Human behavior is complex.

At QualSights, we're committed to developing disruptive,
smart technology that empowers brands to
`decode human behavior with unmatched`
`precision`, `depth`, **and** `efficiency`.

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BEHAVIOR CAN'T BE UNCOVERED WITH AN INTERVIEW

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INVISIBLE INSIGHTS

July 27, 2023
2:05 AM PST

Laundry Room
Seattle, WA

Uptick in
overnight loads

Sept. 5, 2023
3:47 PM CST

Kitchen
Austin, TX

Unusual afternoon snacking

Nov 11, 2023
6:42 AM CST

Bedroom
Chicago, IL

Change in makeup routine

BE THERE

Guessing when and where these invisible insights will hit is impossible.

Fortunately, you no longer have to guess. **With QualSights, you can now be there — at that precise moment, always.**

SMART SENSORS

Smart Coasters

24g used, 8:11am

Passively measure when, how often, and how much products are used

Smart Tags

3.6x per week

Used for 30 mins at 2 pm

Passively measure when, how often, how long, and where products or appliances are used

Real-Time. Always-on. Cloud Connected.

QualSights

Pioneering the Future of
Behavioral Understanding

The technology that helps brands **precisely measure**, **deeply understand,** and **efficiently analyze** human behavior

Patented
Smart Sensors

Patented sensors to passively capture consumption and usage behavior

Award-Winning
Participant App

Award-winning consumer app to get context via videos, photos, surveys & more

AI-Powered
Client Platform

AI-powered client platform to efficiently analyze data and present insightful stories

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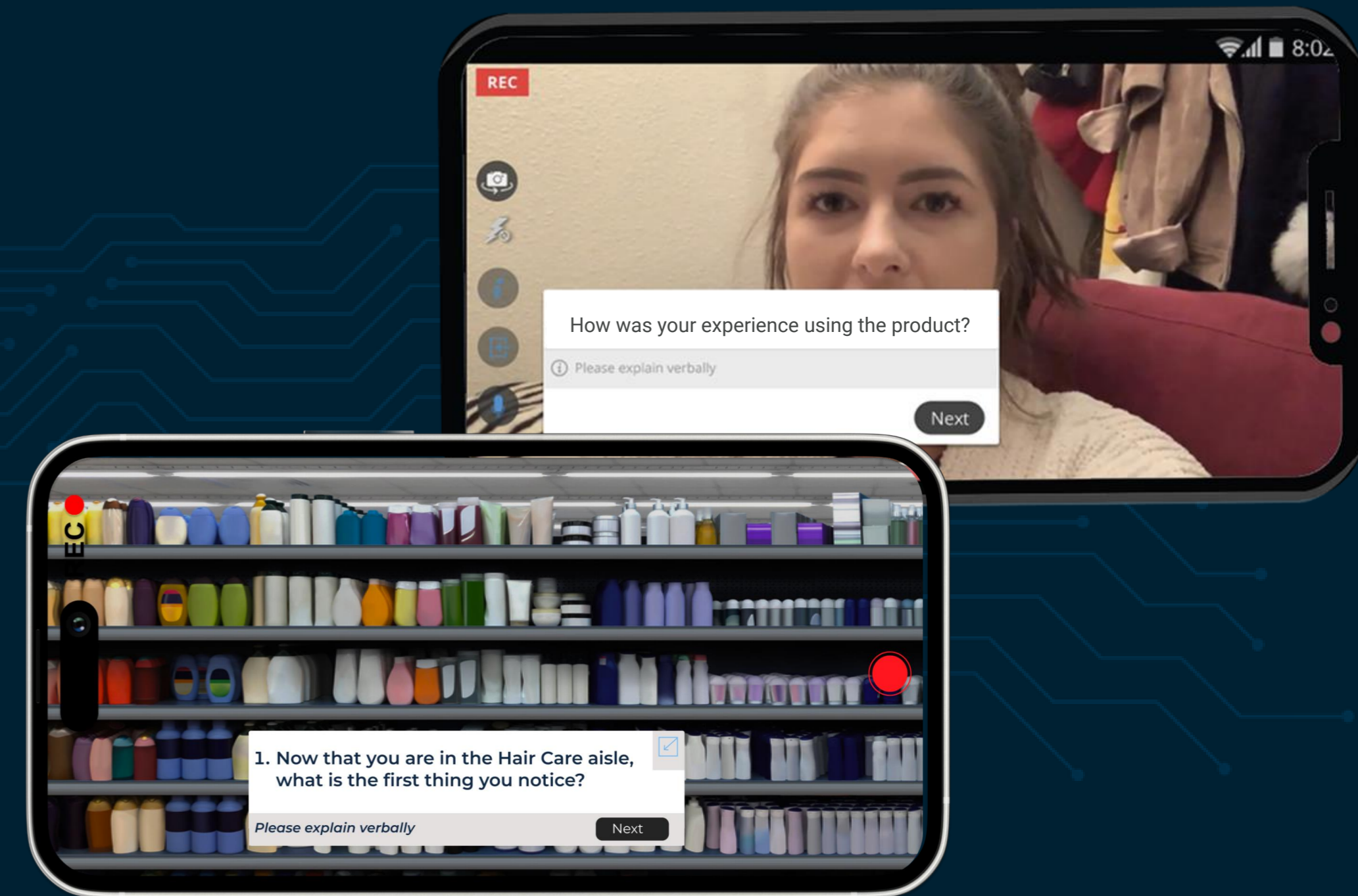
PARTICIPANT APP

