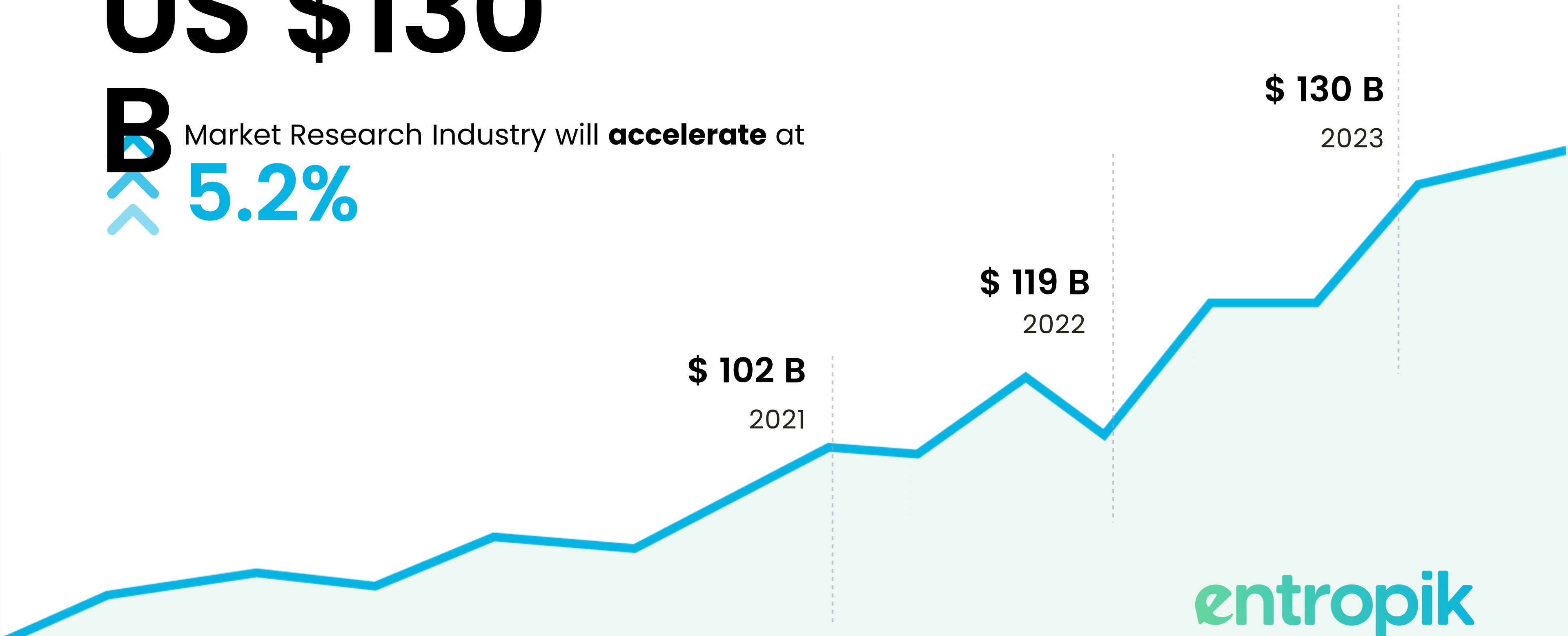


# Future of Market Research

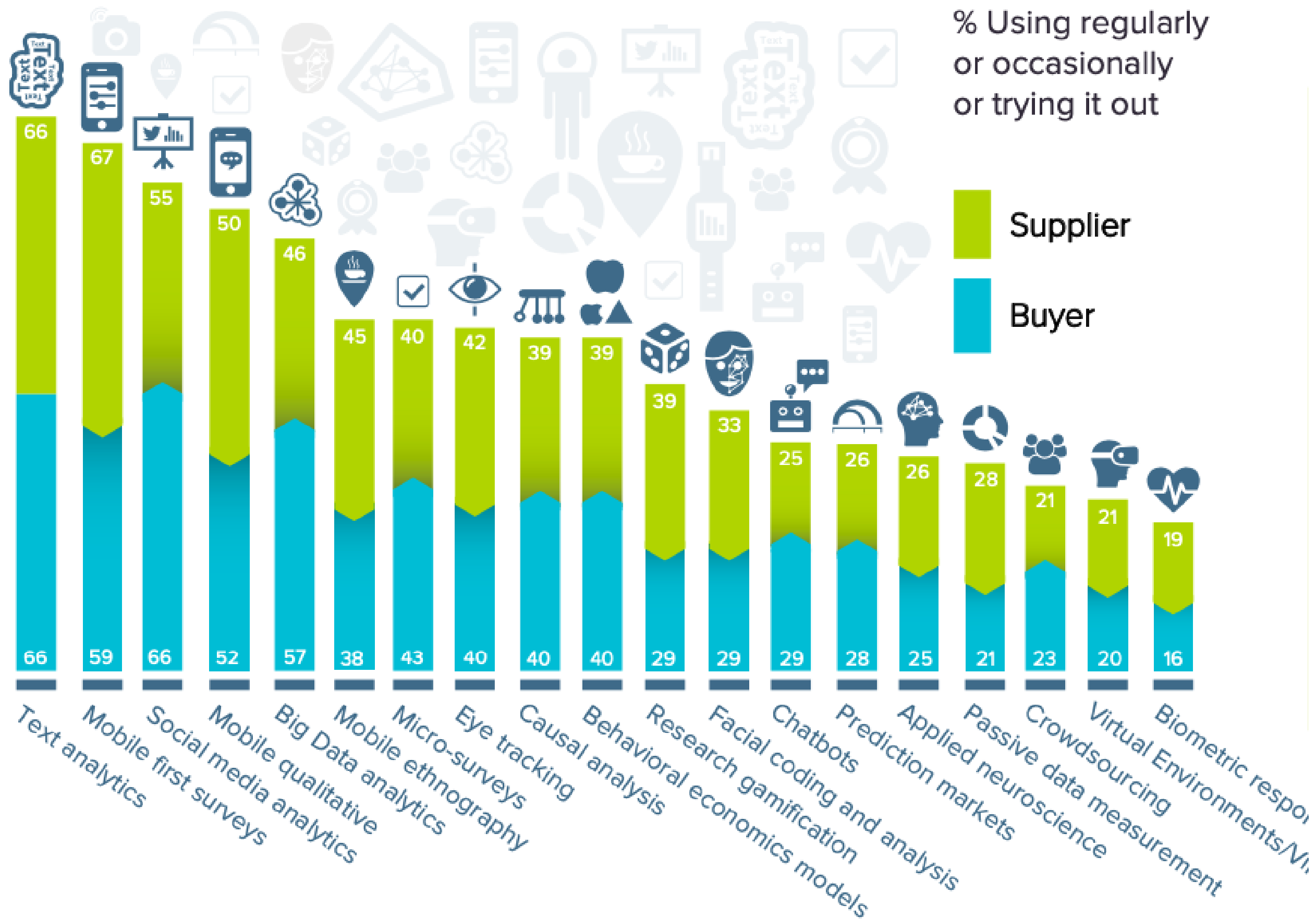
# US \$130

**B** Market Research Industry will **accelerate** at **5.2%**



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# Emerging Research Tech



# Traditional vs AI Based Research

According to Forbes the major roadblocks faced in traditional market research:

**They are not actionable**  
**People Lie**



05 Say AI will make a positive impact on the market-research industry



Say AI will take over data analysis within 10 years



of researchers see AI as an industry opportunity

# Challenges in Traditional Research

1

Data Quality  
Tarnished

2

Bias creeping into  
Research

3

Slower Turn-Around Time

4

Comparatively higher cost

5

Having a single system of record

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# Next Gen Research



**Analytics**



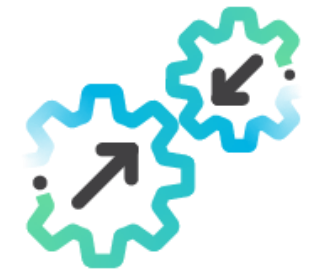
**Accurate**



**Actionable**



**Agile**



**Automation**

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# Transformation of Research through AI

