

AI for Insights is a Game Changer

Who is Market Logic?

We help business leaders make insightful decisions

SaaS

provider of end-to-end insights management platform

S

10+

years experience

100+

global customers

150+

integrated partners



What we see in the market

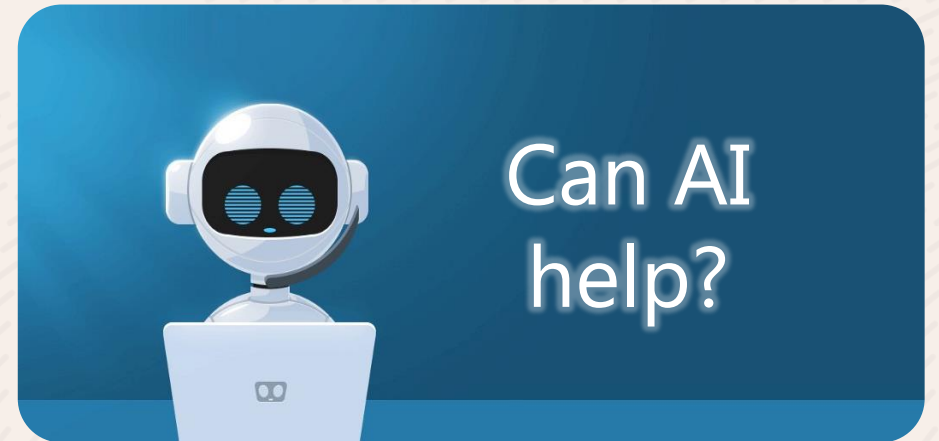
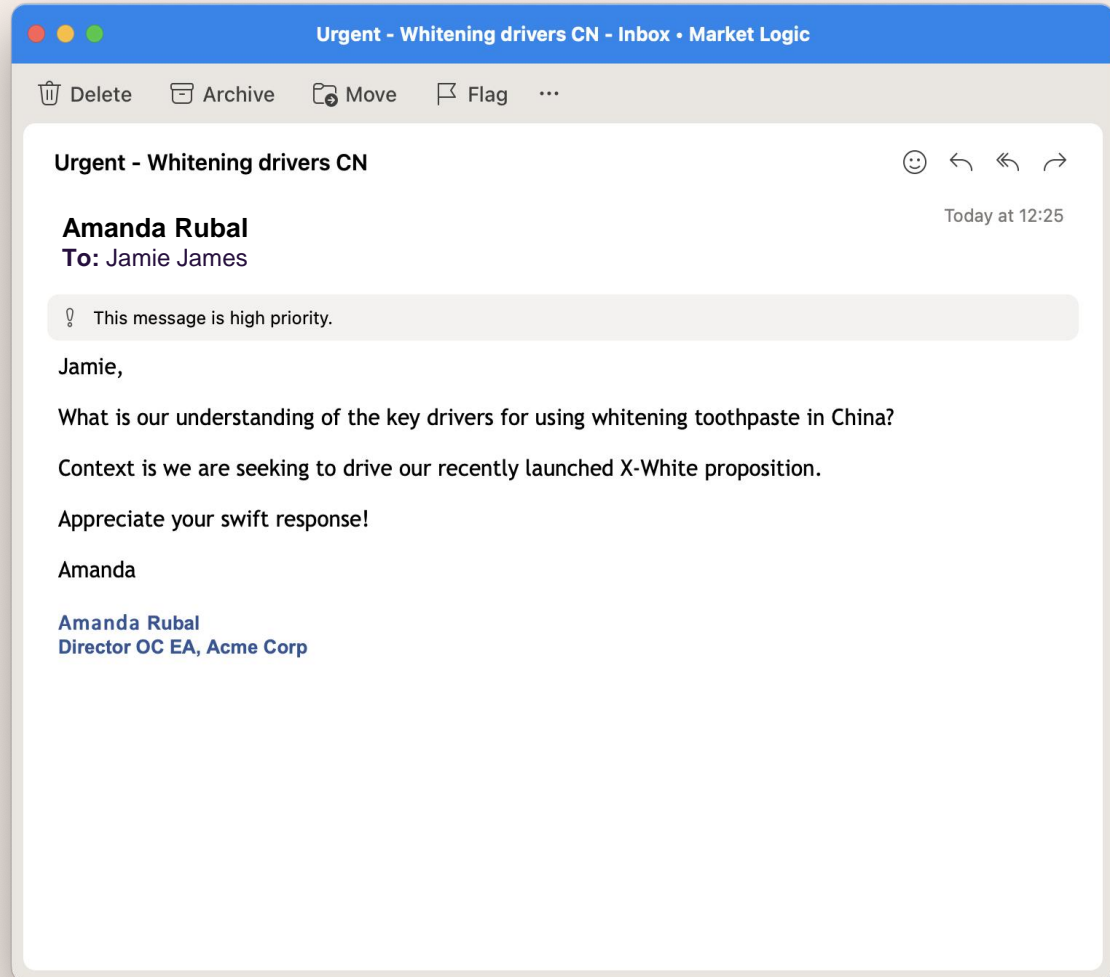
More Data & Questions

