



# The Future of Brand and Product is Experience

Frank Zinni, Phd, XM Scientist, Qualtrics

James Malaguez, Director, Business Development, Pure Fishing

# Think back to your last bad experience....

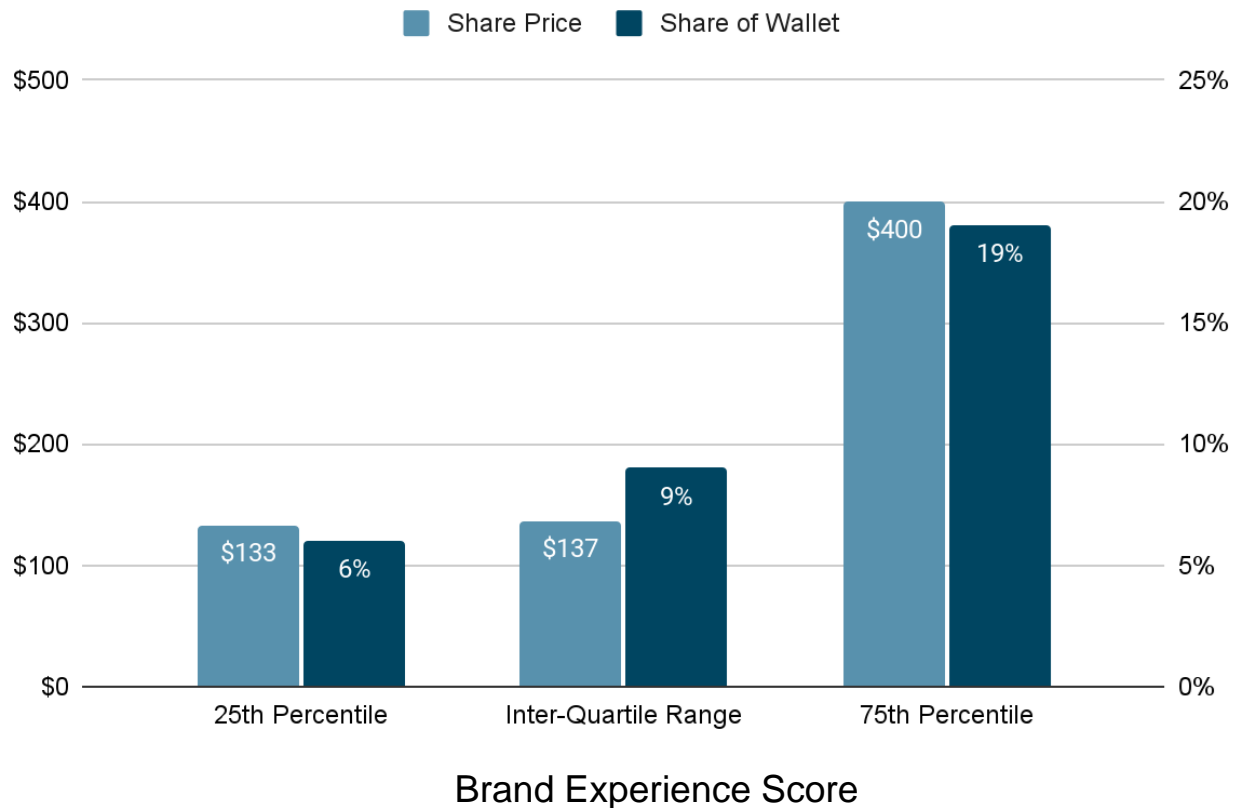


# Experience management drives business results

A large, stylized number '91%' with a blue-to-green gradient. The '9' and '1' are solid blue, while the '%' symbol has a green-to-blue gradient.

