



What is hiding in your data? How companies are uncovering lost ROI

**Gartner**

Cool Vendor List

**AdAge**

A-List & Creativity Awards



ISO/IEC 27001 Certified



Global Partner Innovation Award



Innovation Award

# Introduction



Dan Mallin  
Founder & CEO, Lucy



# Meet *Lucy*®

**The AI companion to the  
research and marketing professionals**

Built for the Fortune 1000, Lucy reads, listens, watches  
and learns all of the data that you share with her.

She never leaves, never forgets and  
becomes smarter every day.



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## What makes Lucy unique?



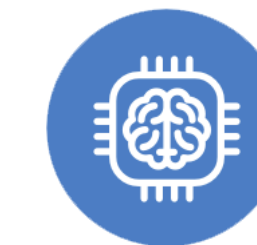
Precise Answers



Quick to Deploy



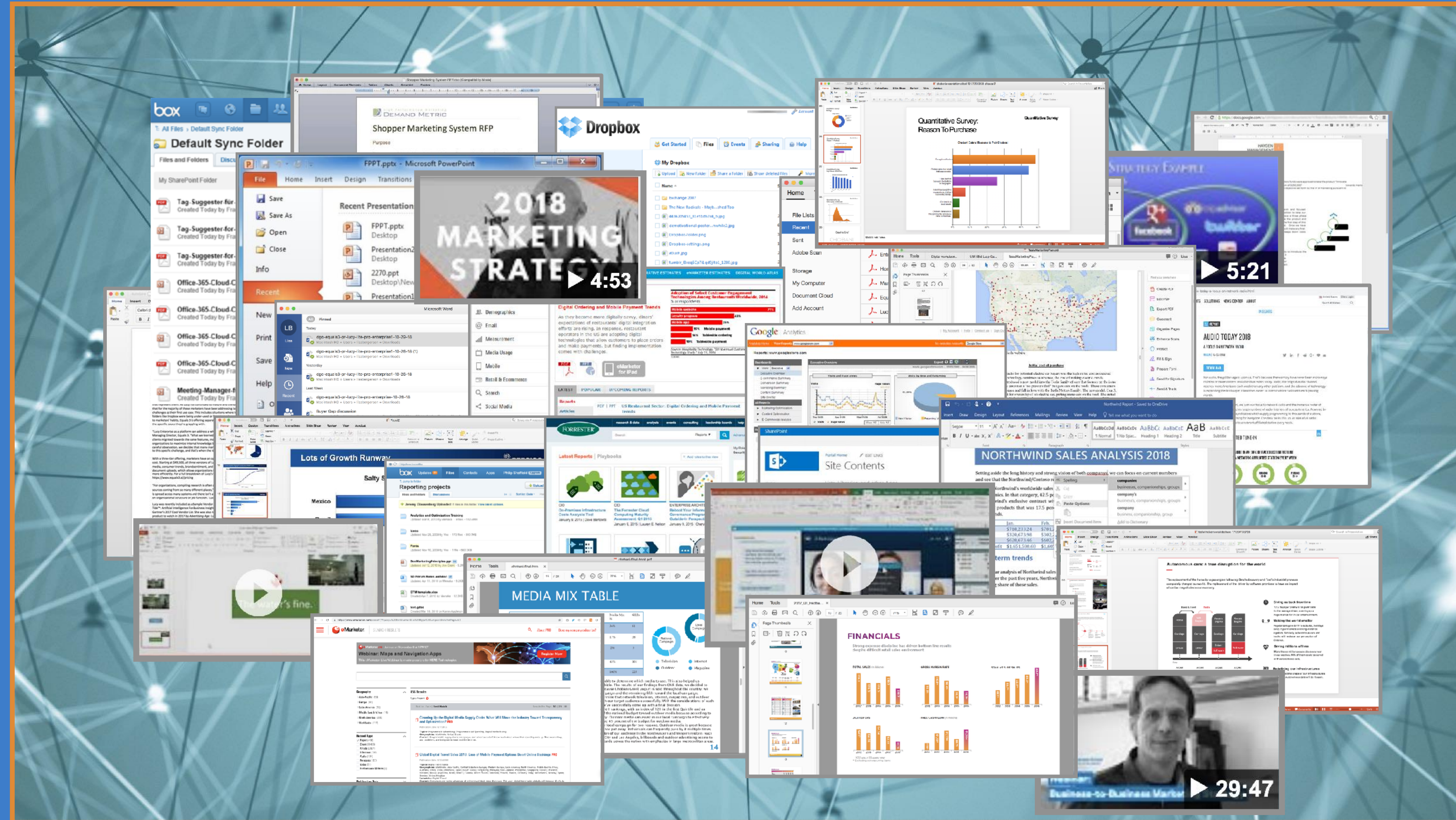
Data Stays Secure



AI Auto Tagging



# Insights Teams Have “access” to millions of pages of content



**“What if we could spend less time looking for insights  
and more time actually using them?”**  
**Anonymous Insights Professional**



# Lost Data is a Universal Business Challenge

95%

Of accumulated data goes unused.  
Permanently put on proverbial shelves and forgotten.



# How can data disappear?



- No way to extract the value from what has already been created.
- Can not find information.
- Nobody knows what exists

**Top six reasons  
why data gets lost**



# 1. People Leave

Every time an employee leaves a position, they take institutional knowledge with them.





## 2. Redundant (Costly) Research

Redundant research = Millions \$\$

Brands have researched this issues





### 3. Org Disruption

During M&A or reorganizations, data gets moved yet never unpacked.





## 4. Survey Data

After a survey you learn  
there was a similar study.

Most survey data is never  
collected, discarding millions  
of data points/assets.