Less Resources

Faster



A typical moment in life the life of insights teams



Let's try ChatGPT

OL

What is our understanding of the key drivers for using whitening toothpaste in China?



Whitening toothpaste is popular in China because people value having a bright and white smile. Additionally, many people in China consume foods and drinks that can stain the teeth, such as tea and coffee, which may also contribute to the desire for whitening toothpaste. Social and cultural influences also play a role, as a white and bright smile is considered attractive and desirable in China.





Only generic public-domain knowledge

No access to details & richness of proprietary research

Can we use its public knowledge?

OL

What is our understanding of the key drivers for using whitening toothpaste in China?



Whitening toothpaste is popular in China because people value having a bright and white smile. Additionally, many people in China consume foods and drinks that can stain the teeth, such as tea and coffee, which may also contribute to the desire for whitening toothpaste. Social and cultural influences also play a role, as a white and bright smile is considered attractive and desirable in China.



OL

What source can I cite for this?



I'm sorry but as a language model AI, I don't have the capability to provide you with specific sources that you can cite. However, you can research more on this topic by searching for studies, articles, and reports on whitening toothpaste usage and consumer behavior in China and Japan. These sources may include market research reports, academic journals, and articles from reputable news outlets. Additionally, you can also consult with dental professionals or experts in consumer behavior in these countries.



