

How to survive (and thrive) in the connected insights era



Ryan Barry

Dad. Husband. Friend. Skier. Consumer.
President at Zappi

Passionate about 'modern business'

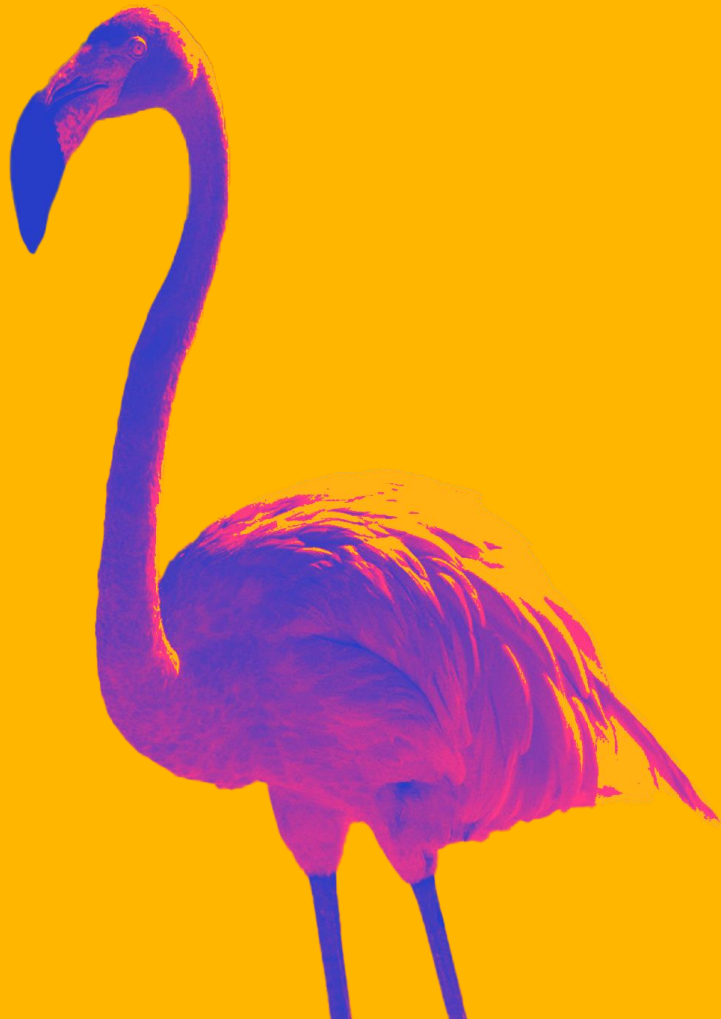


Creators build the **future**.

We empower **creators**.

Bringing **insights** to data.

To inspire, optimize, and validate
their ideas.



zappi

A software platform for customer-obsessed insights and marketing teams.

Inspire | optimize | validate new products and ads *while you create them*

Leverage current and historical data to improve your effectiveness over time

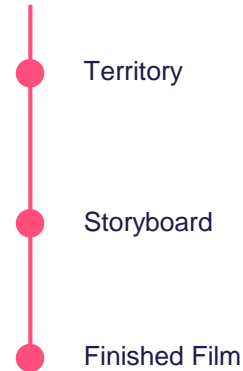
Easy to Use. Proven Methods. Always Learning.

