

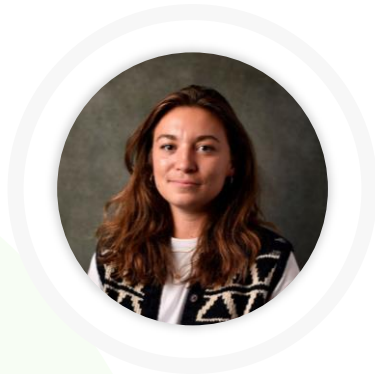


Run PROGRAMS,
not PROJECTS,
to really make an impact

Today's agenda

Rachel Banks

VP of Sales
Relative Insight



Morgan James

Vice President,
Digital Intelligence Research & Insights
PSB Insights

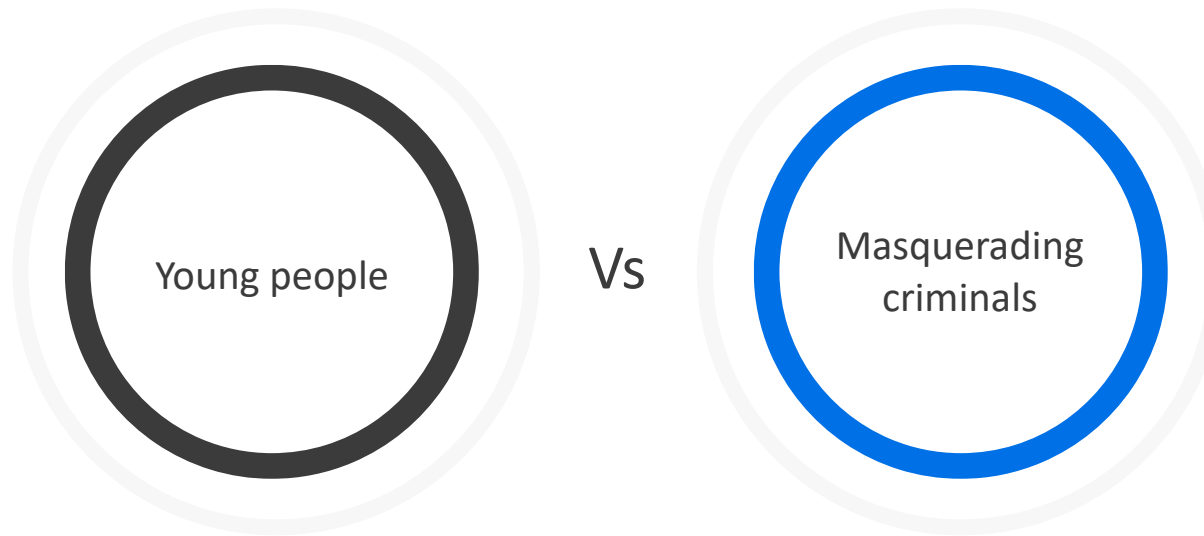


Q&A

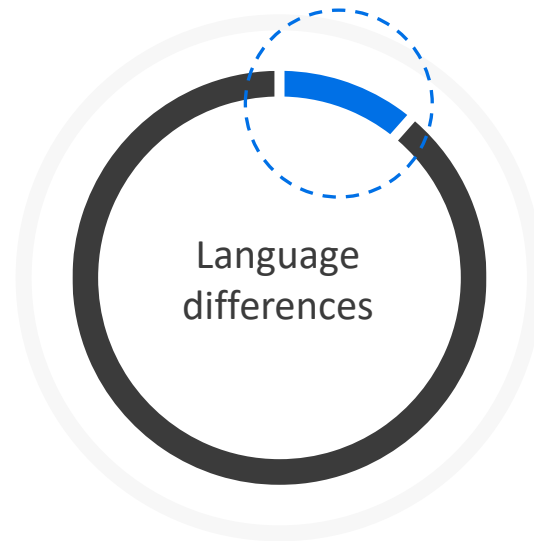
from the floor



Relative Insight originated in law enforcement, where we compared text data to detect criminals online