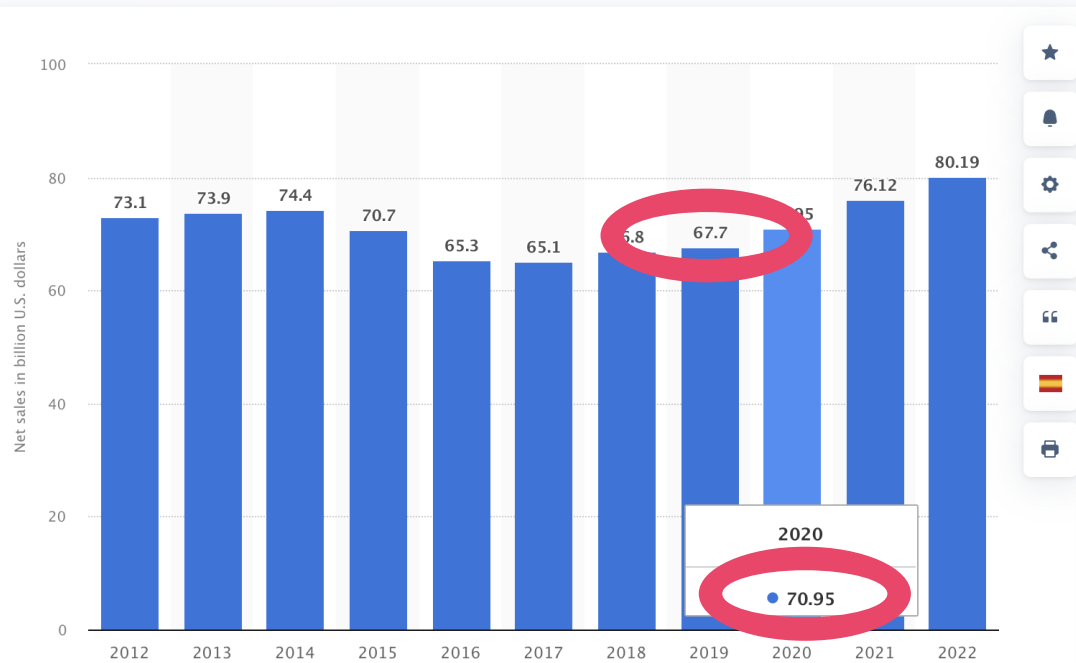


Statements are not verifiable

ChatGPT cannot cite sources (or makes them up)

Maybe the answers are correct?

Procter & Gamble's net sales worldwide from 2012 to 2022
(in billion U.S. dollars)



China in 2020

Revenue of P&G products in China in 2020. However, sales of \$67.6 billion in 2020, with China being one





ChatGPT is prone to **hallucinations**

Plausible answers in an authoritative tone of voice

ChatGPT is not the solution!



No trusted knowledge



Statements hard to verify



Prone to **hallucinations**





- 1 Reports & Documents**
Starting with the existing base of knowledge & insights...
- 2 Findings Extraction**
Employ AI to extract and contextualize relevant findings...
- 3 Semantic Search**
Index & retrieve with cross-lingual semantic AI search...
- 4 Deep Evidence Analysis**
Deep AI analysis of retrieved evidence for filtering and ranking...
- 5 Contextual Answer Generation**
...to finally generate a natural language answer from most relevant & recent evidence

Lead
Customers



Generative AI



Extensive
Training



Introducing DeepSights

- Trusted answers, grounded in your data
- Clear attribution of trusted sources
- Appreciates context, no hallucinations

The screenshot displays the DeepSights AI web interface. At the top, the logo "DeepSights" is accompanied by the tagline "Answering your questions based on insights". A search bar contains the query: "What is our understanding of the key drivers for using whitening toothpaste in China?". Below the search bar, two AI-generated responses are shown, each with a date and a source attribution.

Oct 2022

Chinese consumers' need for teeth whitening is increasing due to motivated social confidence, increasing sophistication in beauty, and the booming lip makeup market. Consumers are becoming more confident, independent, and pursuing a holistic self, which includes whitened teeth. They are also influenced by higher income, social media, and the need for delicateness, dictating the importance of details like whitened teeth.

Asia Oral Care Consumer Journey Exploration Rate Share

[Page 6](#) [Page 11](#) [Page 23](#) [Page 24](#) [Page 65](#) 🗨️ 📄

Dec 2021

This research does not provide enough information to answer this question specifically for China. However, the key drivers for teeth whitening in general are making teeth noticeably whiter, preventing dental scale/plaque/stains, improving oral health, leaving teeth and mouth feeling clean, helping to reduce enamel stains, and remineralizing and restoring enamel.

Whitening Global Driver Report Rate Share



Ask questions on your Market Logic platform

The screenshot shows a web browser window with two tabs: 'ChatGPT' and 'DeepSights AI'. The address bar contains 'Search with Google'. The DeepSights AI interface features a search bar with the query: 'What is our understanding of the key drivers for using whitening toothpaste in China?'. Below the search bar, there are two AI-generated responses. The first response, dated 'Oct 2022', states: 'Chinese consumers' need for teeth whitening is increasing due to motivated social confidence, increasing sophistication in beauty, and the booming lip makeup market. Consumers are becoming more confident, independent, and pursuing a holistic self, which includes whitened teeth. They are also influenced by higher income, social media, and the need for delicateness, dictating the importance of details like whitened teeth.' Below this response are navigation links for 'Page 6', 'Page 11', 'Page 23', 'Page 24', and 'Page 65', along with 'Rate' and 'Share' options. The second response, dated 'Dec 2021', states: 'This research does not provide enough information to answer this question specifically for China. However, the key drivers for teeth whitening in general are making teeth noticeably whiter, preventing dental scale/plaque/stains, improving oral health, leaving teeth and mouth feeling clean, helping to reduce enamel stains, and remineralizing and restoring enamel.' Below this response are 'Rate' and 'Share' options. The interface also includes a user profile icon in the top right and a settings gear icon in the bottom right.



