

YOUR GUIDE TO:

Implementing AI Into Your Market Research Process

This guide is for researchers of any skill set looking to leverage AI features and tools for faster, higher-quality consumer insights.



Thoughts on AI from quantilope's CEO

If you work in insights, you're probably all too familiar with the famous research dilemma of having too many research requests without enough hands or time to complete them. This dilemma has caused many research teams to forgo research projects and rely on gut feel for important business decisions. Thankfully, new and existing innovations empower researchers with practical use cases of AI to drive efficiencies within their insights teams and increase productivity. In other words, research teams can now do more with the same (or less) amount of time and effort.

Since day one, quantilope has been built around the idea of making consumer market research faster, easier, and more approachable. quantilope users have always had access to drag & drop survey modules, advanced methodologies, real-time data analysis, automated charting, and live report dashboards. Fast forward to today, quantilope users now have an all-new, market-leading AI Research Partner: quinn, that will speed up the time to results, drive even more efficiencies, and inspire researchers with new ways to think about and interpret data.

I hope you share my excitement around quinn and where AI is taking our industry! This guide will serve as a great starting point for your own AI journey in market research.

To learn more about quinn (including recently released features like AI-generated survey inputs, AI-generated chart titles & descriptions, and AI dashboard insight summaries), I encourage you to check out our recent [press release](#) or use the contact information on the last page of this guide to reach out with any questions.

Kind regards,
Peter Aschmoneit
quantilope CEO & Co-Founder



1. AI for survey setup assistance

Ensure a high-quality survey

Even the most seasoned researchers can sometimes be left staring at a blank questionnaire wondering what to ask respondents or how to phrase insights questions to ensure actionable takeaways. AI tools can help bring a survey to life before you even begin to program your actual questionnaire.

Generative AI (GenAI) generates new and original input text based on the suitable context provided. This is useful for coming up with research ideas and questions to include in your survey. For example, if you're struggling to make a list of industries to include in a screener question, you can use GenAI (like ChatGPT) to generate a list of the top 10 most popular industries (i.e. healthcare, technology, etc.). Similarly, GenAI tools can help research teams think of relevant questions for their specific industry or business needs. For example, asking a tool like ChatGPT for "Questions to ask respondents in a healthcare topic market research study" can generate a list of dozens of healthcare-related questions that you may not have thought to ask.

Once your survey is drafted, it can take a lot of tedious, manual processes to check that it's set up properly. One of the best ways to leverage AI in market research is for these time-consuming, manual survey proofing processes (like logic routing and data programming instructions). AI survey proofing can be anything from a



length of interview (LOI) prediction tool that ensures a quality respondent experience, to ensuring the survey logic is properly routed (i.e. someone who selects 'yes' at one question correctly sees another question asked as a follow-up), or even checking the right wording of questions. The use of AI for these essential project checkpoints removes the need for researchers to type out and proof long detailed statements (with the risk of human error).

AI survey setup assistance with quantilope:

quantilope's AI Research Partner, quinn, supports survey setup by removing the guesswork and time-consuming brainstorming of developing the inputs for advanced methods. With a click of a button, quinn can instantly suggest a list of dynamic elements for an implicit association test, the need statements for a MaxDiff or Segmentation study, or even the list of category entry points (CEPs) for a brand health tracking study. Then, lean on AI for an automatic length-of-interview prediction and other survey proofing tools to ensure the best survey experience for your respondents. quantilope's AI-grounded platform provides researchers with confidence that their survey is set up correctly - regardless of their research experience or skill level.

2. AI for data analysis

Leave manual calculations behind

Market researchers can easily spend hours (or even days) on manual data checks, charting, and statistical analysis. AI can speed up these data analysis processes while reducing the chance of human calculation errors.

AI and machine learning algorithms can automatically and instantly analyze consumer data as respondents complete your online survey, rather than having to wait until fieldwork is complete. In other words, you can be setting up your insights charts and putting a story together even with only a fraction of your total study completes (time otherwise wasted waiting around for your final data).

