



Democratizing Access to Insights to Build Consumer-Centric Organizations

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About Zinklar

Democratizing access to
consumer insights

- Every time
- All brands
- Everybody
- All across the world

More than 250 global clients...

★ Heineken®

L'ORÉAL

BBVA



AVANTI
WEST COAST

HOVIS®



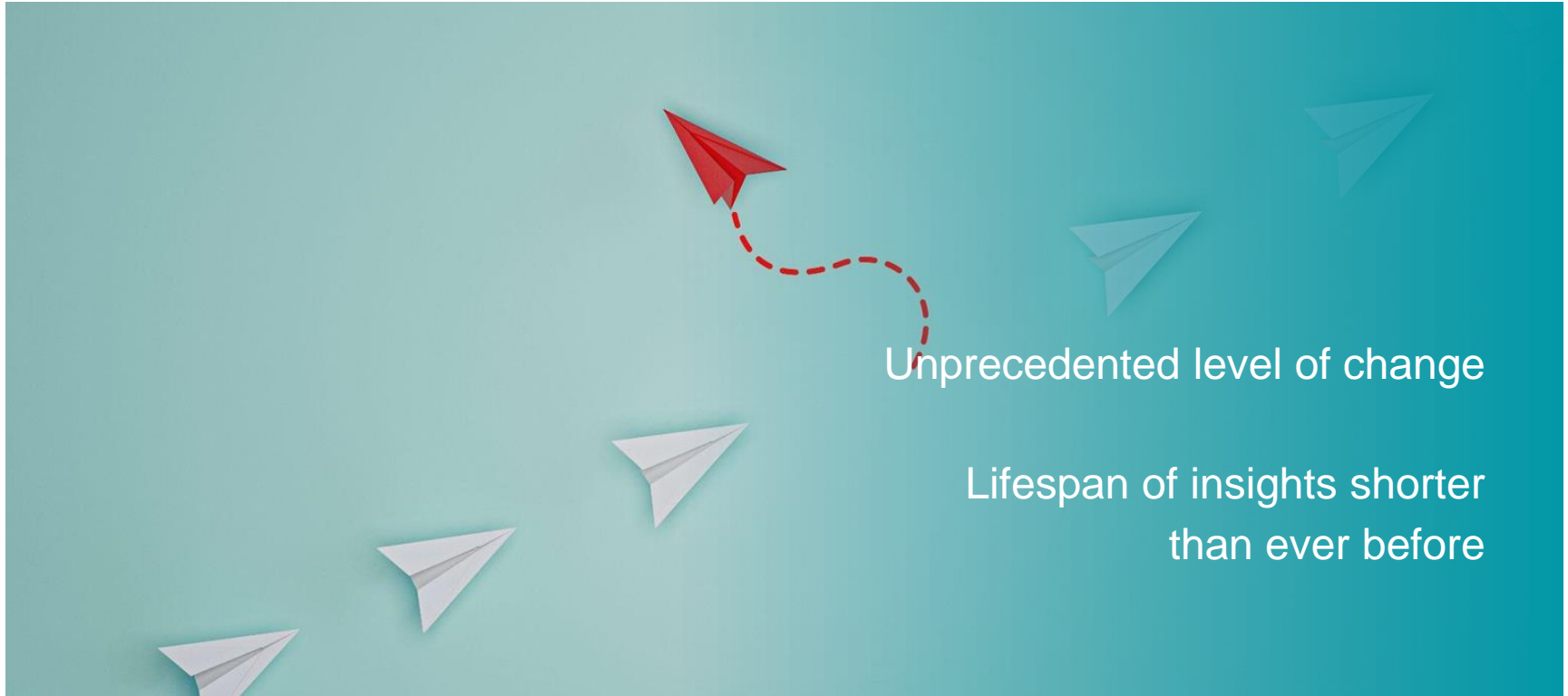
DURACELL



Disney

Unilever

Struggling to keep up with the pace of change?



Unprecedented level of change

Lifespan of insights shorter
than ever before

More change requires more answers



Take the reins of research

Always-on insights platform to create continuous conversations with consumers:

- Every time you want
- In your own way
- Without waiting
- Without filters



Get the ball rolling

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The image has a soft, ethereal quality with a light blue and white color palette. Overlaid on the image are several semi-transparent, rectangular panels that resemble digital screens or documents. These panels contain stylized, abstract line art patterns, including horizontal and diagonal lines, suggesting a digital or technological theme. The overall composition is clean and modern, with a focus on the interaction between the human hand and the digital interface.