Of respondents who report strong XM performance say  
**profitability is significantly better**  
than industry competitors

Great brand  
experience drives  
share and market  
valuations



But consumer  
preference changes  
rapidly

**63%**

of consumers no longer  
buy the same types of  
brands\*

Nevine El-Warraky, "Moving at the speed of your customers." Accenture, April 15, 2021.  
<https://www.accenture.com/us-en/blogs/interactive-insights-blog/marketing-transformation>



# Driving your business, is not unlike driving a Formula 1 car

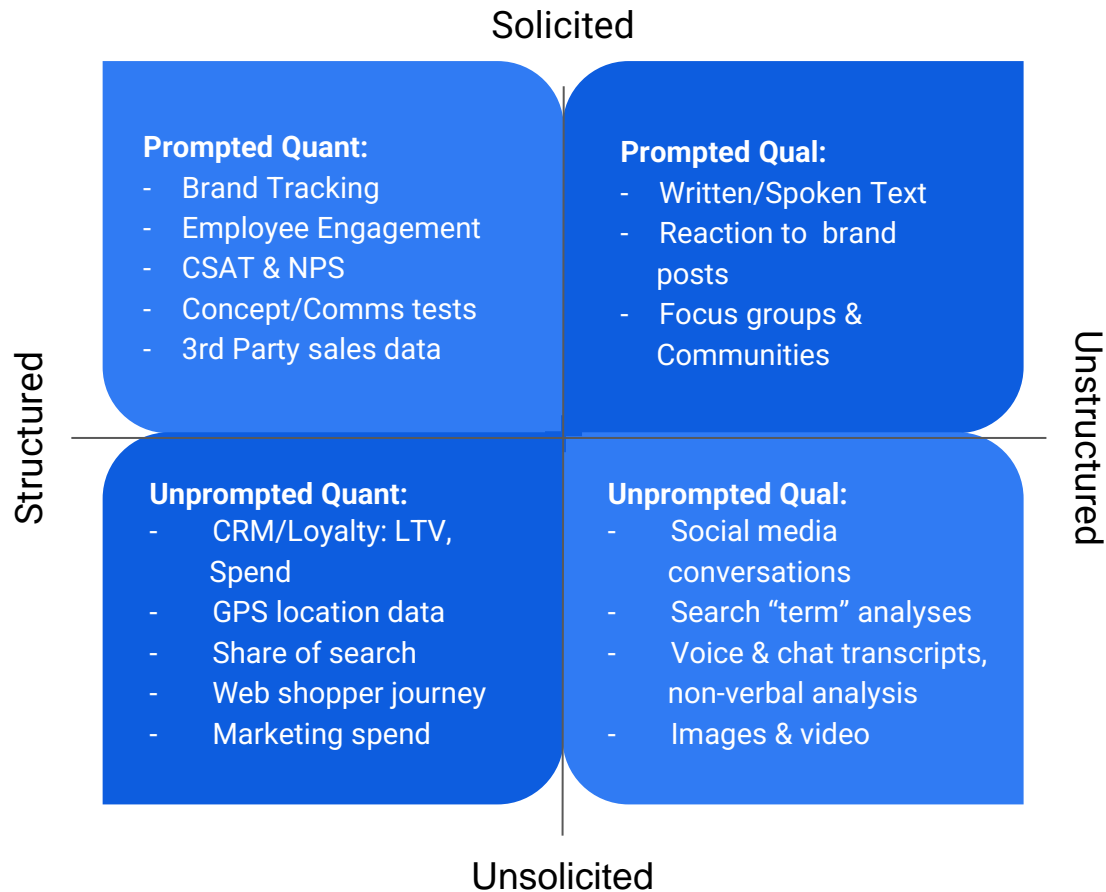
To win in F1 and the Experience Economy  
requires:

- Dynamic Instrumentation, to ensure continuous learning and flexibility
- Actionable Intelligence, directed to the decision maker to take action