**Dig Deep into  
consumer responses**

**Consistently  
Enhance Surveys**

**Find Regular  
responders early**

**Eliminate personal  
Bias**

**Save time with  
quick reports**

**Keeping Community  
Members engaged**

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# System 1 v/s System 2

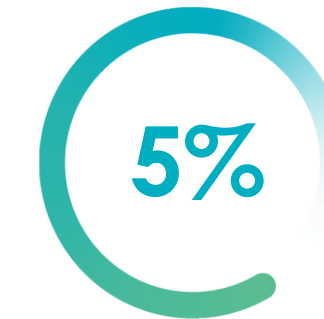
## System 1



Unconscious  
Fast  
Associative  
Automatic Pilot



## System 2

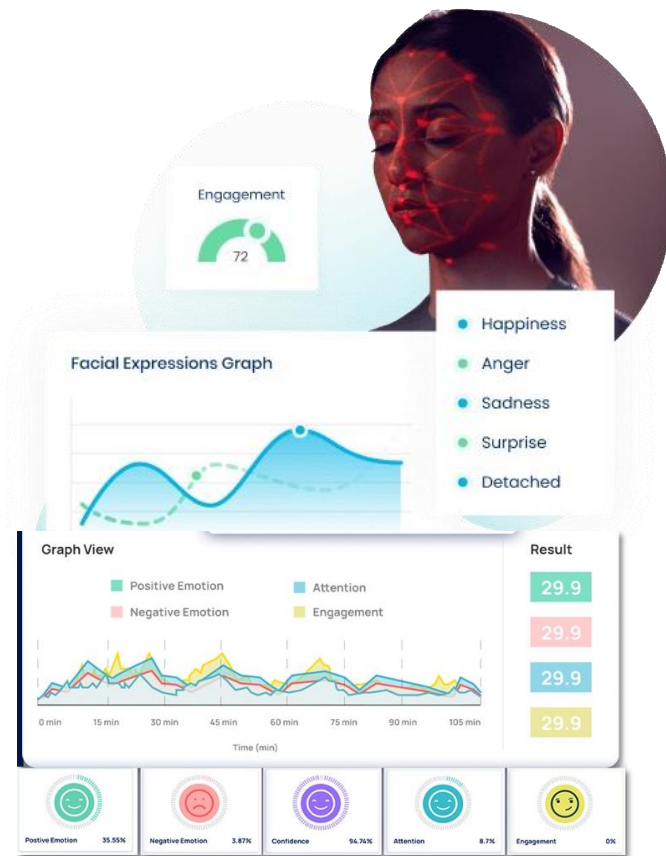


Takes Effort  
Logical  
Slow  
Lazy  
Indecisive

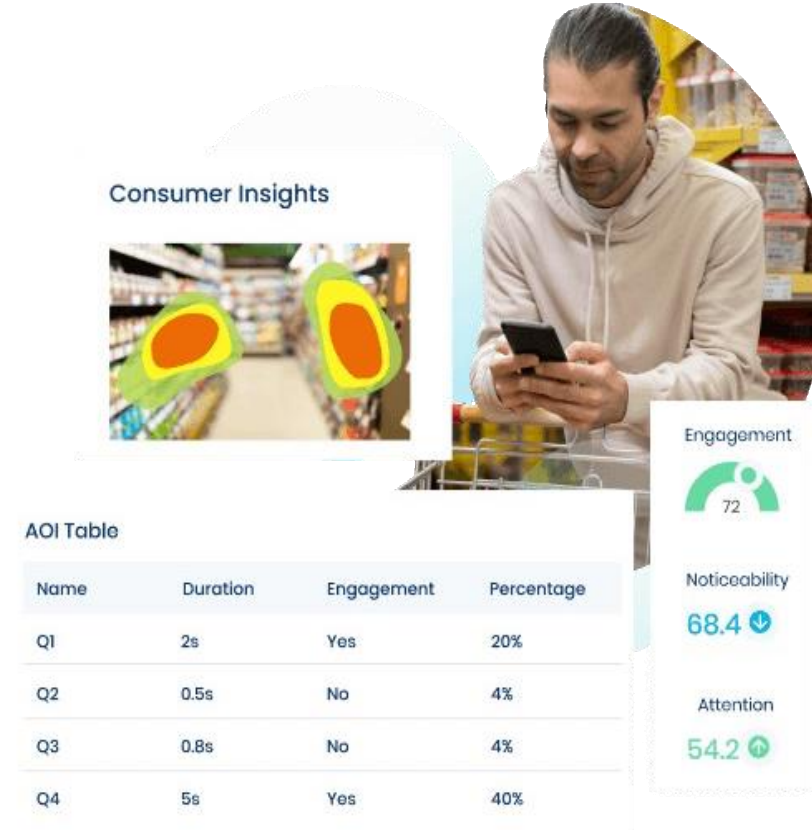
# Emotion AI Technologies

System 1 Insights to back Survey Results | Unbiased Responses | 60mn+ Panelists across 120 Countries

