



Brandwatch

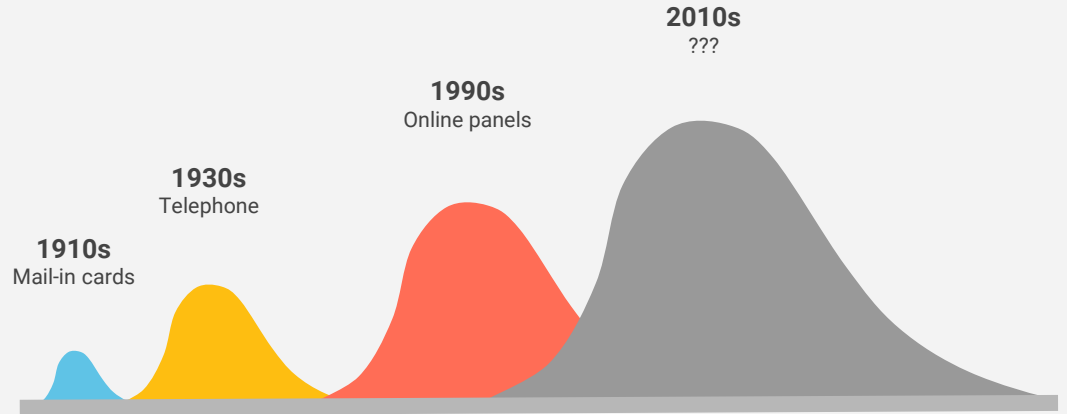
The new **market research methodology** fit for the **age of uncertainty**

Qriously | A New Kind of Intelligence

Market research methodology hasn't progressed in 30 years...

...despite the advent of smartphones, machine learning, and a host of other technologies that define the modern era.

It's never been harder to **understand our consumers.**



So, we came up with something new.





Qriously

Ocean Sampling

Using ad-tech infrastructure and mixed distribution models to attain more representative samples.



- **Quick demo...**



Data quality

The best way to prove data quality is to make public, irrefutable predictions.

Ocean Sampling suggests there are accuracy gains to be had in methodological innovation.

Brexit Referendum 2016	Only firm to predict 'Leave' victory	✓
US Election 2016	Correct calls on swing states MI, OH and PA	✓
Italian Referendum 2016	Nearly perfect call of 40.9%	✓
Dutch Elections 2017	Correctly predicted ranking of top 8	✓
S.Korean Elections 2017	Predicted correct outcome	✓
UK Snap Election 2017	Predicted Labour surge	✓
NZ Election 2017	Predicted youth voter turnout	✓
German Election 2017	Predicted hung parliament	✓
Italian Election 2018	Predicted 5Star advantage over Forza Italia	✓
UK Election 2019	Accurately predicted vote share	✓



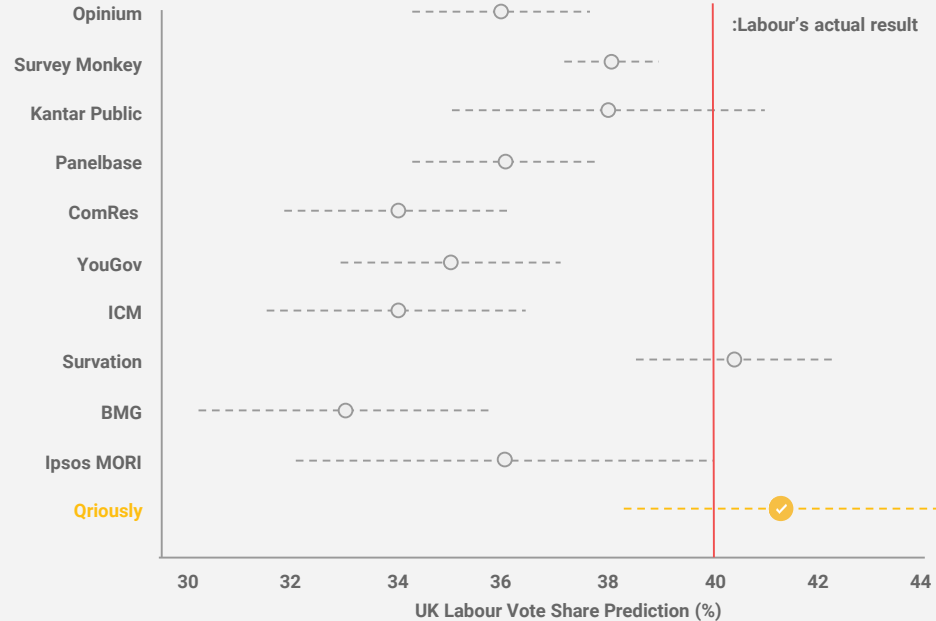
UK 2017

...vs traditional polling methods

Data taken following UK's 2017 snap election.

UK Snap Election 2017

Predicted Labour surge





UK 2019

...vs traditional polling methods

Data taken following UK's 2017 snap election.

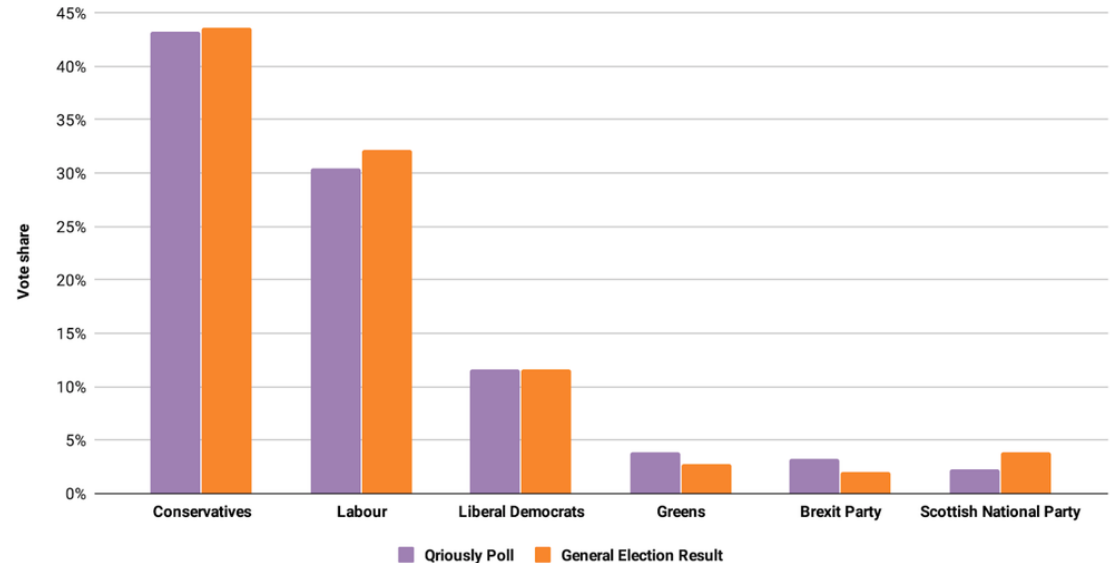
UK Election 2019

Accurately predicted vote share



How Qriously's poll compared to the 2019 GE results

Source: Qriously UK-wide poll, 5-8 December



Customers | There is appetite for new methods.



Uber



coinbase





● Questions?

Come visit us at Kiosk Q, just outside Room 4.

brandwatch.com | @brandwatch