7 reasons
to start

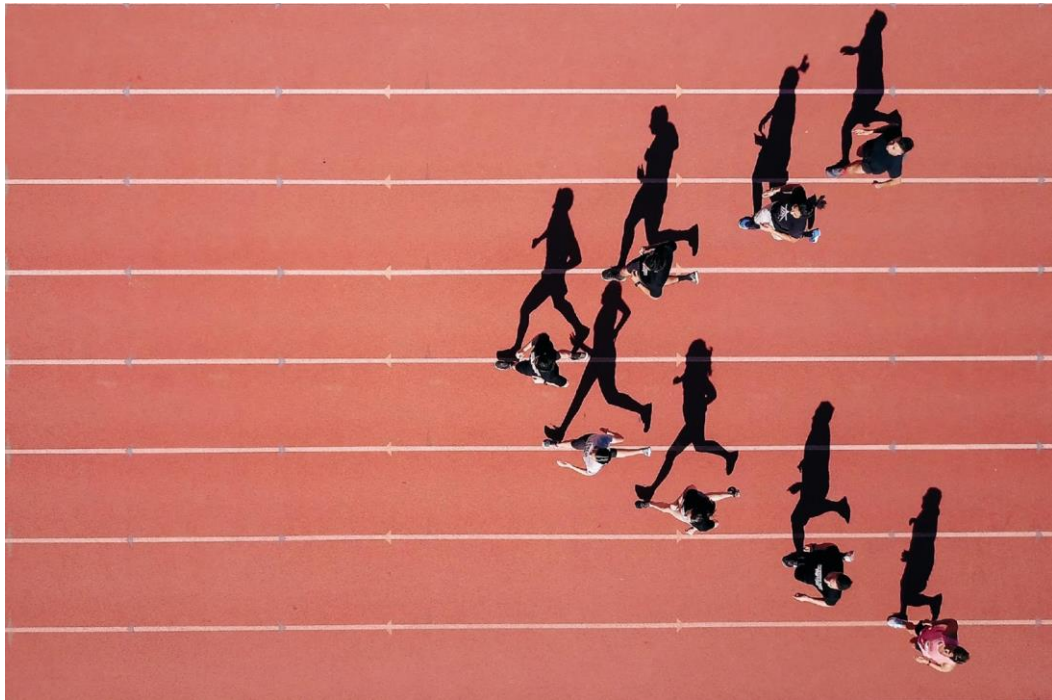
Efficient

Less time managing the survey
and more time understanding the
implications

Save time through automation

Remove administrative tasks

Keep your spend under control at
all times



Intuitive



Accessible to any professionals
from market research experts to
professionals that explore research
for the first time

Templates and questions libraries

Tutorials and guidelines

Agility / Iterative process

Access to consumer voice more frequently, in an iterative way (in the US and anywhere in the world)

Access to insights as often as needed (instead of waiting for the big survey)

Same speed and rhythm as your consumers



Speed



Reduce time between when the need of insight is detected and the business decision

Comprehensive



Market

Usage & attitudes,
segmentation...



Brand

Brand equity,
brand tracking...



Innovation

Concept testing,
product testing...



Advertising

Pre-testing,
post-testing...



Media

Profiling,
media effectiveness...



CX

Customer experience,
employee experience...



Commerce

Channel performance,
promotions effectiveness...



Polling

Public opinion,
polling...

Quality

Industry standards in a digital environment

Maximum representativeness

Trusted audiences

Nonsense answers detection and removal powered by AI



Expert advice



Support every step of the way

Onboarding

In-the platform advice and
knowledge bases

Ongoing advice through an expert
research team

Customer success to improve
progressively

Tips to get started

3 tips
to success





Tip 1

Lead it

Reap the benefits to decide faster than your competitors

Guide your organisation through change

Increase the number of insights available across your organisation



Tip 2

Define your needs

How many? How often?

What types of research?



Tip 3

Democratize access internally

Involve complementary skillsets
across your business

Empower your team to make the
most of the platform

Share access to platform
dashboards to quickly disseminate
your insights

**“My team and I are able to
plan out and conduct market
research without being
slowed down by too many
processes.”**

Diana Solórzano
CMI leader at Heineken

“A platform gives you the versatility to be able to ask the consumer and know what they think.”

Luis Mateu

Customer Market Insights Manager at Upfield

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Q&A



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Thank you

Meet us at our booth (1001)