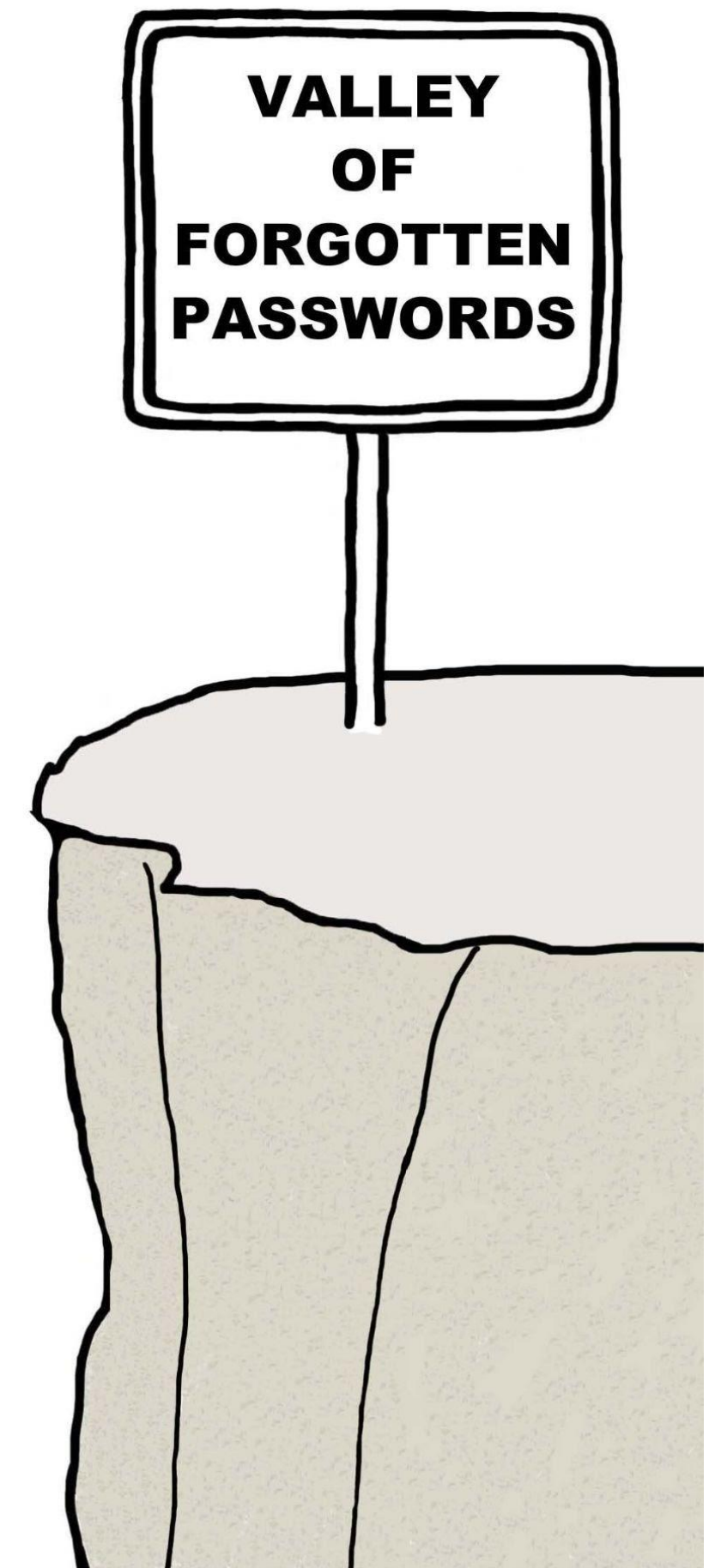




## 5. DIY Tools

Each tool requires a different logins though a different user interface.

Data effectively stuck inside.





## 6. Individual Hard Drives

Valuable work is hidden from everyone in the company.





# How to Uncover Structured & Unstructured Data

Home > who listens to podcast

10 results

Metadata Sources Timeframe File Types

94

Do you listen to podcasts?

Source: KnowledgeHound

Filters Customize

Custom responses - Create

Question responses

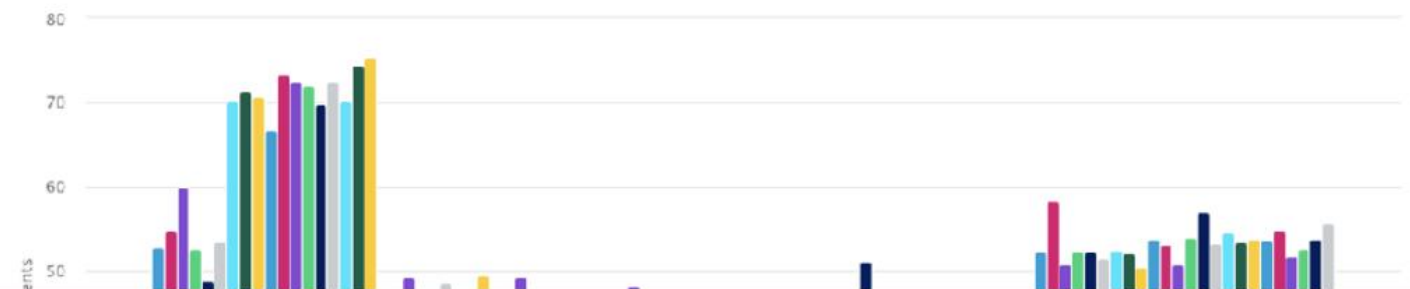
Compared By Age

Change question

Do you listen to podcasts?

Consumer Segmentation Sample: Adults 18+