Ask questions on your Market Logic platform



Get answers in your existing business applications

The screenshot shows a Salesforce CRM interface for an opportunity titled "CityTower Inc. - Document management system". The opportunity is in the "Needs Analysis" stage of a sales process. Key fields include an amount of \$450,000.00 and a close date of 11/13/2017. A "Discovery Completed" checkbox is present. The interface also shows a "GUIDANCE FOR SUCCESS" section with a list of action items: "Review requirements with the lead", "Identify decision makers", "Estimate deal amount and add it to the opportunity", and "Estimate close date and enter it in the opportunity".

Overlaid on the right side of the CRM is a DeepSights interface. At the top, it asks: "What is our understanding of the key drivers for using whitening toothpaste in China?". Below this, it provides a detailed answer: "Chinese consumers' need for teeth whitening is increasing due to motivated social confidence, increasing sophistication in beauty, and the booming lip makeup market. Consumers are becoming more confident, independent, and pursuing a holistic self, which includes whitened teeth. They are also influenced by higher income, social media, and the need for delicateness, dictating the importance of details like whitened teeth." The answer is attributed to "Asia Oral Care Consumer Journey Exploration" and includes page navigation options (Page 6, Page 11, Page 23, Page 24, Page 65) and "Rate" and "Share" buttons.

Below the main answer, there is another section titled "Whitening Global Driver Report" which states: "This research does not provide enough information to answer this question specifically for China. However, the key drivers for teeth whitening in general are making teeth noticeably whiter, preventing dental scale/plaque/stains, improving oral health, leaving teeth and mouth feeling clean, helping to reduce enamel stains, and remineralizing and restoring enamel." This section also has a "Page 5" navigation button.