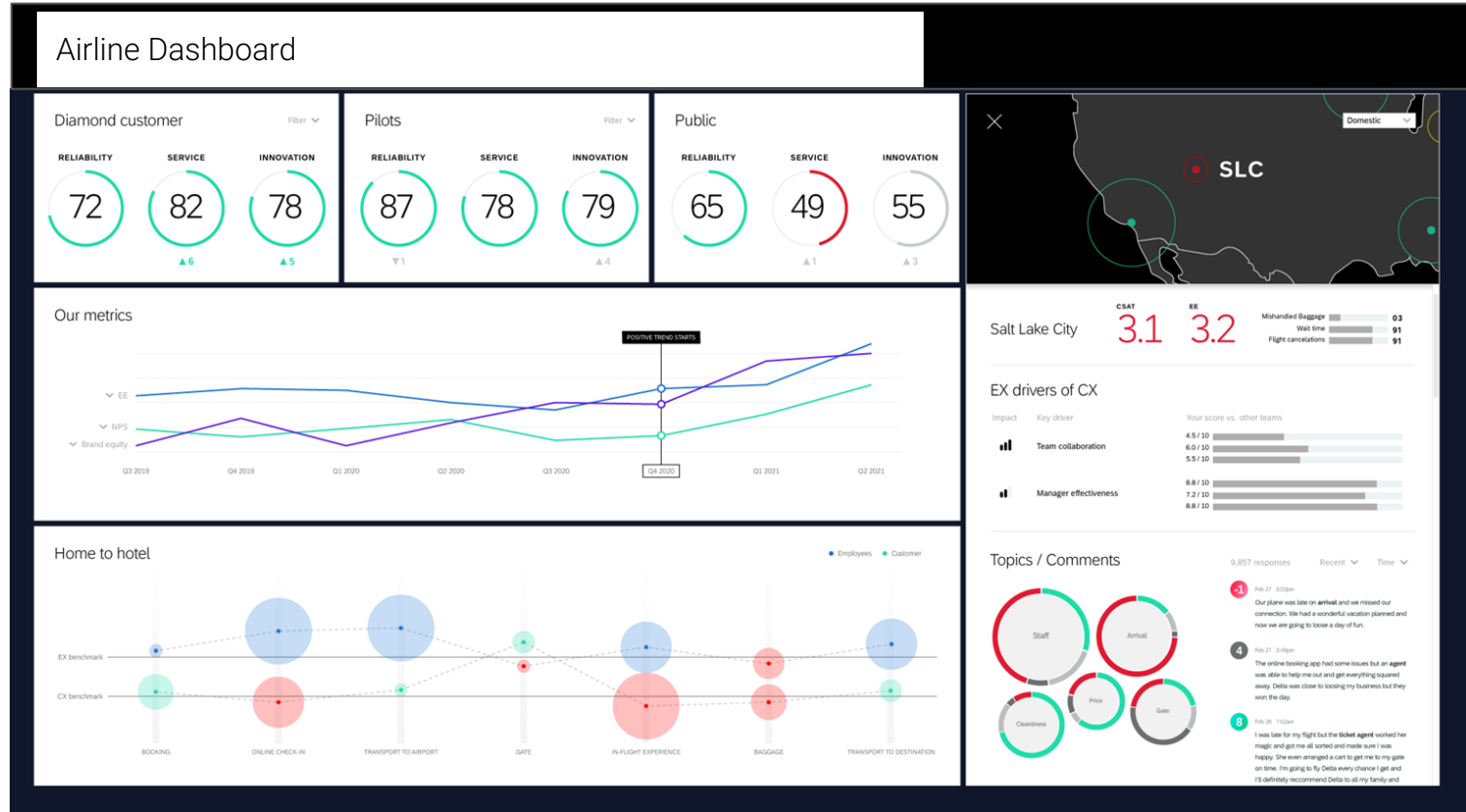
# Dynamic Instrumentation

Listening to consumers from the four corners of the data landscape



# Actionable Intelligence

Get the right data to the person able to take action





## CASE STUDY



+ qualtrics<sup>XM</sup>

How Pure Fishing  
is tackling industry  