Study Sample: 39,903 Question Sample: 39,905 Current Sample: 273 - 39,905



91

ESPN PODCASTS:

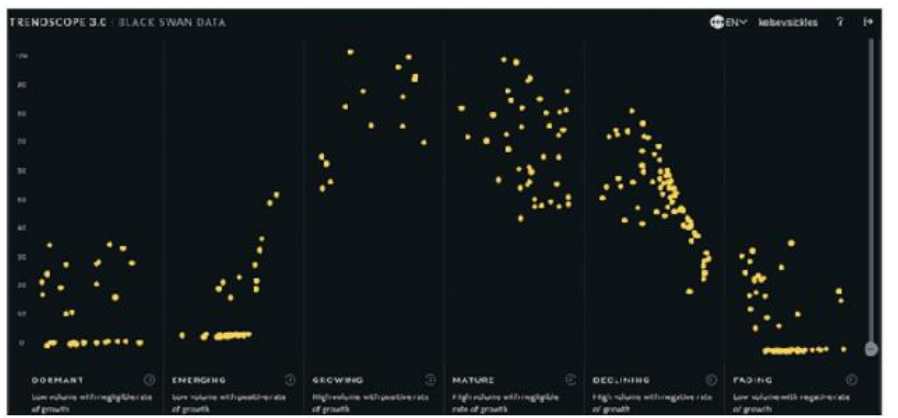
Source: Lucy Dropbox - Entertainment



66

Trendscope report: Podcasts


Source: BlackSwan



60

The Weekly Listen: The


Source: Emarketer ContentNA



56

Primary Method Used by US

Source: Emarketer TotalAccess



Welcome back Scott, ask me a question or click on one of your recent questions to see what we can find today

how does clorox support diversity?

how is ecommerce effecting CPG sales in the pandemic?

who listens to podcast

who listens to podcast

Did you find what you are looking for?