INDUSTRY-LEADING FLEXIBILITY

o Self-moderated or live activities
o Video, Photo, Audio, Surveys, Screen Capture, Barcode Scan
o Mix & match methods including Diaries, IDIs, IHUTs, & more

UNMATCHED AUTHENTICITY & DEPTH

o Automatic behavior-triggered surveys or videos
o Individual tasks/questions on-screen for better quality
o Self-moderated approach minimizes bias

BEST IN CLASS ENGAGEMENT

o User friendly respondent app experience
o Automatic reminders & advanced activity scheduling
o Rigorous participant management system

REC

How was your experience using the product?
Please explain verbally
Next

REC

1. Now that you are in the Hair Care aisle, what is the first thing you notice?
Please explain verbally
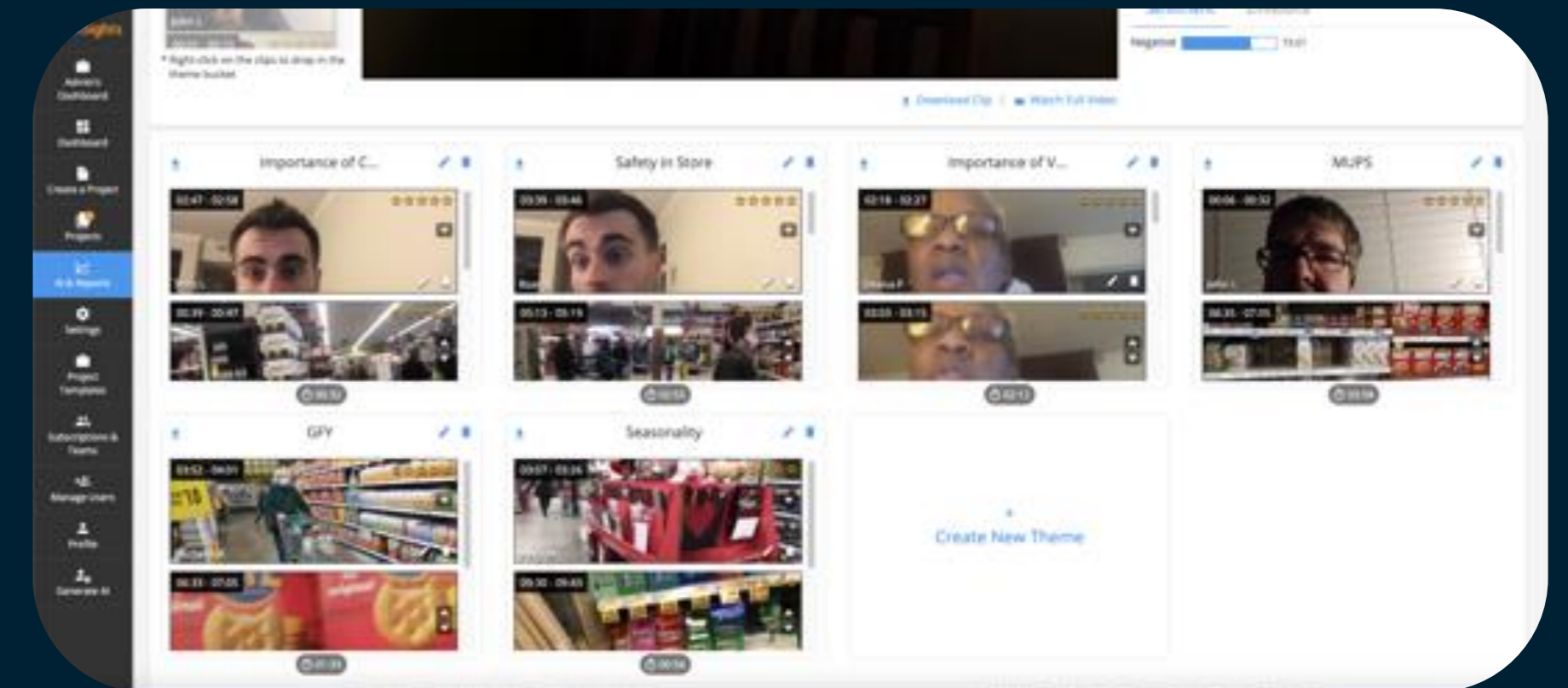Next

