A.I. and Smart Data: What is it and how can it benefit market research?

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Wizer is a consumer insights company that leverages smart data & A.I. to help enterprise brands compete & grow.
In today’s digital, real-time world, a **chasm** is starting to build between clients and agencies.

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<tr>
<th>Clients’ Reality</th>
<th>Vendors’ offering</th>
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<tbody>
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<td>Acting fast is critical</td>
<td>Labor intensive</td>
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<td>Budgets are getting tight</td>
<td>Slow/Long cycles</td>
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<td>Competition grows nimbly</td>
<td>Data in disarray</td>
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<td>Siloed insights</td>
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<td>Fragmented data</td>
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To bridge the gap, many solutions have emerged

- DIY surveys
- Templated survey automation/digitization, “I.A.”
- Human-supervised / semi-automated coding & transcription
- Nimble & rigid “guerilla-style” research teams
- Social listening tools
The Promise of A.I.
“A.I.” is frequently used for marketing purposes. What is it?

“The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages.”

Smart data is the evolution of big data.

“Smart data is big data turned into actionable data that is available in real-time for a variety of business outcomes, whether it’s in industrial applications, data-driven marketing or process optimization.”
Real-World Applications

- Self driving cars
- Online shopping
- Facial recognition
- Financial services

Image sources:
http://www.futurecar.com/article-1398-1.html
https://techcrunch.com/2013/12/03/apple-patents-face-recognition/
Meanwhile, in Market Research
Streamline the research process and increase quality
Produce new insights out of supercharged (disparate) datasets.
Introducing KEIRA
a breakthrough technology that performs complex research & data-science tasks at a large scale
End-to-end automation
Self-learning domain mapping
Metadata from images & Text
Scraping external data sources
Insight & Meta-insight extraction

From Data to Knowledge

‘Always on’ knowledge center
Insights | Dashboards | Trending data
Market-level reports | Central data hub
Validation / Fraud Detection
Heuristics & Machine Learning

Multi-Source Synthesis

A brand I can trust
They keep shrinking the bottle and increasing the price
Bottle getting too small
I do not trust companies that fiddle with the bottle sizes so often
False promises for dandruff free hair

Natural Language Processing
**Retail channel vs. product loyalty by segments**

Those who self-identify as "early adopters" tend to be more loyal to the product they want first, and more opportunistic/less loyal regarding the channel/retailer where they can acquire it. Those who are not early adopters are more likely to favor the same channel or set of channels for their purchases.
THANK YOU!

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