Through identifying differences, our tool could see where someone wasn't a 14-year-old girl, but was a 40-year-old man



This technique was applied to the business world

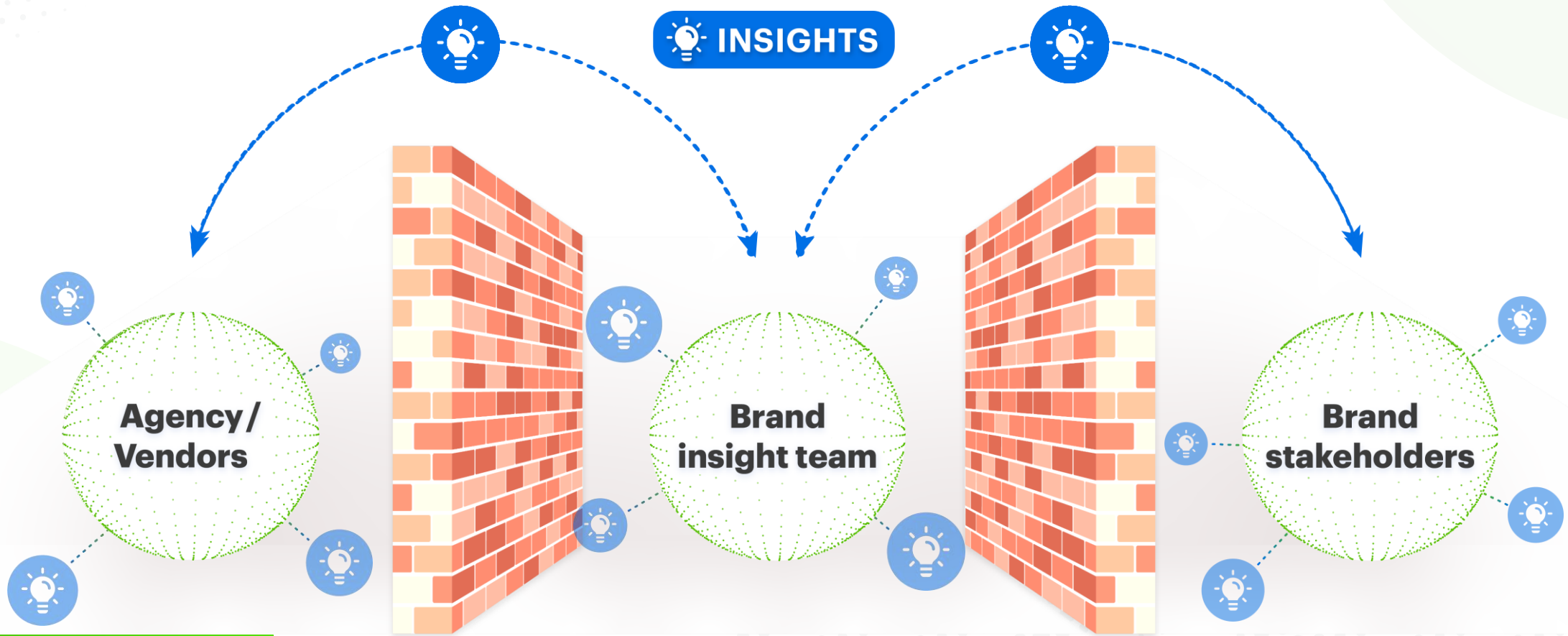


**Consumer
Analytics**



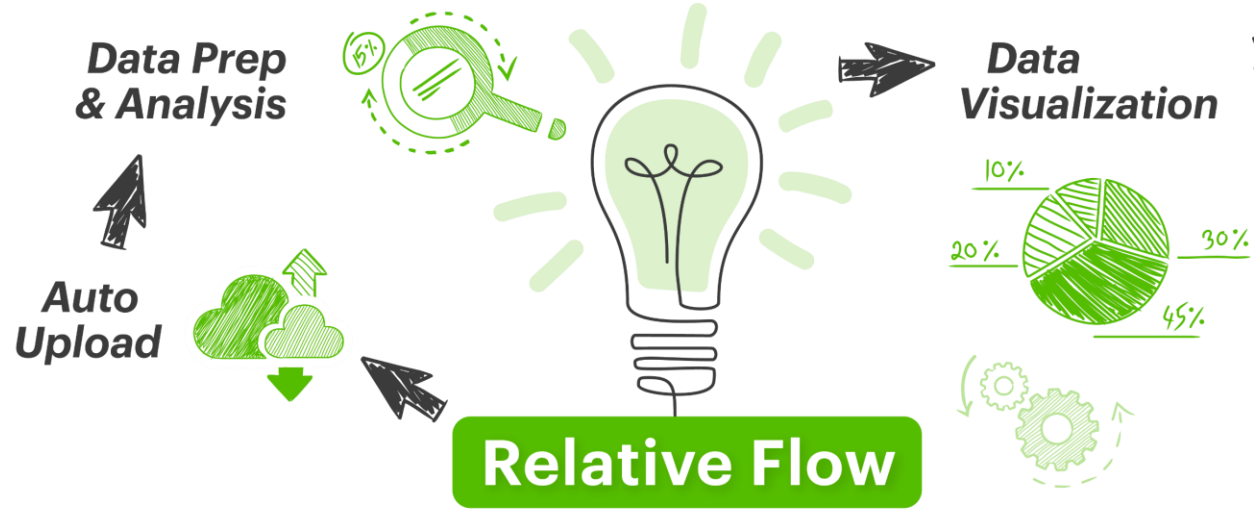
**Customer
Experience**

The ad-hoc project model is broken



Turn your projects into programs