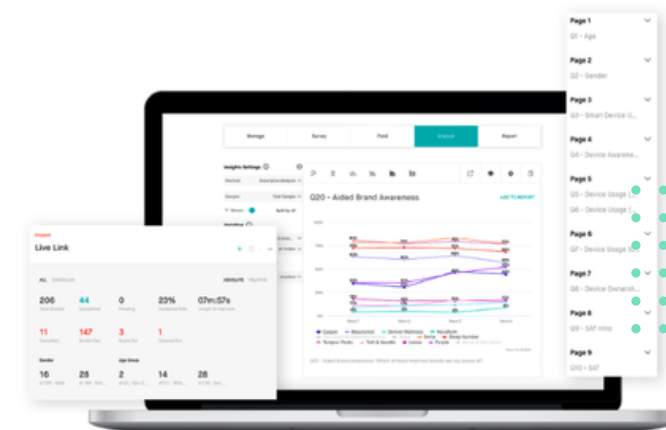
AI makes data analysis possible for researchers with little or no statistical background. Instead of relying on a data science team with limited availability and lengthy turnaround times, AI does the advanced analysis work for you in the background - leaving you with the actionable output, not the tedious analytics.

AI data analysis with quantilope:

quantilope's AI Research Partner, quinn, makes even the most complex advanced methods and analyses simple. By clicking 'Hey quinn', researchers can instantly generate compelling chart titles and chart descriptions for a quick interpretation of the findings. quinn may even uncover an insight researchers would have missed themselves.

Researchers can re-generate quinn's chart titles and descriptions if they like, or manually customize them to add their own flair. This AI charting feature is especially useful for those less familiar with complex methods and analyses - like Segmentation or Conjoint, to ensure they don't miss key takeaways to share with stakeholders.

quinn's AI charting features add to quantilope's existing data analysis capabilities, such as an automated open-end text cleaner and the automated emotion, sentiment, and facial analysis of qualitative video responses.



3. AI for reporting

Generate an impactful report in moments

When looking at all your final data charts, it can be difficult to pull out the best and most actionable stories for stakeholders - ones they can actually leverage to generate impact across the organization. The traditional reporting process might also require extensive turnaround times given all the individual teams involved (fielding, data processing, reporting, behavioral science, etc.)

Two types of AI - Generative AI (GenAI) and Synthesizing AI (SynthAI), make for easy, high-quality reporting. GenAI can generate report text using natural language processing while SynthAI takes large data sets or other mass information and summarizes it quickly for near-instant reporting. AI algorithms save teams an immense amount of time during the reporting stage so they can deliver final insights to stakeholders in record speed.

AI reporting with quantilope:

quantilope has always offered its platform users a seamless and efficient reporting process with real-time charting and automated statistical analysis. Now, not only does quantilope's AI Research Partner, quinn, generate chart titles/descriptions, quinn also synthesizes all the textual findings within a dashboard (aka headlines and chart titles) for a final dashboard summary.

quinn's AI insights summary feature creates a new dashboard tile that summarizes a dashboard's content in the form of an executive summary; it even adopts the same tone and visual design used throughout the dashboard! Should a user want to edit the insights summary, it's 100% editable - just like all other quinn features.

In the future, quantilope plans to let AI create entire dashboard reports with the click of a few buttons.



Final thoughts on AI in market research

Implementing AI could be the difference between studies that take months from start to finish, to ones that take days. As the demand for consumer insights continues to escalate at a rapid pace, brands may find themselves with more research requests than their current team's resources can handle. AI research partners like quinn allow these teams to say 'yes' to more studies, without sacrificing quality.

Aside from saving valuable time and resources on each study, AI can do a lot of things that humans simply can't (or, can't do all that well). AI can process complex, vast amounts of data nearly instantly - all while eliminating the potential of human calculation error. Beyond that, AI removes the risk of researcher bias by providing consistent and objective results. Predictive AI tools also highlight trends and patterns in data that could be easy to miss in manual analysis.

Incorporating AI into market research practices will keep brands relevant, strategic, and competitive. It can do things that many researchers don't have the skill set for - requiring no specialty background in things like statistics, predictive analytics, or complex data calculations. As a result, research teams enhance the quality and depth of their consumer insights while minimizing the time and effort it takes to get there.





ABOUT QUANTILOPE

quantilope automates consumer research to unlock high-quality insights with speed & ease. Our Consumer Intelligence Platform offers AI-driven advanced quantitative and qualitative solutions to support data-driven decision making. Founded in 2014, quantilope was named the #2 top technology provider for consumer research and one of the top 50 most innovative suppliers for insights worldwide (Greenbook GRIT Business & Innovation Report 2022). 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.

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