
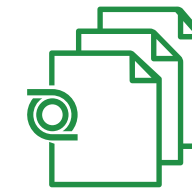
 quantilope & 

Leveraging Technology to Drive Impact
in the Insights Function

**"I am a team of one - and
quantilope's phenomenal
Insights Automation
technology landed in my lap
at just the right time"**

KRISTEN ARCHIBALD
SENIOR CONSUMER INSIGHTS MANAGER AT PAX

WITH
**QUANTILOPE,
PAX:**



**Runs a significant
amount of research
with a lean team**



**Is supported by
certified research
consultants**



**Drives growth
& innovation
through insights**

QUANTILOPE CLIENT CASES

CLIENT: PAX

INDUSTRY: CANNABIS



PAX, a leading cannabis brand based in San Francisco, is known for its curated set of pure, full-flavor pods and award-winning devices that make enjoying cannabis simple and safe. As a rapidly changing industry and one without a lot of historical data to build upon, PAX needed to find out first-hand who their consumers are, where they shop, what they like, and what innovations they could bring to the market.

As PAX understands the importance of robust consumer research to drive growth, they brought on Kristen Archibald, Senior Consumer Insights Manager (and a team of one) to begin answer these questions.

Kristen quickly began getting requests for more and more research projects; but her existing suite of tools and consultants for one-off projects weren't cutting it in terms of time, budget, and especially quality of insights.

This led her to look for new solutions and ultimately partnering with quantilope who could provide her with:



An intuitive & fast insights platform



Easy, automated research methods



Support with certified research consultants

Technology is moving researchers from the passenger's seat (buying & handing over insights) to the driver's seat, generating insights faster than ever before.

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Kristen determined quantilope's Insights Automation Platform could shave off nearly two weeks of work on each consumer research project (while also saving a significant amount of budget).

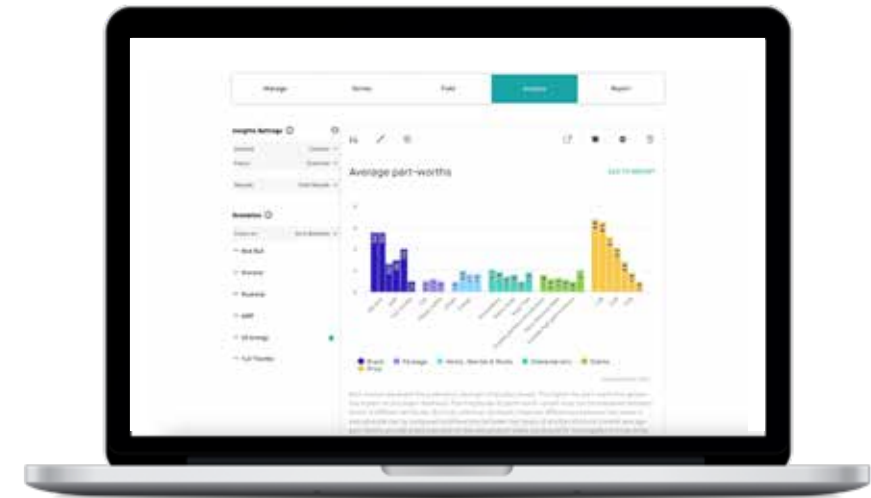
"I worked closely with quantilope on an ROI assessment. They were really great at identifying my pain points and how they could uniquely solve for them. We worked together to quantify the cost specifically in terms of time saved and actual dollars"

Designing and executing research is easier with quantilope's end-to-end automation, giving Kristen access to tools previously unavailable. She found herself no longer having to pass off opportunities to outside support and waiting weeks just to get started. quantilope's Insights Automation Platform enabled Kristen to easily program and launch advanced method surveys as quickly as she needed them.

"Two weeks after we signed on with quantilope I got a direct request from our CEO to run a Conjoint analysis. I would not have been able to do it without quantilope; my other option would have been to find a specialist and lose time requesting and reviewing proposals."

quantilope's automatic data analysis provides a head start in looking at live data, playing around with data cuts, and framing results in an actionable way before even out of field.

"Even in the process of being in field, I'm able to begin building the analysis out, I'm starting to see results as they're coming in...all of which takes me from question to insights really fast"



In partnering with quantilope, PAX has been able to scale their research faster and more efficiently than was ever possible using other softwares or technologies.

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With easier and faster results, Kristen has been able to build stronger relationships with her internal stakeholders and with PAX customers. Getting to know customers better through advanced methodologies forms more trust among internal leaders who are eager for the results.

"The access to easy-to-use advanced methodologies gives me so much more confidence in the insights that I'm sharing with my stakeholders and the recommendations I'm making. It's extremely empowering."

Kristen appreciates the partnership and trust she has in her quantilope customer success team, knowing they fully understand her needs, business goals, and how to properly support her small research team.

Most recently, her advanced research insights led Kristen and the PAX team to successfully launch their brand new fresh pressed [Live Rosin Pods](#) and high-potency [Diamonds](#) pods.

ABOUT QUANTILOPE

quantilope automates consumer research to unlock high quality insights with speed & ease. Our Insights Automation Platform offers AI-driven advanced quantitative and qualitative solutions to support data-driven decision making. Founded in 2014, quantilope was named one of the top 50 most innovative suppliers for consumer research worldwide (Greenbook GRIT Top 50 Most Innovative Suppliers 2021), and is one of the fastest growing technology companies in Germany (Deloitte Tech Fast 50, 2021). quantilope powers consumer insights in brand awareness, market segmentation, advertising testing, product concepts and pricing analysis for over 300 brands including Nestle, Pepsi, Danone, Deutsche Telekom, PBS, OMD, and more.

ADVICE FROM KRISTEN:

"Keep an eye on where the industry is going and be open to new technology; especially if there are new ways of doing research that could be more efficient and effective."

 **quantilope**

&

PAX

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