TIMPONE,
GLOBAL TRANSFORMATION LEADER

With these industry trends in mind, how can market researchers best adapt their strategies for the future?

Action Step #1: Align With Senior Management

With consumers looking to get more in less time, senior management needs to be aligned with product development at speed. Objectives and qualitative goals need to be set around the magnitude of cycle time improvement. In order to achieve cycle time improvement, senior management also needs to intentionally encourage a collaborative approach with other business disciplines (ranging from sales to customer success) to deliver a comprehensive understanding of all data.

According to Forbes, the different stages of product cycle improvement include:

- 1. Optimize:** Shorten the cycle by 2-3 weeks by streamlining processes within design and product development with methods such as reducing rounds of prototyping and sampling.
- 2. Transform:** Taking 12-16 weeks out of the cycle by implementing cross-functional collaboration, linking design and product development to merchandising, sourcing, marketing or digital commerce.
- 3. Disrupt:** Take 30-40 weeks out of the cycle. An entire cycle change focused on employing entirely new business models such as fast fashion, customer/make-to-measure or subscription models.

Evaluate Competition

Brands who condense time to market and bring the customer into their product development process are at a competitive advantage - utilizing AI is the key to such speed. What types of tools are your competitors using to accomplish this goal, and are those tools a fit for you?

Don't forget that speed matters, especially when the penalty for developing the wrong products - like increased manufacturing costs and ethically outsourced international labor - is monumental.

Anticipate Trends

As recent research has shown, 90% of the world's data was created in just the last few years, with only 1% of that data being used effectively. Experts like Daniel Newman, CEO of Broadsuite Media Group, believe that usage numbers will skyrocket to 3 or 4% by 2020. In a world where professionals already feel inundated with data, that access to insights seems astronomical.

In the wake of 2020's global pandemic and economic strains, experts predict that the need for data is even greater now than in 2019. Companies that aren't heavily invested in analytics are predicted to no longer be in business in 2021.

Action Step #2: Identify Frameworks For Change

But where will this data use manifest? In anticipating future trends, a place to start is simply understanding the subsegments that shape the future of market research. These include items like:

- predictive analytics
- data visualization
- crowdsourcing
- machine vision (imaging-based automatic inspection and analysis)
- enterprise feedback management
- social media

The possibilities of change are limitless, but navigating predictions based on these primary categories of likely change can brace you for the future.

Action Step #3: Identify Industry Influencers

Market research staples like Greenbook and ESOMAR are of course excellent sources of industry news and updates. But who is delivering those updates?

Make a point of reading each byline, finding regular contributors, and investigating those sources. Consider the following:

- Are they saying something unique and authentic on Twitter or LinkedIn?
- What LinkedIn groups or Twitter lists are they members of?
- Do they have a Quora or Reddit account to thoughtfully answer community questions?
- Does their personal website include insightful press quotes?
- Do your primary customers or persona types follow this person?

If you can answer these questions with confidence, you're likely on the track of identifying the right industry experts, and reaping the benefits of their trend predictions.

Action Step #1: Align Product Team with Senior Management

- Improve product improvement cycle by syncing with all teams
- Keep an eye on competition and anticipate trends

Action Step #2: Identify Frameworks for Change

- Data visualization, crowdsourcing, and predictive analysis are just some segments of market research that are likely to change

Action Step #3: Identify Industry Influencers

- Follow and understand trends by zeroing in on the thought leaders of market research

Looking Ahead



As marketers, there are so many things that we can do but if you ever forget that there's somebody at the other end of this, you're making a mistake.



- LINDA BOFF,
CMO AT GE


So, where do we stand?

Unlike the doom and gloom predictions connected to most artificial intelligence trends, our perspective of its use in market research is - if we may say so ourselves - aggressively optimistic.

In automating data collection and interpretation using AI, brands can reach a brand narrative more quickly. This stage of the customer plotline is the most exciting, and most human - the core of which always inspires a customer to act.

ABOUT REMESH

Experience the benefits of an online focus group, at scale.



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