Innovation



SHAPE
winning innovation

Advertising



AMPLIFY
creative effectiveness

1 Agency era: 20th century — 2010

Age of mass marketing: Consumers talked *at*, not to

Insights teams managed vendors, suppliers, procurement



1 Agency era: 20th century — 2010

2 **Digital era:** 2010 — 2022

Age of accessibility: Customers join the conversation

Insights teams forced to move faster

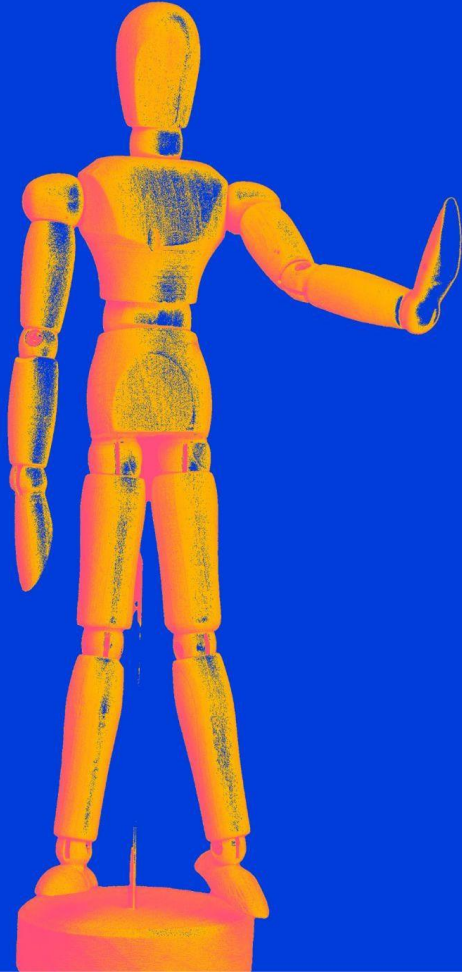


**We're entering
a new era**



**AI can produce a
more unique ad
concept than
most innovators**

zappi



**Humans are no
longer needed for
day-to-day
research tasks**

**You're not in
consumer
insights to be a
project manager**





what is the future of the consumer insights industry?



The future of the consumer insights industry is likely to be influenced by a range of factors, including technological advancements, changes in consumer behavior, and evolving business needs. Here are some possible trends and developments that could shape the industry in the coming years:

1. **Data-driven decision-making:** As businesses increasingly rely on data to inform their strategies, the demand for consumer insights will continue to grow. The industry will need to provide more sophisticated and actionable insights to help companies make informed decisions.
2. **Integration of AI and machine learning:** Advanced analytics powered by AI and machine learning can help process vast amounts of data and uncover deeper insights. This could lead to more accurate and personalized marketing strategies, improved customer segmentation, and better prediction of consumer behavior.
3. **Emphasis on privacy and data security:** As consumers become more aware of privacy concerns and data protection regulations, the industry will need to focus on maintaining consumer trust while collecting and analyzing data responsibly.
4. **Real-time insights:** The ability to gather and analyze data in real-time will become increasingly important. Businesses will seek insights that can help them adapt to rapidly changing market conditions and consumer preferences.
5. **Omnichannel approach:** As consumers engage with brands across multiple channels, the consumer insights industry will need to develop a comprehensive understanding of the customer journey by integrating data from various touchpoints.
6. **Focus on customer experience:** With heightened competition across industries, businesses will prioritize customer experience to differentiate themselves. The consumer insights industry will play a key role in helping companies identify and address customer pain points.
7. **Increased use of automation:** Automation technologies, such as natural language processing and computer vision, can help streamline data collection and analysis processes, freeing up resources for more strategic tasks.
8. **Collaboration between humans and machines:** As AI and machine learning become more integrated into the consumer insights process, the industry will need to find the right balance between human expertise and machine efficiency.

Overall, the future of the consumer insights industry will likely involve continuous innovation and adaptation to new technologies and evolving consumer needs.