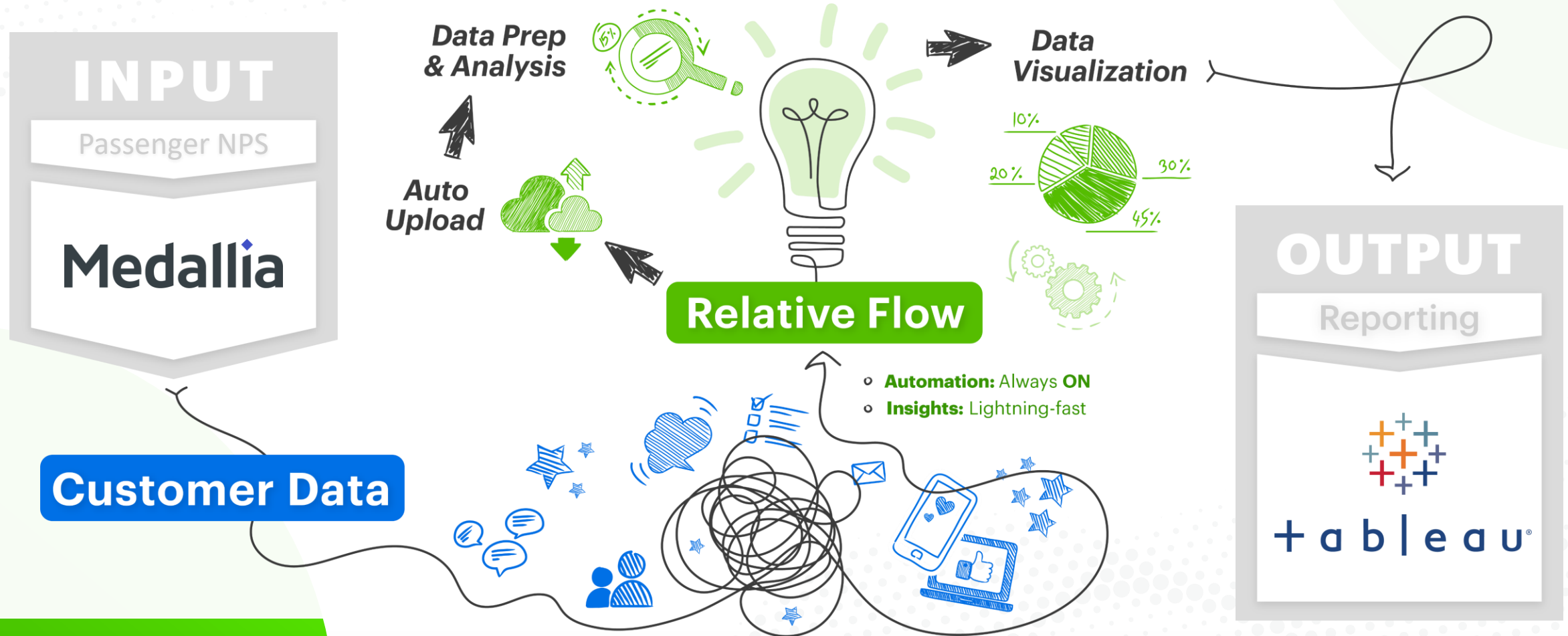
INPUT
CUSTOMER
DATA



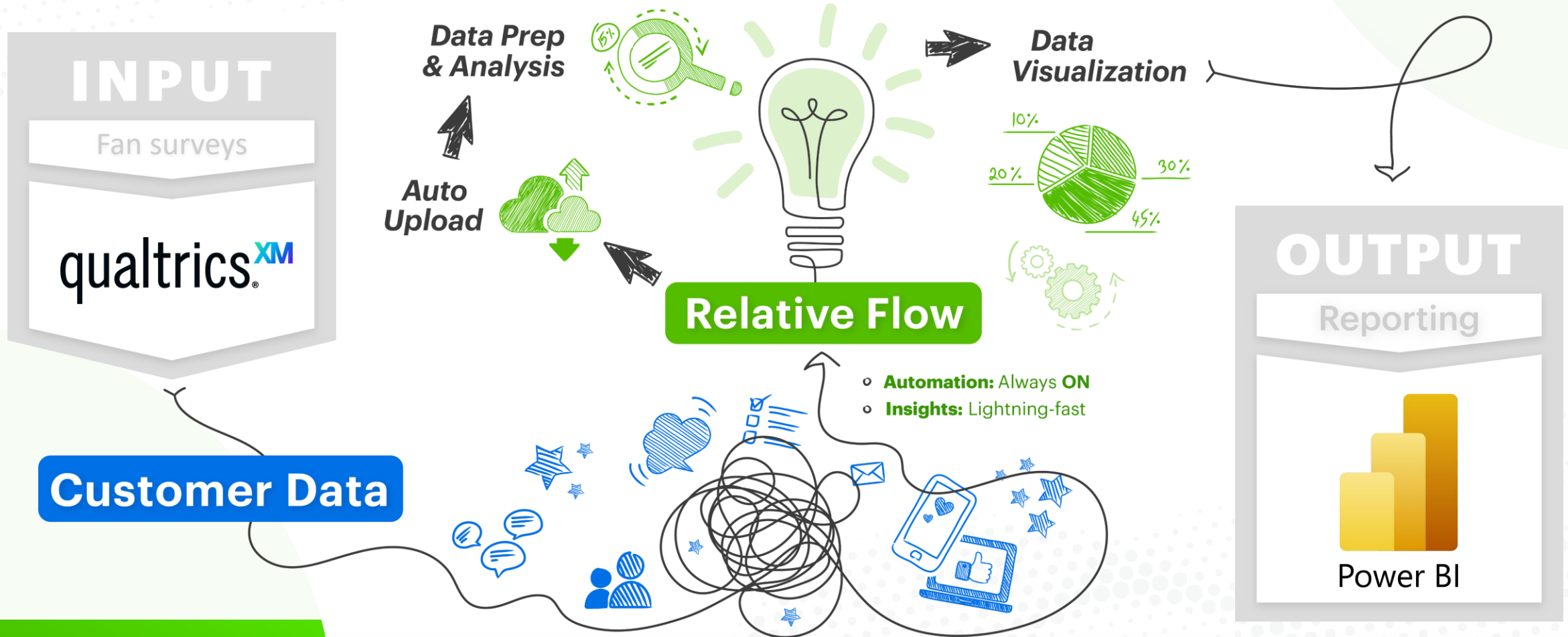
- **Automation:** Always ON
- **Insights:** Lightning-fast