## Facial Coding



## Eye Tracking



## Voice AI



- Attention
- Engagement
- Emotions
- Eye Tracking Heatmap
- Time to Notice
- Areas of Interest
- Voice Transcription
- Voice Translations
- Benchmarks



# What is Entropik? An Integrated Consumer Research Platform...

For Consumer Research & Insights Team

Get quick, actionable, and unbiased consumer insights for decision-making



**AI Powered  
Quantitative Platform**

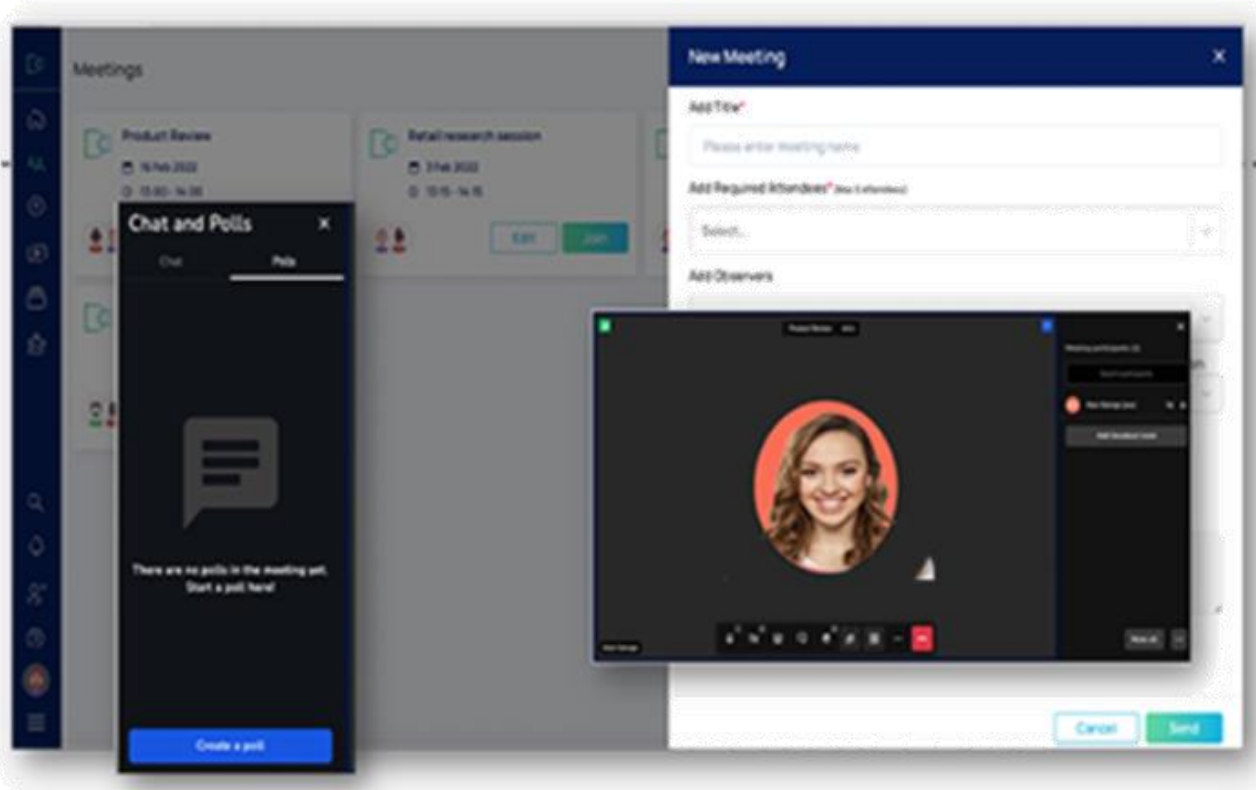


**AI Powered  
Qualitative Platform**



**Online Panel**

**60 million+ respondents  
spread across 120 countries**



# What is Entropik? An Integrated User Research Platform....

For UX , Design & Product Teams

Make sense of all UX Research Interviews in one intuitive, collaborative, & searchable platform.