Ask ChatGPT:

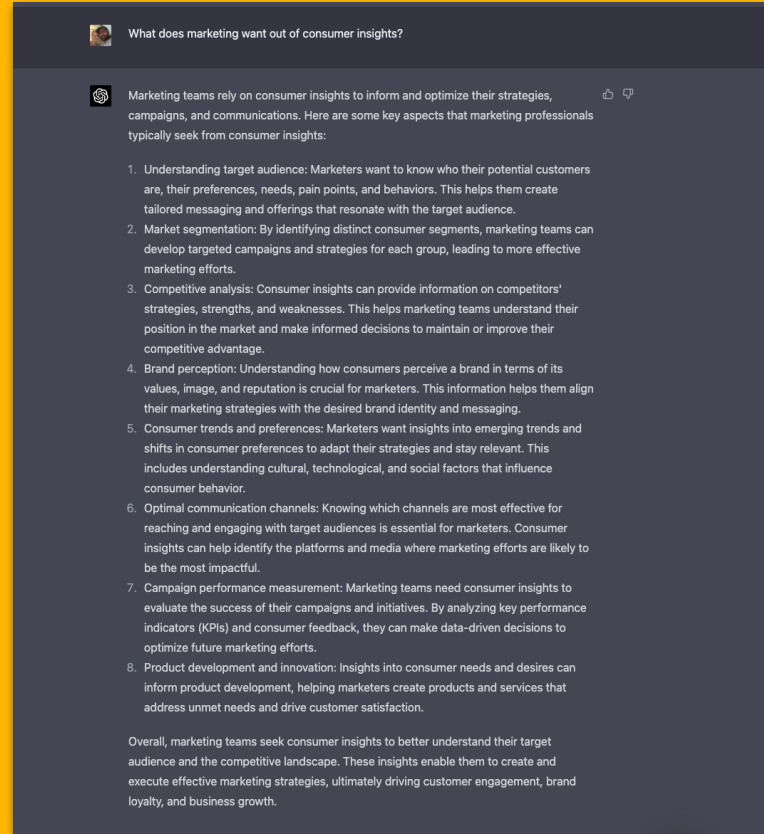
What is the future of the insights industry?

- 1 Data-driven decision-making
- 2 Integration of AI and machine learning
- 3 Emphasis on privacy and data security
- 4 Real-time insights
- 5 Omnichannel approach
- 6 Focus on customer experience
- 7 Increased use of automation
- 8 Collaboration between humans and machines

Ask ChatGPT:

What does marketing want from insights?

- 1 Understanding target audience
- 2 Market segmentation
- 3 Competitive analysis
- 4 Brand perception
- 5 Consumer trends and preferences
- 6 Optimal communication channels
- 7 Campaign performance measurement
- 8 Product development and innovation



What does marketing want out of consumer insights?

Marketing teams rely on consumer insights to inform and optimize their strategies, campaigns, and communications. Here are some key aspects that marketing professionals typically seek from consumer insights:

1. Understanding target audience: Marketers want to know who their potential customers are, their preferences, needs, pain points, and behaviors. This helps them create tailored messaging and offerings that resonate with the target audience.
2. Market segmentation: By identifying distinct consumer segments, marketing teams can develop targeted campaigns and strategies for each group, leading to more effective marketing efforts.
3. Competitive analysis: Consumer insights can provide information on competitors' strategies, strengths, and weaknesses. This helps marketing teams understand their position in the market and make informed decisions to maintain or improve their competitive advantage.
4. Brand perception: Understanding how consumers perceive a brand in terms of its values, image, and reputation is crucial for marketers. This information helps them align their marketing strategies with the desired brand identity and messaging.
5. Consumer trends and preferences: Marketers want insights into emerging trends and shifts in consumer preferences to adapt their strategies and stay relevant. This includes understanding cultural, technological, and social factors that influence consumer behavior.
6. Optimal communication channels: Knowing which channels are most effective for reaching and engaging with target audiences is essential for marketers. Consumer insights can help identify the platforms and media where marketing efforts are likely to be the most impactful.
7. Campaign performance measurement: Marketing teams need consumer insights to evaluate the success of their campaigns and initiatives. By analyzing key performance indicators (KPIs) and consumer feedback, they can make data-driven decisions to optimize future marketing efforts.
8. Product development and innovation: Insights into consumer needs and desires can inform product development, helping marketers create products and services that address unmet needs and drive customer satisfaction.