REPORTING
OUTPUT

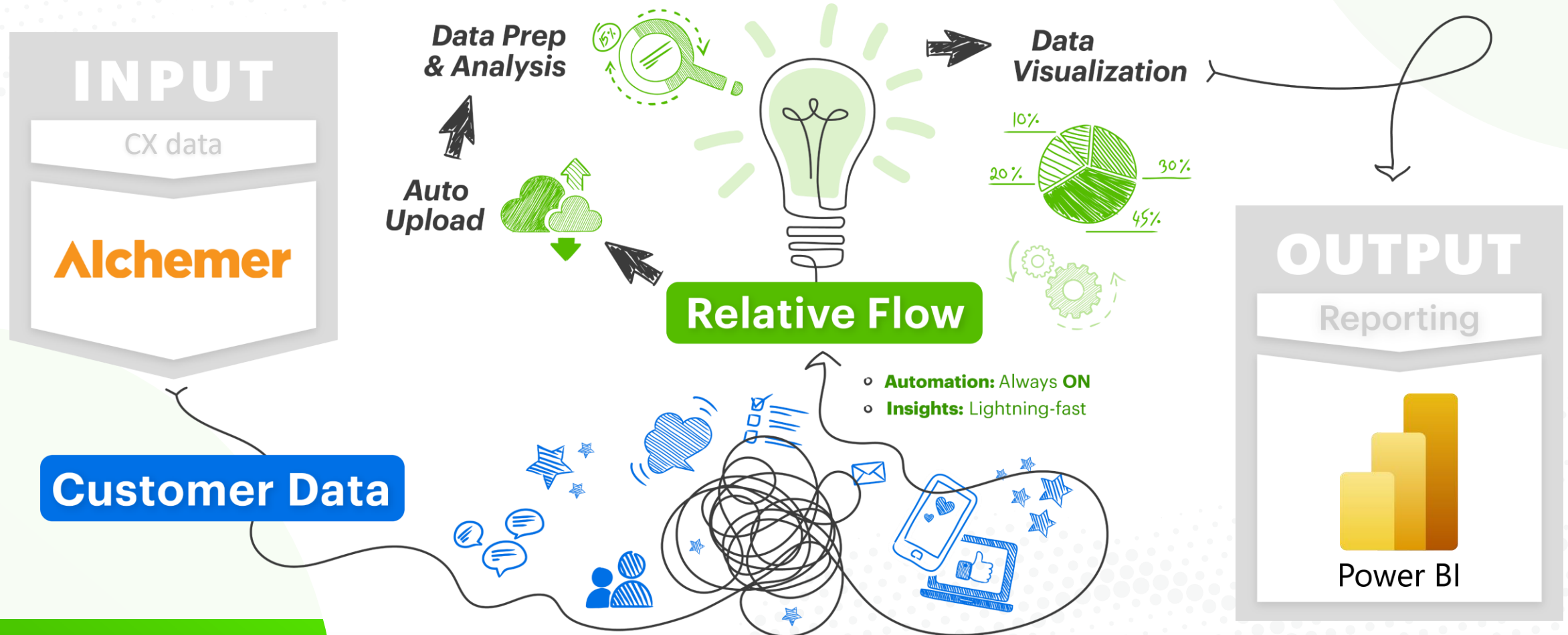
How British Airways uses Relative Flow



How the Atlanta Falcons use Relative Flow



How Chuck E. Cheese uses Relative Flow





Who is **psb**



PSB Insights is a premier legacy consultancy under the WPP umbrella.