Yes No

Ask me...



A black tablet with rounded corners is shown from a slightly elevated perspective. The screen is white and displays the word "Demo" in a large, blue, sans-serif font. The tablet has a small circular camera lens at the top center of its bezel. It is set against a light gray background with a subtle shadow beneath it.

# Demo



the most popular in us:

What are the most popular genres of movies?

Welcome back **Taylor**, ask me a question or click on one of your recent questions to see what we can find today

What are the most popular genres of movies?

How is technology improving health care?

Did you find what you are looking for?

Yes

No

Ask me...



Sources ▾

Timeframe ▾

File Types ▾

Content ▾



91

Business Review...



SharePoint - Healthcare



## Business Review Commercial *continued*

Information technology and  
information services resources

We believe the future of healthcare  
is one of individualised healthcare  
solutions focused on improved patient



66

A consumer-centered future of health...



SharePoint - Healthcare

A consumer-centered future of health: Deloitte's 2019 global health care consumer survey finds evidence that the future is now

Our survey finds people are exhibiting traditional "consumer behaviors" when it comes to health care: They are willing to shop for deals, disagree with their doctor, and use technology to track and maintain their health.

59

From the Hospital to the Home: From the ...



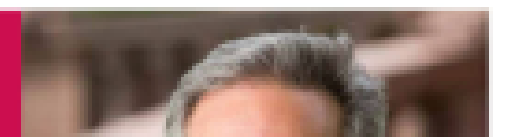
SharePoint - Financial Service

## From the Hospital to the Home: The Health Care Technology Revolution

From the Hospital to the Home

Analysts estimate that by 2018, 65 percent of interactions with health care facilities will occur via mobile devices, and that's just a small element of the changes to come. New technology, including wearables and

"We'll see people get a lot more care from



2019

Which generation consumes the most beer in us?

What are the most popular genres of movies?

Welcome back **Taylor**, ask me a question or click on one of your recent questions to see what we can find today

What are the most popular genres of movies?

Did you find what you are looking for?

Yes

No

Ask me...

🔍

JavaScript;

Sources

Timeframe

File Types

Content

📄

🗃

90

Podcasts genres in the U.S. 29 Podcasts: by country 30...

👍👎

GW

📄

+



90

What is your favorite genre of movie

👍👎

KnowledgeHound - search\_trial\_Mil002.json

🔗



72

question. So for this one asked what is the ...

👍👎

Lucy Tutorials

📄





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Yes

No

Ask me...



javascript;

[← Prev Answer](#)

[Next Answer →](#)

## Generational Influencers Study

Adults 18+

Chart type (Column chart)



Categories (X-axis)

Base variable

What is your favorite genre of movie?

☐  Total

☒ Deselect All

☒ Action or Adventure

☒ Horror

☒ Comedy

☒ RomCom

☒ Documentary

+ Add new category variable

 Swap/Transpose


Series (Legend)