Overall, marketing teams seek consumer insights to better understand their target audience and the competitive landscape. These insights enable them to create and execute effective marketing strategies, ultimately driving customer engagement, brand loyalty, and business growth.

1 Agency era: 20th century — 2010

2 Digital era: 2010 — 2022

3 **Connected era: 2023 —**

Age of authenticity: Consumers vote with their wallets

Insights teams need to understand the whole consumer



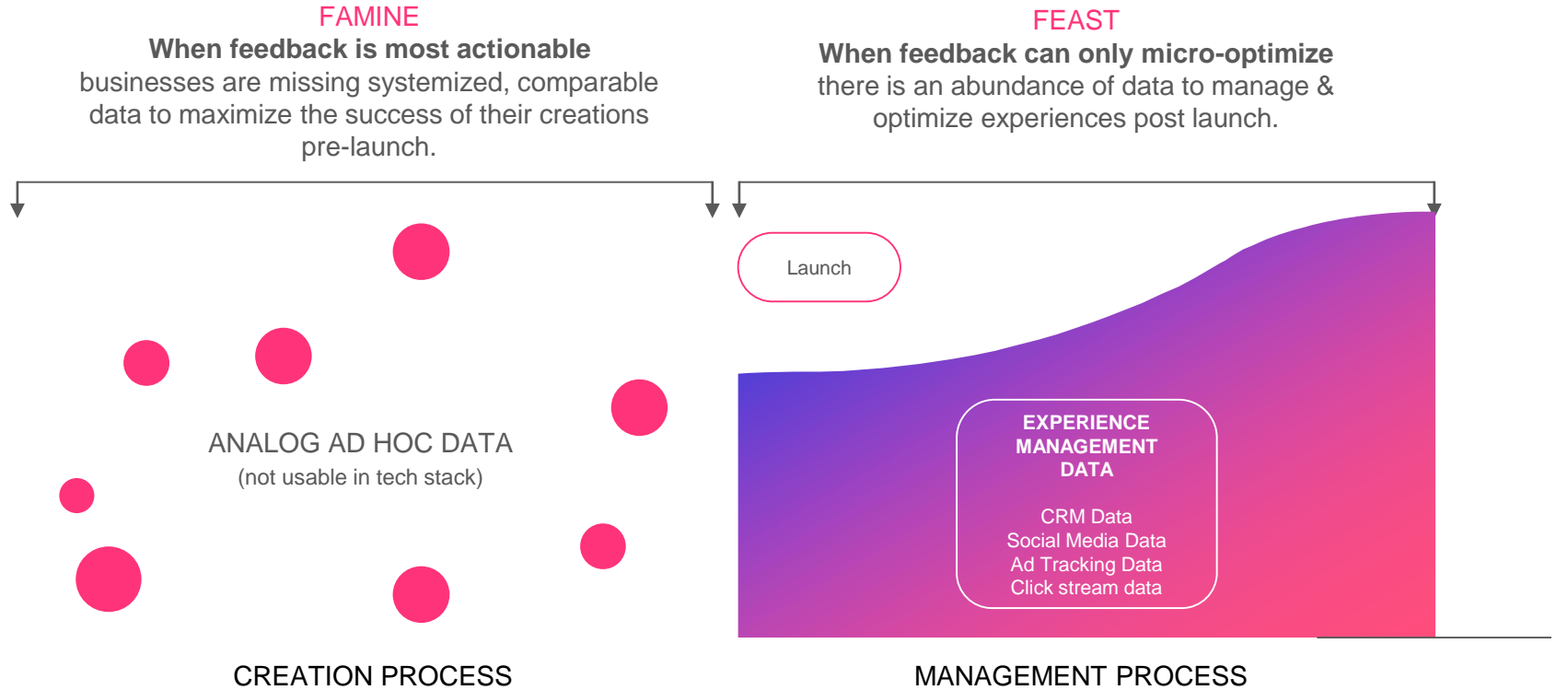
Data alone is no longer a differentiator