AI Powered  
Quantitative Platform

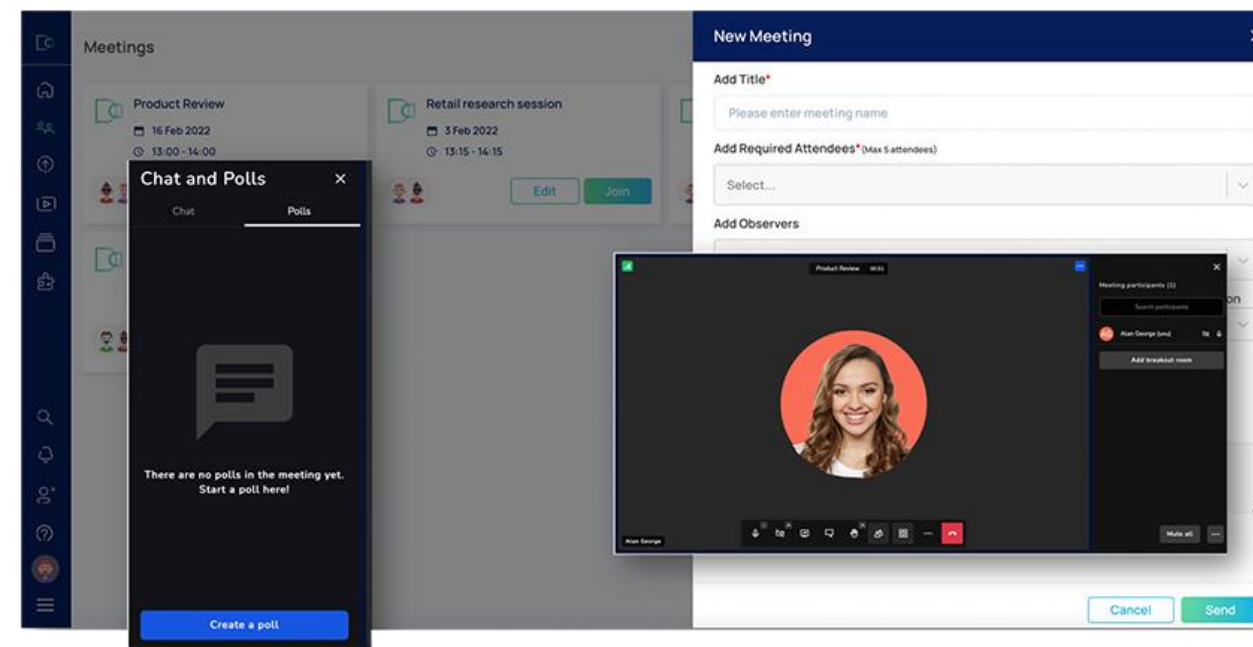
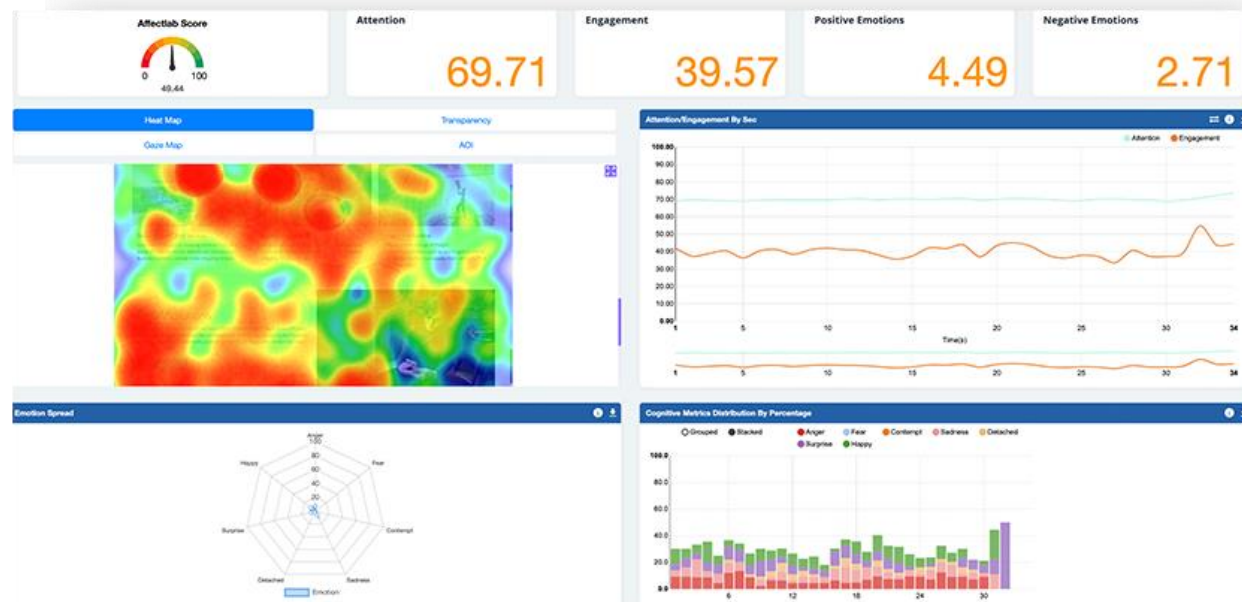


