Creating the Next-Generation of ResearchTech

April 24, 2019
To solve today’s business challenges, it’s about finding and blending emerging technologies to create innovative research solutions.
Tracking Ad Attribution

SURVEY + MOBILE USAGE DATA + DESKTOP USAGE DATA + TV MEDIA/ADVERTISING DATA + SALES DATA

wakoopa RealityMine alphonso Insights SAMBA TV

methodify | delvinia
We use a blend of different technologies. There is really is no one mousetrap to answer all the different types of research questions that we are asked.
Mobile
Location triggered surveys, passive usage monitoring, user-generated content

Automation
Turning weeks into hours

A.I.
Machine learning, real-time analysis and prediction
ResearchTech is bringing innovative technologies into the market research space to help do things in a better way.
The Rise of ResearchTech
BetterYou Design Test

Concept Test

Target audience

Language

✓ English

French

Country

USA

Number of Responses

500

1000

Quota Control

Interlocked National Representational Sample

Demographics

None selected

Describe what you want to test

What is the product category?
You can have your projects be cheap, fast or high quality. Pick two.

Research technology can enable you to have all three.
Imagine if you didn’t need people to get feedback on copy.
Networked background workforce ad copy score results by persona:

Ad:


Personas:
- **LACY JOHNS** persona.
  - 42% overall interest in ad.
  - 88% interest in ad via top topic: Lacy Johns

- **JOLENE WHITE** persona.
  - 59% overall interest in ad.
  - 77% interest in ad via top topic: Jolene White

- **JANAY ROGAHN** persona.
  - 63% overall interest in ad.
  - 88% interest in ad via top topic: Janay Rogahn
Imagine if you didn’t have to guess how people will react to your advertising?
Emotion Analysis

love
frame5

Core Emotion Radar

Share video analysis
Imagine if you could see your customer’s face in the boardroom?
• Innovations come from anywhere. Always be on the lookout for them.
• Identify the curious and forward-thinking people in your organization.
• Blending technologies is the future. Find strategic partners who share this vision.
Thanks.

Find me at the Methodify booth (12A)