The new division of labor:

- AI does the heavy lifting
- Humans bring empathy to the data to make a lasting impact



Most of the data you get on how your creations perform is **too late**



2018: ACME CORPORATION

Team of 30 people

CoE: 2 people



Business Unit Consultants: 28 people

Frozen Goods



Salty Snacks USA



Wellness



Salty Snacks EMEA



Beverages



ResOps

Doesn't exist yet

TODAY: ACME CORPORATION

Team of 30 people

CoE: 2 people



Business Unit Consultants: 25 people

Frozen Goods



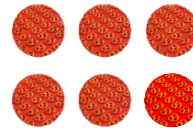
Salty Snacks USA



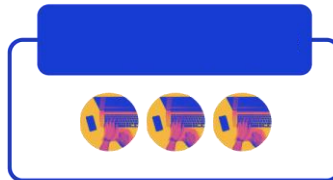
Wellness



Salty Snacks EMEA

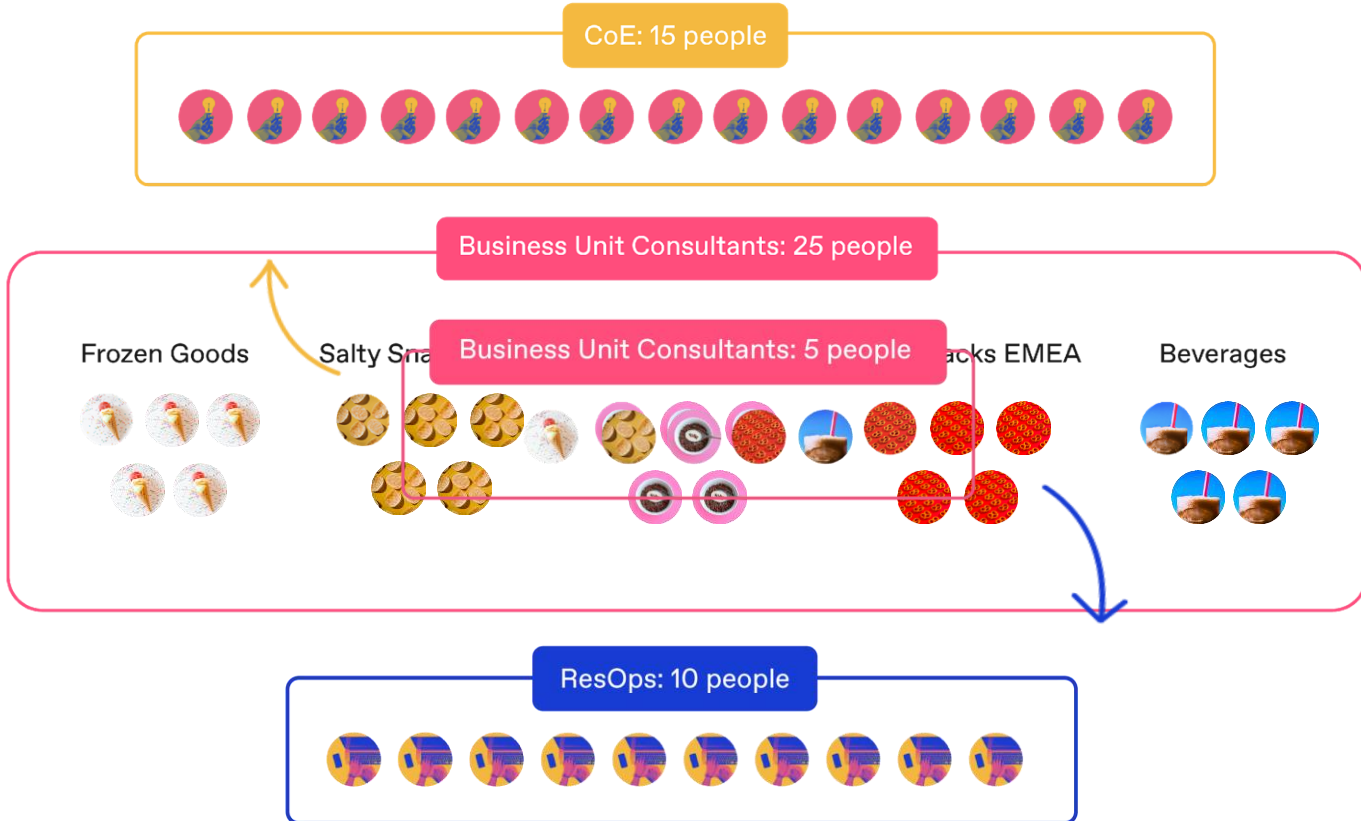


Beverages



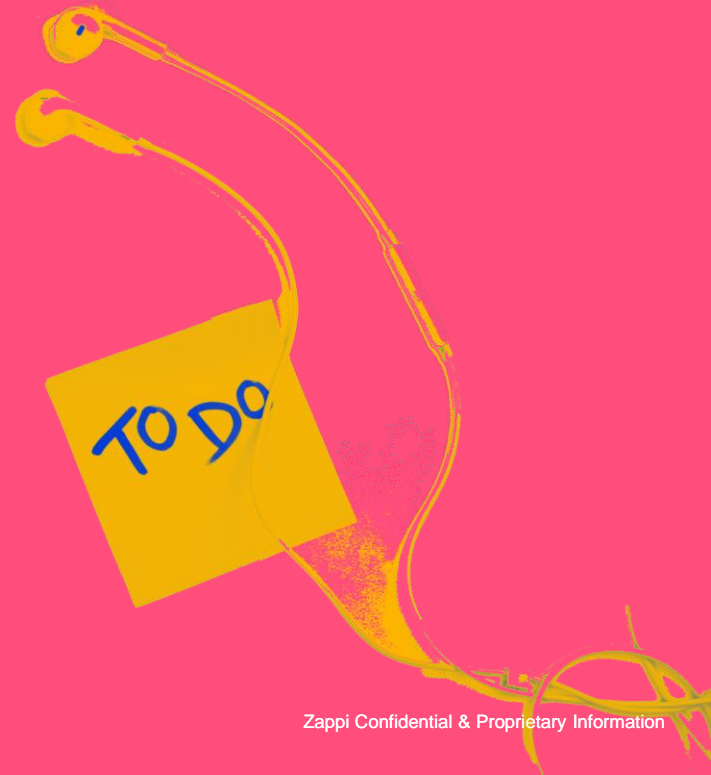
2026: ACME CORPORATION

Team of 30 people



So...

How do we get here?