AI Powered  
Qualitative Platform



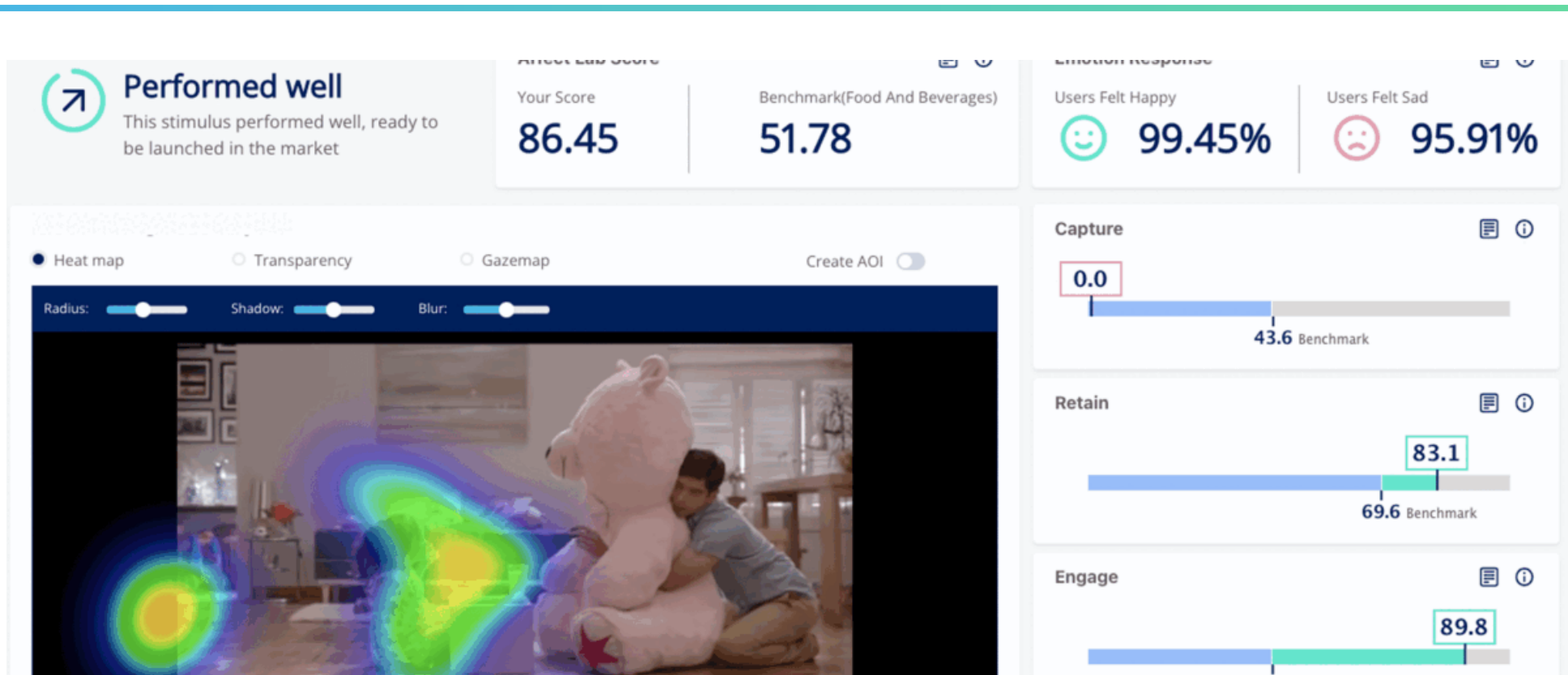
## Online Panel

60 million+ respondents  
spread across 120 countries



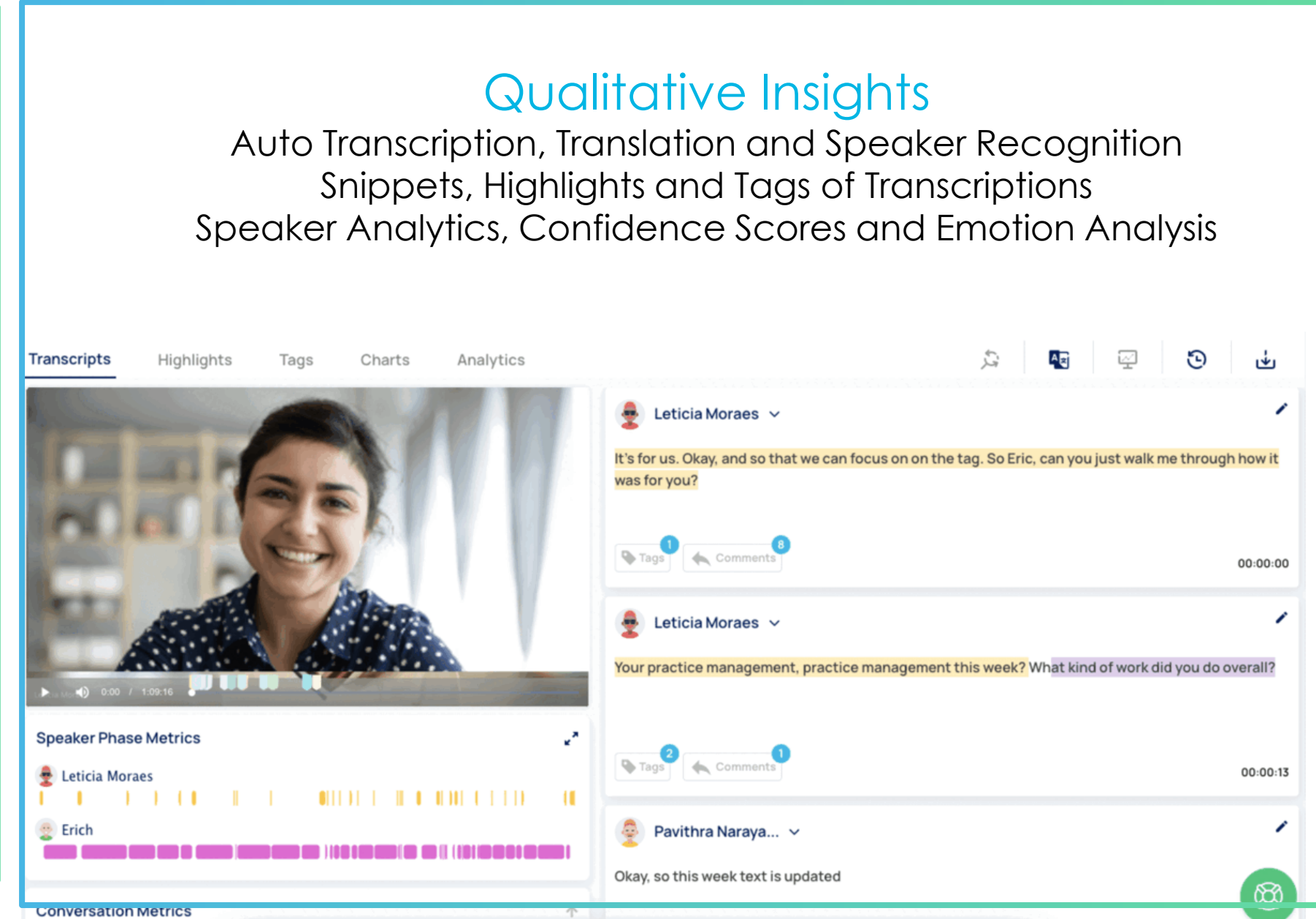
# Unified Insights Dashboard

Emotion Insights | Survey Insights | Transcript Insights | Comparative Dashboards | Benchmark Scores



## Quantitative Insights

Attention, Engagement and Emotion Metrics  
User Sessions, Screen recording and Buyer Journey  
Eye Tracking Heatmap, Gaze Map and AOI segments



# Entropik Advantage

## Time to Insights, Agile & Faster research process

- 6X faster time to Insights
- 2X more research in the same time.

## Unbiased & Accurate Decision Making

- Up to 30% lift in Marketing Spends ROI
- Up to 12% Lift in Funnel Conversion

90+ Enterprise Customers Globally



**Thank You**



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