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CLIENT PLATFORM

DYNAMIC, AI-POWERED ANALYSIS

o Automatic transcriptions, translations, sentiment
o AI-generated summaries and themes
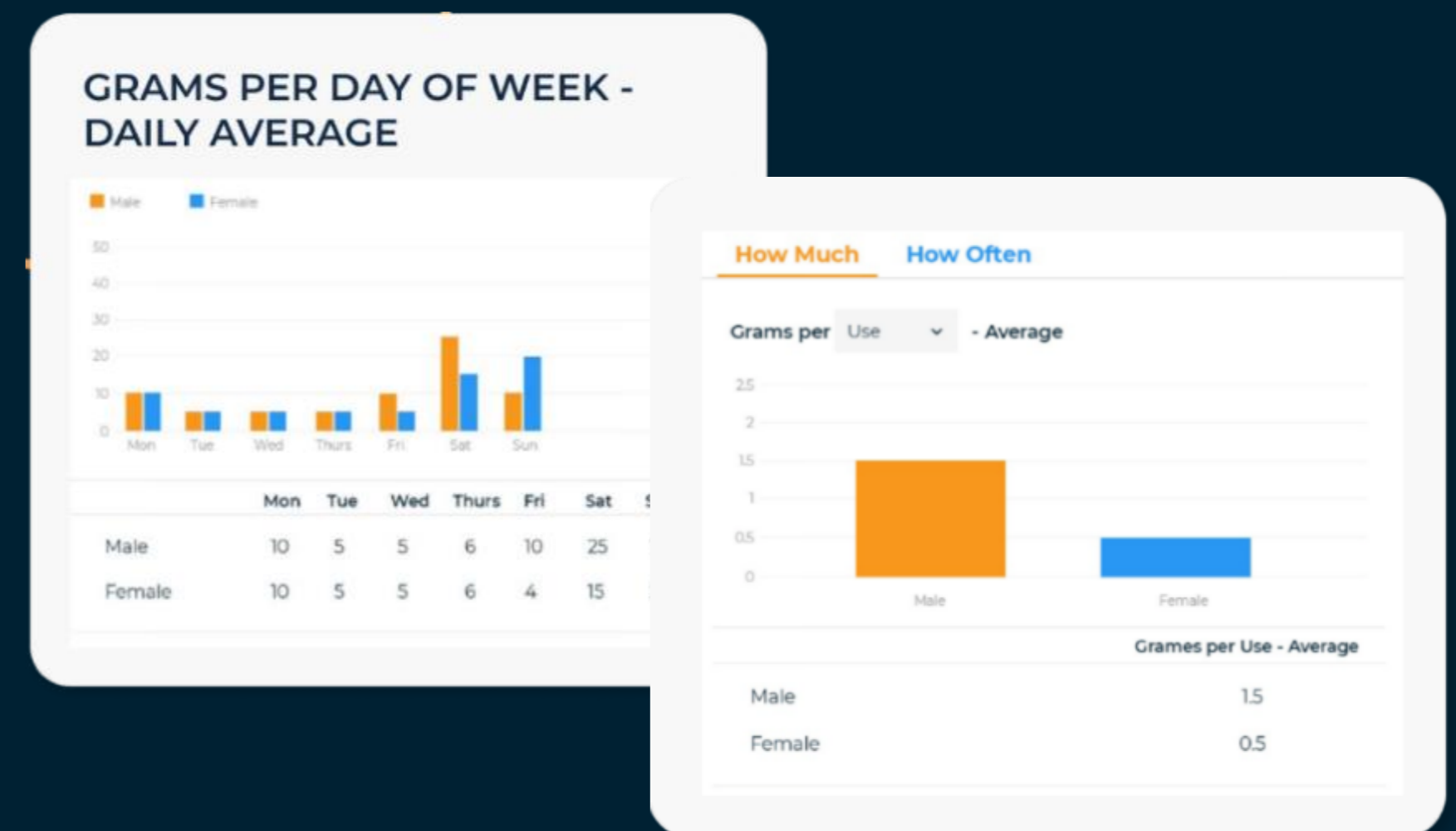o Global voiceover dubbing capability

INTEGRATED REPORTING

o Integrated qual, quant and sensor data
o Automatic consumption data aggregation
o Closed-ended questions connected to videos

UNRIVALED STORYTELLING

o Drag & drop presentation builder
o Automatic video clipping for easy reel creation
o Insert charts & graphs from dashboards

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SMART SOLUTIONS

1. Opportunity Identification

SMART DISCOVERY

Enhance empathy and identify whitespace with precise behavioral data and advanced observation & interaction capabilities

2. Concept Optimization

SMART CONCEPTS

Upgrade existing concept testing with authentic video feedback to see emotional reactions and better understand the 'why'