1

Audit

Evaluate everything:
your relationships,
systems, KPIs, and
vendors



2

Integrate

Build your data
sandbox



3

Democratize

Give creators the keys with self-service tools



The brands pioneering the future of insights



The brands pioneering the future of insights



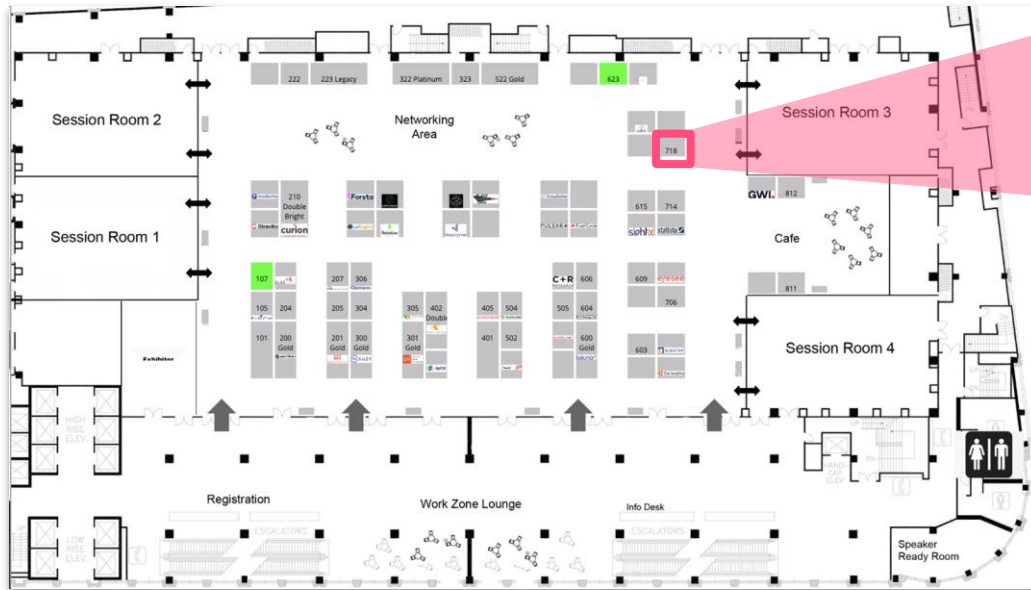
When we looked into how to transform the insights function, it was how to act as strategic consultants to the business.

Matt Cahill

Sr. Director Consumer Insights, McDonald's



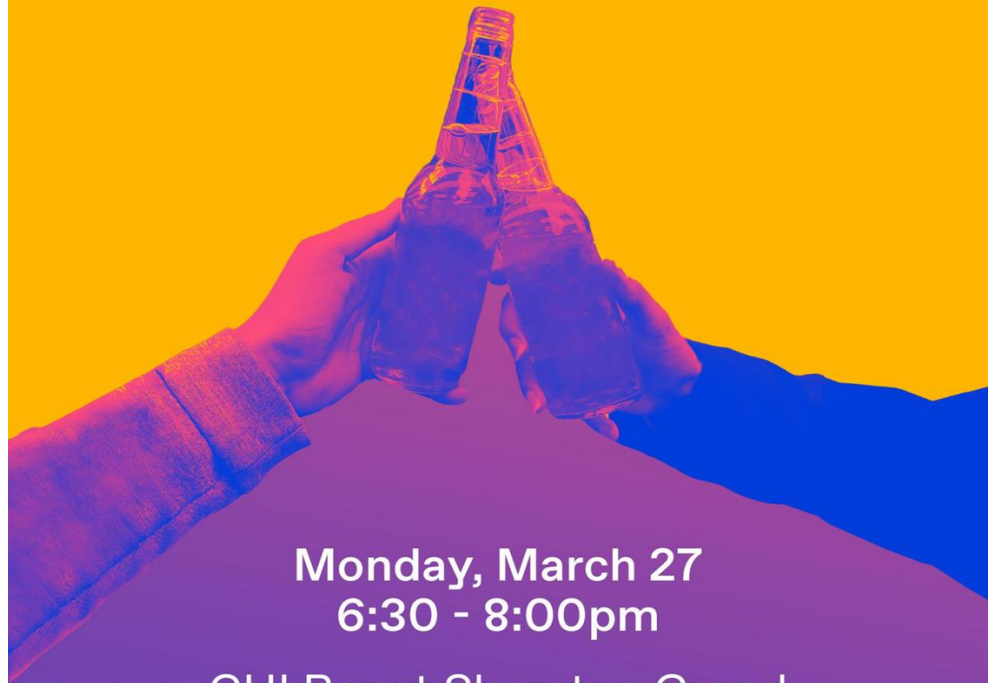
Meet the people powering the future of insights



**Come see us at
booth 718**

**Meet the people
powering the
future of insights**

Zappi Hour
with tasty bites



**Monday, March 27
6:30 - 8:00pm**

**CHI Bar at Sheraton Grand
Chicago Riverwalk**

Questions?