Ask questions on your Market Logic platform



Get answers in your existing business applications



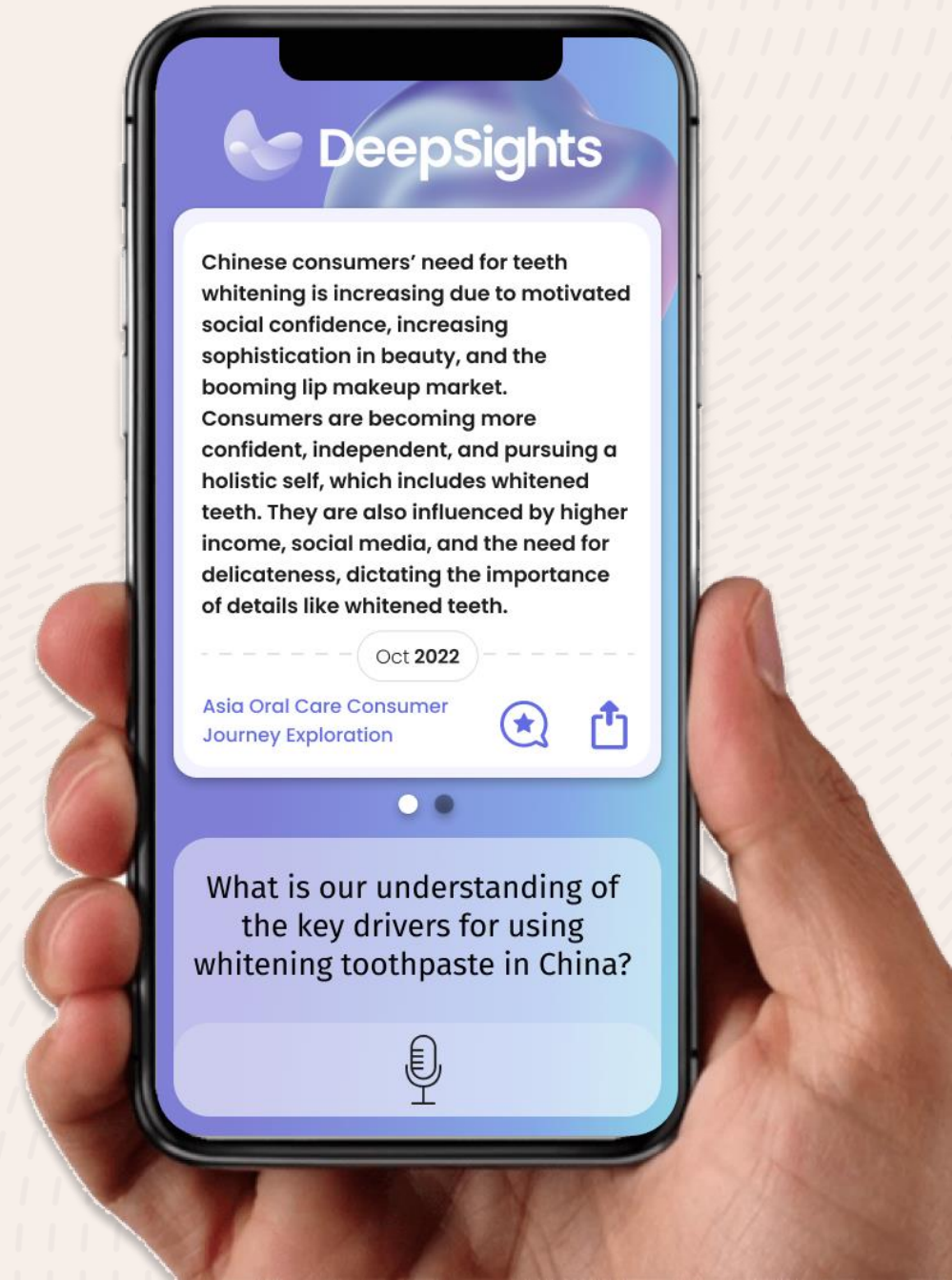
Ask questions on MS Teams, Slack

The screenshot shows a Microsoft Teams chat interface. At the top, there is a search bar and window controls. The chat history shows a message from a user: "Hi! How can I assist you in finding the information you need?". Below that, a message from the AI assistant: "What is our understanding of the key drivers for using whitening toothpaste in China?". The AI response is displayed in a white box with a blue header "DeepSights" and the subtitle "Answering your questions based on insights". The response is structured as follows:

- Oct 2022**: Chinese consumers' need for teeth whitening is increasing due to motivated social confidence, increasing sophistication in beauty, and the booming lip makeup market. Consumers are becoming more confident, independent, and pursuing a holistic self, which includes whitened teeth. They are also influenced by higher income, social media, and the need for delicateness, dictating the importance of details like whitened teeth.
[Asia Oral Care Consumer Journey Exploration](#)
Page 6, Page 11, Page 23, Rate
- Dec 2021**: This research does not provide enough information to answer this question specifically for China. However, the key drivers for teeth whitening in general are making teeth noticeably whiter, preventing dental scale/plaque/stains, improving oral health, leaving teeth and mouth feeling clean, helping to reduce enamel stains, and remineralizing and restoring enamel.
[Whitening Global Driver Report](#)
Page 22, Page 70, Page 72, Rate

At the bottom of the chat window, there is a text input field and a toolbar with icons for emojis, GIFs, and other chat features.

- ✓ Ask questions on your Market Logic platform
- ✓ Get answers in your existing business applications
- ✓ Ask questions on MS Teams, Slack
- ✓ Get answers on-the-go, on your mobile



Changing the game

Insights Teams

Unlock potential

Free up valuable expert capacity to focus on the big points – and supercharge re-use of knowledge assets with AI

Business Teams

Drive insights culture

Engaging with relevant insights becomes accessible, approachable, and fast – driving an insights culture



Available now

Starter pack

Nominal commitment

Zero implementation



See us at Booth 809
for a coffee & live demo

Try yourself with a low-risk
starter subscription
deepsights.ai