Our expertise is in delivering innovative primary, behavioral, advanced analytics, and **social research**.



What is PSB's approach to Social Intelligence?



An investigative one! We go beyond “volume and sentiment”!

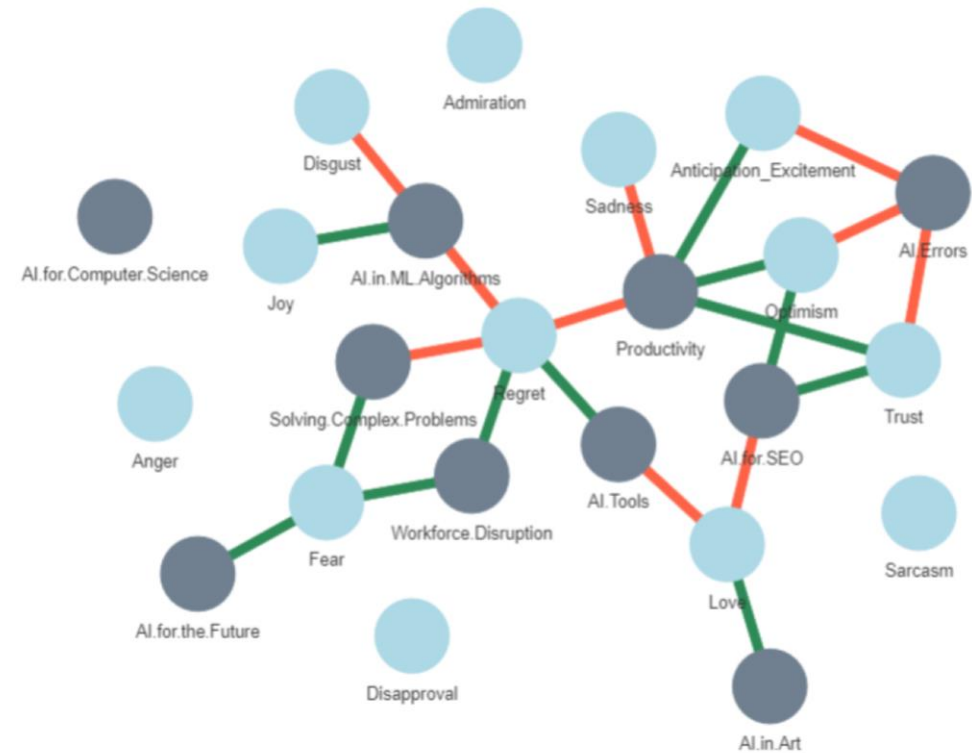
Our goal is to provide direct insight into **people's authentic attitudes** and to **understand people's real feelings.**



How does PSB transform social data?



With our savvy teams of researchers, data scientists, generative AI modelers, storytellers, and **partners like Relative Insight!**





How does Relative Insight boost our insights?



Divergence is the SIGNAL.

Relative Insight helps us identify **the differences** between comparators:

- Time Series
- Competitors
- Audiences
- Topical Drivers
- Behavioral Outcomes

Our research programs inform the entire strategic funnel, not one-offs.



We incorporate Relative Insight **throughout the workflow.**

Evolving Understanding Programmatic Case Study

Relative Insight helps us understand how our client **fits into the AI landscape.**

We leverage Relative Insight to **identify** which audiences our client **should prioritize.**