Generation

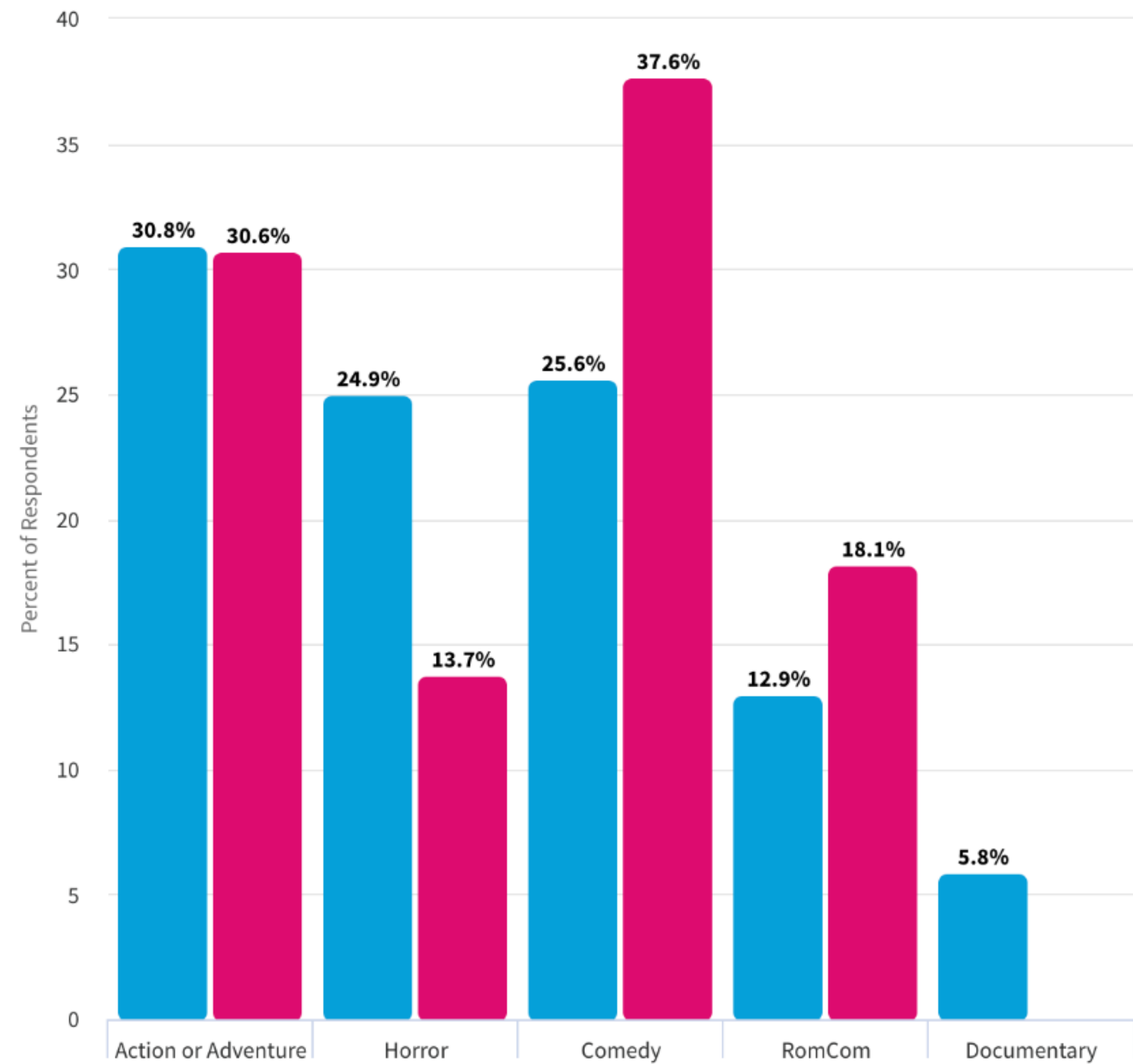
☐  Total

☒ Deselect All



 Looking for statistical significance testing? Click the button above.

Study sample size: 39,905    Current base size: 39,905



2019

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YesNo

Ask me...

https://ask.lucy.ai/home

90

What is your favorite genre of movie

Source: [KnowledgeHound - search\\_trial\\_Mil002.json](#)

Prev Answer

Next Answer

Categories (Y-axis)

Base variable

What is your favorite genre of movie?

☐ Total

Deselect All

Action or Adventure

Horror

☐

Comedy

☐

RomCom

Documentary

+ Add new category variable

Swap/Transpose

Series (Legend)