challenges head on



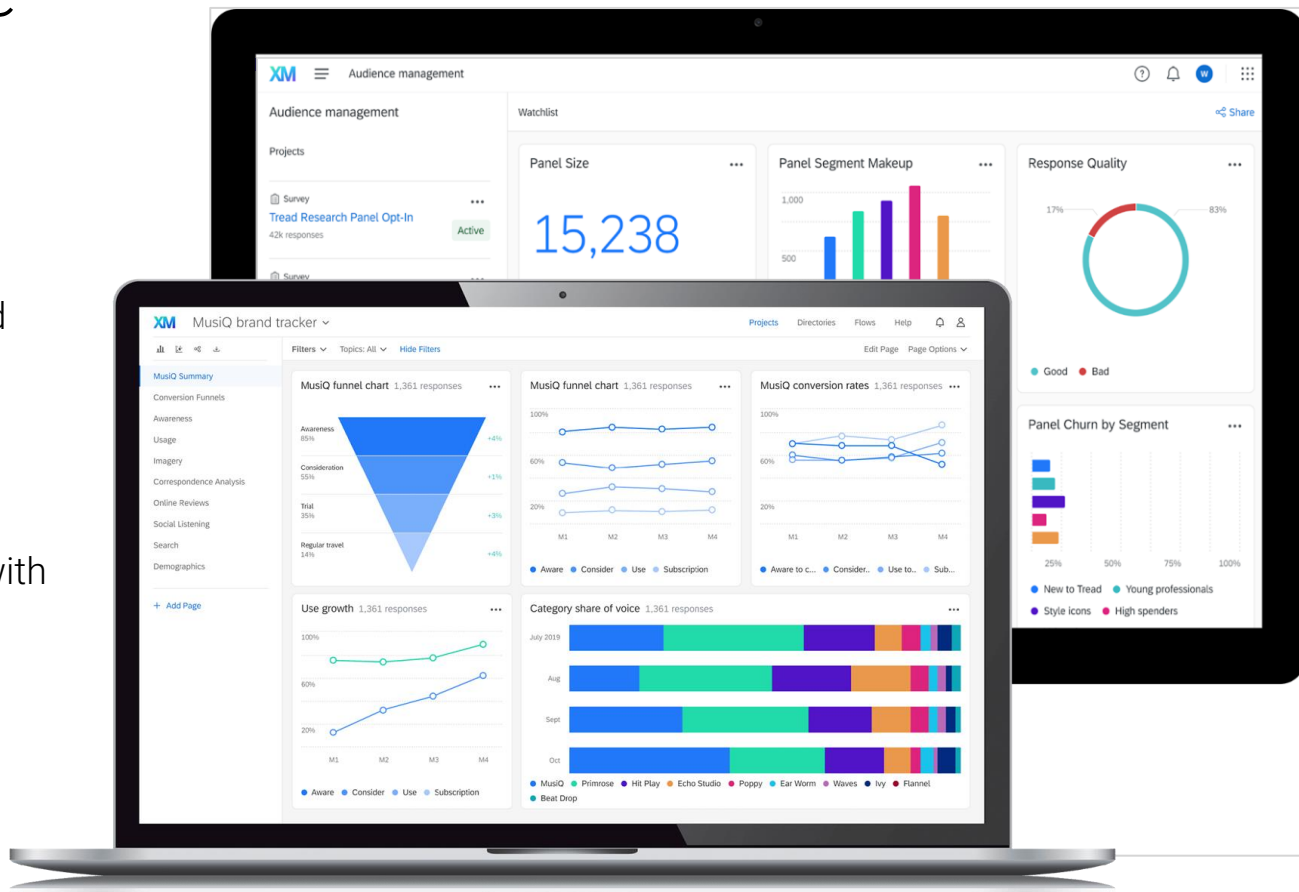
# Learn more at the **Qualtrics** Booth

## **DesignXM**

Deliver breakthrough products and services with advanced market research

## **BrandXM**

Accelerate customer acquisition with precise brand insights



# Thank You!

Learn more at the  
Qualtrics Booth