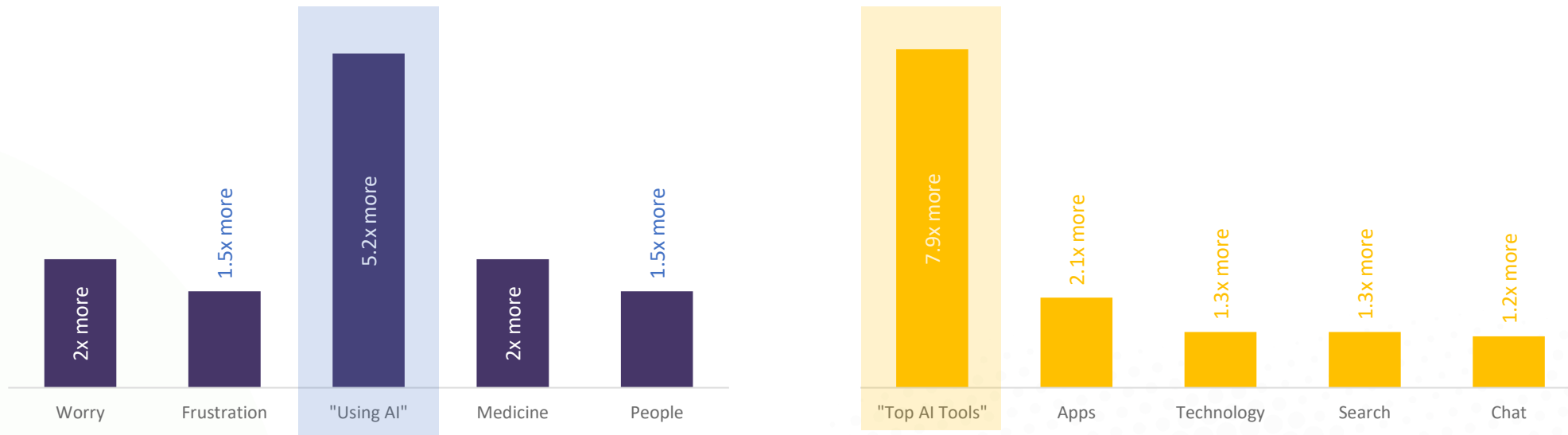
Relative Insight helps us address tactical **churn** and **retention** understanding that informs our client's **product roadmap** and **audience messaging** teams.



When not addressing their core demo, our client's focus should be Responsible AI and easing general fears.

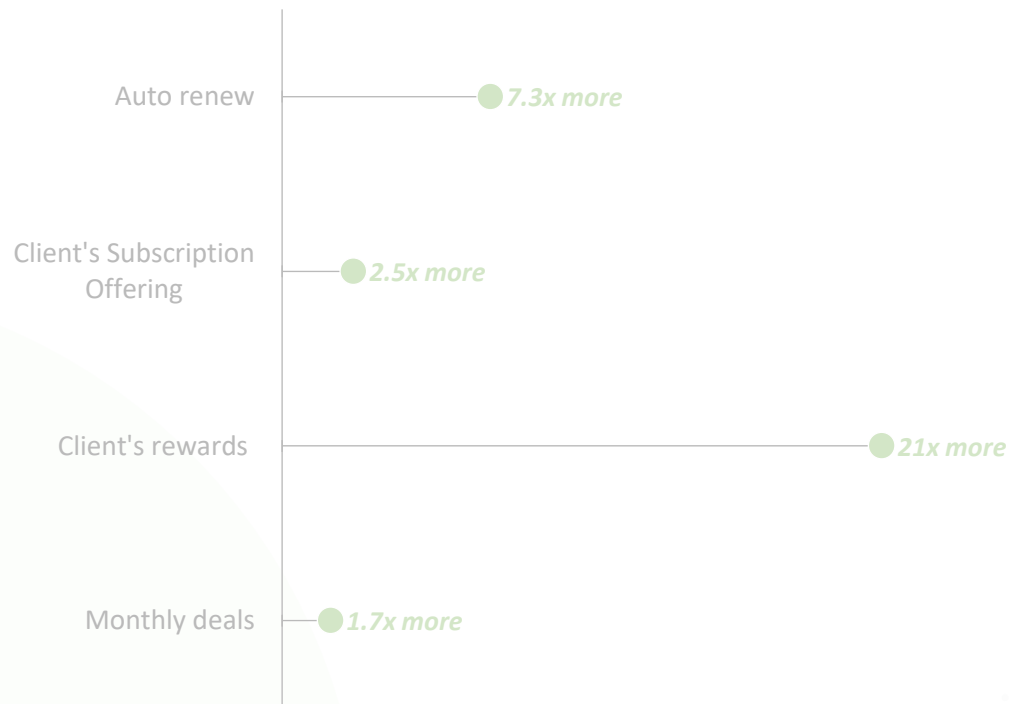
General "Doing The Right Thing with AI" Topics