Generation

☐ Total

Deselect All

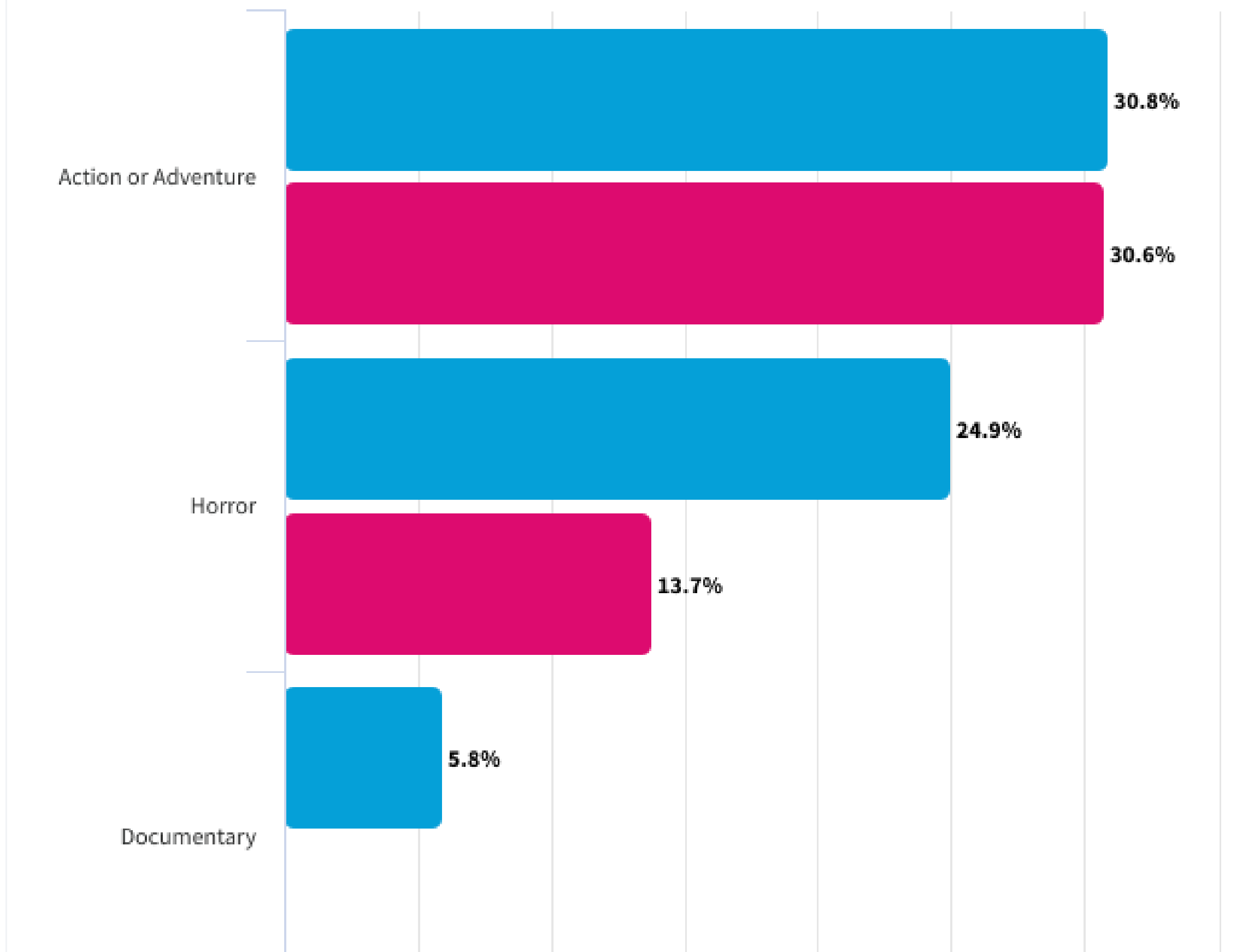
Millennial

General Population

123

Looking for statistical significance testing? Click the button above.

Study sample size: 39,905    Current base size: 39,905





# ROI of Managing Enterprise Knowledge

**Time and Information Lost Inability to  
Locate Existing Insights**

**10 - 25% of each week looking for data  
they can not find.**



**Avoid Redundant Research Costs**

**Brands: redundant research millions \$\$.**



# ROI of Managing Enterprise Knowledge

## Increase usage of tools and subscriptions

- There are so many great research providers in the industry, but too often their insights are under used.

## Reduce demands on Subject Matter Experts

- SMEs lose valuable time fielding repetitive questions and requests that should be easily answered from information already documented.