Our Client "Doing The Right Thing with AI" Topics

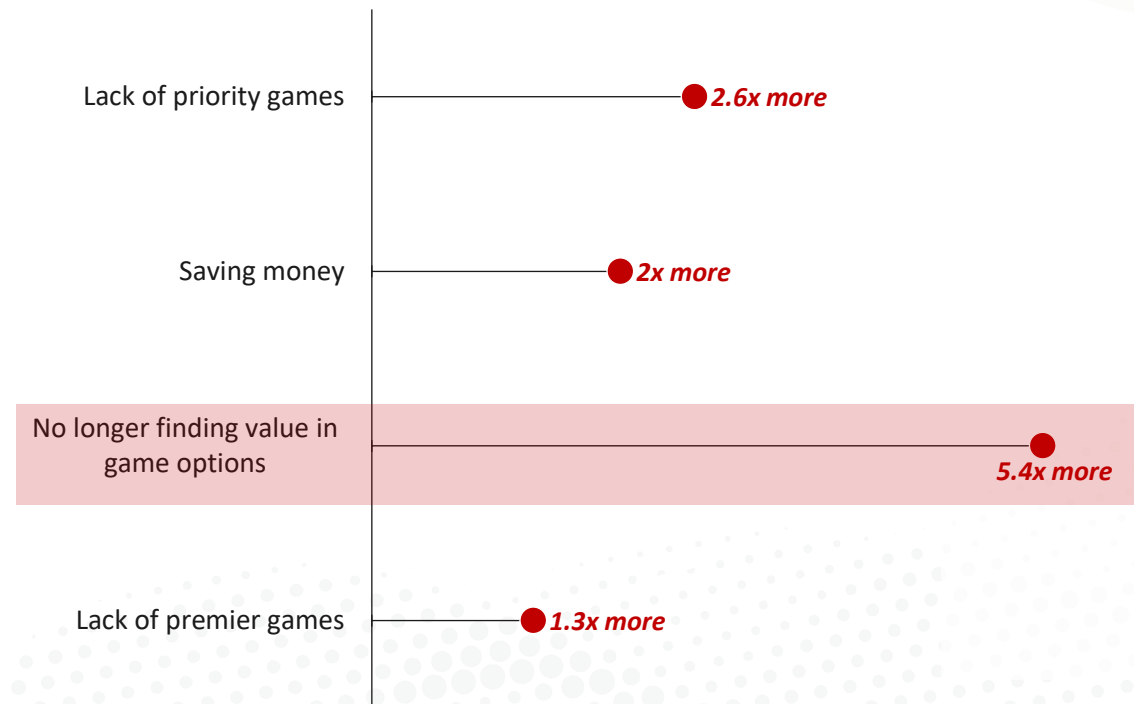


Gamers are consistent – no matter “the new landscape,” game quality determines whether they cancel or not

Renewing: Relative Drivers



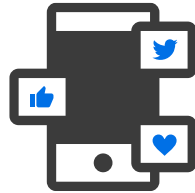
Cancelling: Relative Drivers



Relative Insight helps brands and agencies use that comparative methodology to get more value from four types of text data



Survey



Social Listening



Reviews



CS Transcripts



Q & A



#talk data tome

www.relativeinsight.com