# ROI of Managing Enterprise Knowledge

## Drive efficiency and save time

- Productivity increases and ability to focus on strategic initiatives
- **60% faster data processing/analytics**

## Create better outcomes by using better data

- **Use all available knowledge for the best data-driven decisions**
- Multi-Million dollar product launches at stake



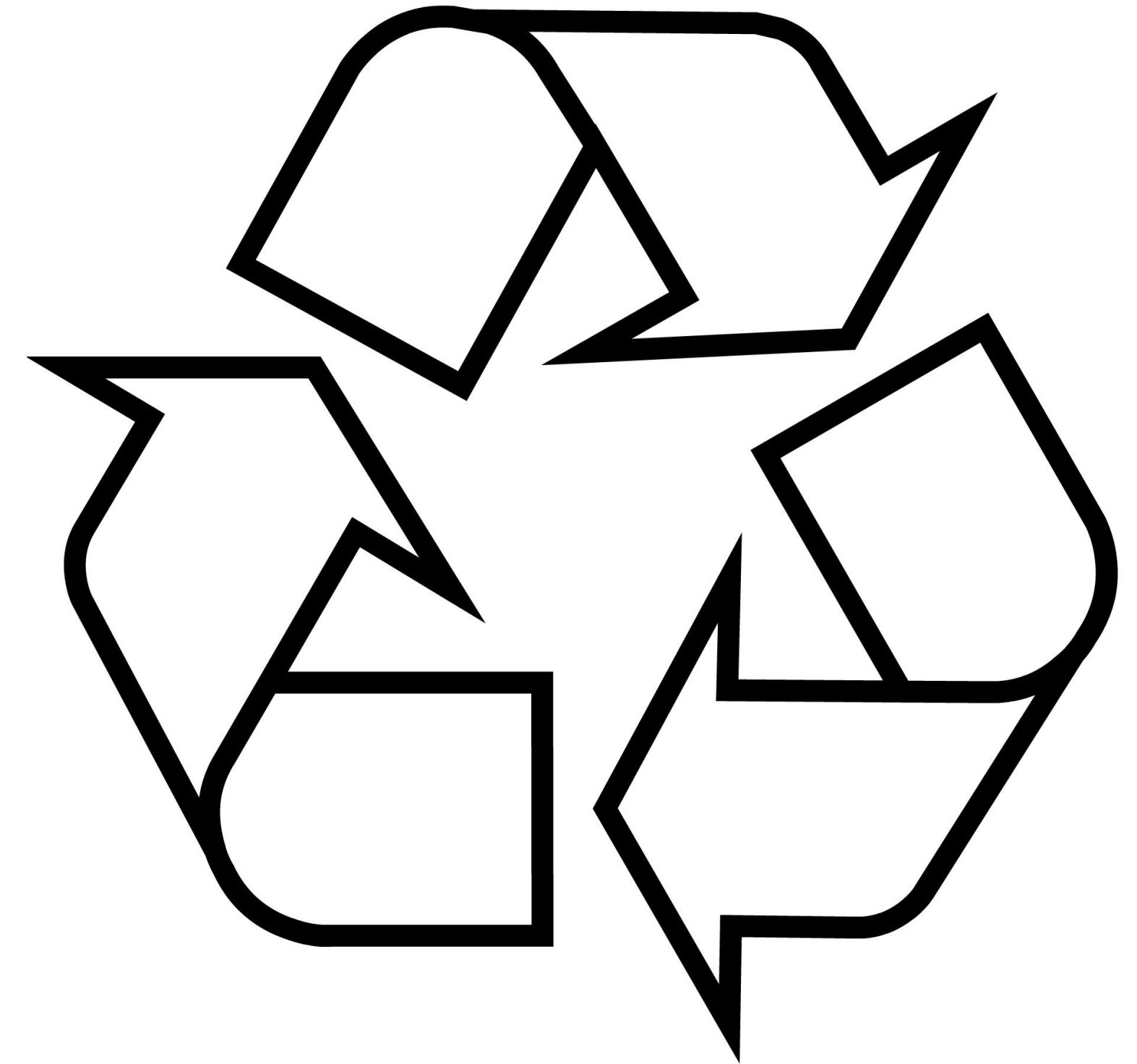
# ROI of Managing Enterprise Knowledge

## Extend lifetime value of data

- Reuse data from past projects in future, not one and done
- Past 3-5 years budget total

## Search in one place

- No lost logins, multiple tabs





# Tips for Managing Enterprise Knowledge

## Develop User Persona(s)

- Document Goals
- Collect User Input
- Calculate ROI



# Questions?



Knowledge  
Empowering  
People

**Dan Mallin**  
**Founder & CEO**  
**Dan.Mallin@Lucy.ai**