3. Product Development

SMART PRODUCTS

Build superior products with iterative prototype testing, gaining insights from accurate consumer usage data and in-context feedback
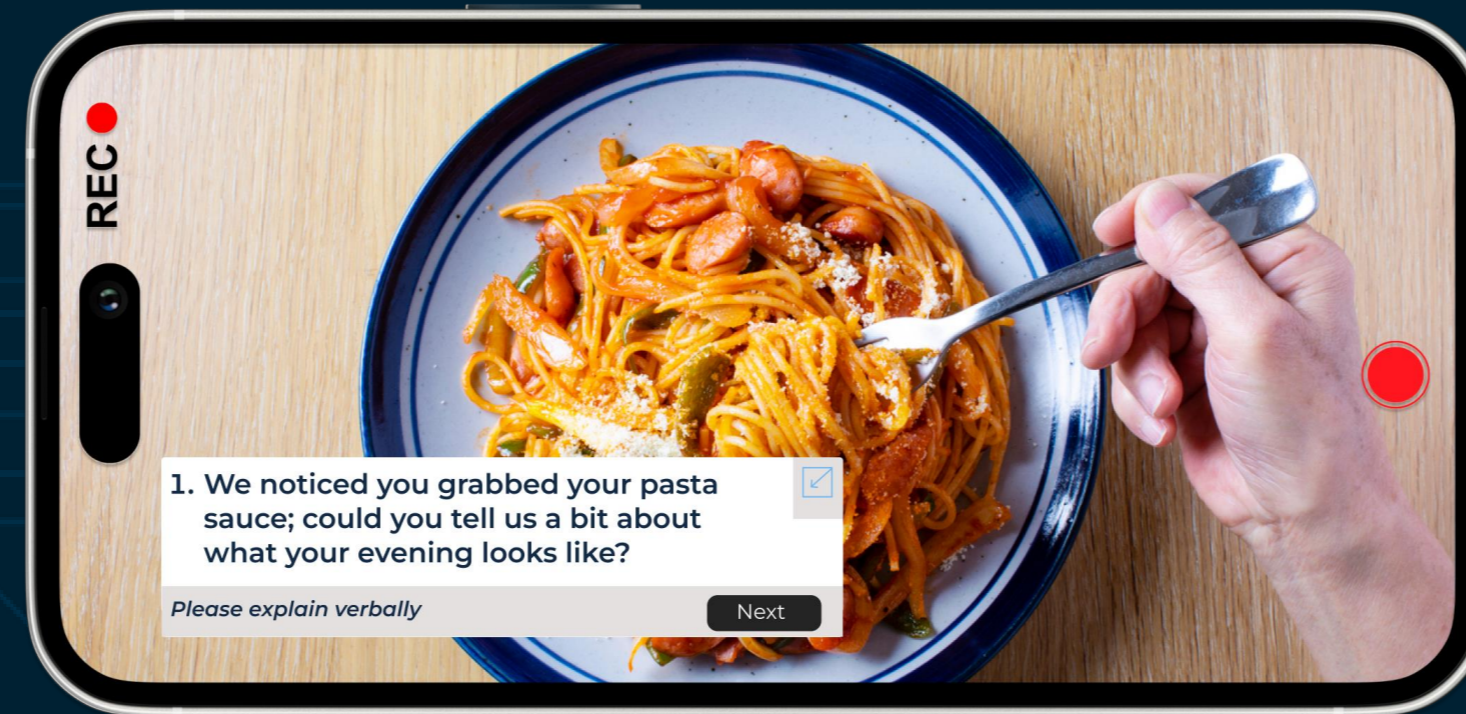
6. Acceleration

SMART GROWTH

Unlock new paths to brand & category growth by accelerating or expanding usage while improving product satisfaction

5. Launch

SMART LAUNCH

Observe the shopper journey and first & second moments of truth to optimize pack visibility, pricing, and the unboxing experience

4. Pre-Launch Validation

SMART VALIDATION

Elevate existing pre-launch product testing with accurate product usage data to make decisions with confidence

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SMART DISCOVERY

HOW IT WORKS

REC

1. We noticed you grabbed your pasta sauce; could you tell us a bit about what your evening looks like?

Please explain verbally   Next

Passively Capture Behavior

Smart Sensors automatically capture `when`, `how often`, `and how long` products are used

Get Context In Real-Time

Trigger a video or survey at the exact moment a product is used to `unlock the 'why' and the 'how'`

Analyze & Share

AI-powered analysis tools + intuitive dashboards enable `efficient analysis and storytelling`

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Smart Discovery Case Study
Uncovering New Preferences For Snack Innovation

Situation: A leading snack food company aimed to identify new consumer preferences and trends to innovate their product line and stay ahead of competitors

Smart Discovery Study:

- Conduced a 6-week study to monitor snacking habits & preferences

- Shipped multiple Smart Tags to 50 households and asked consumers to stick them on various snacks and alternatives

- Analyzed key consumption moments & emotional responses

Impact:

- Revealed a growing demand for savory, high-protein snacks during late-night hours, identifying a `whitespace` opportunity for a new line

- Resulted in the creation of a new snack product that quickly resonated with health-conscious consumers, leading to a `12%` increase in market share within the first six months
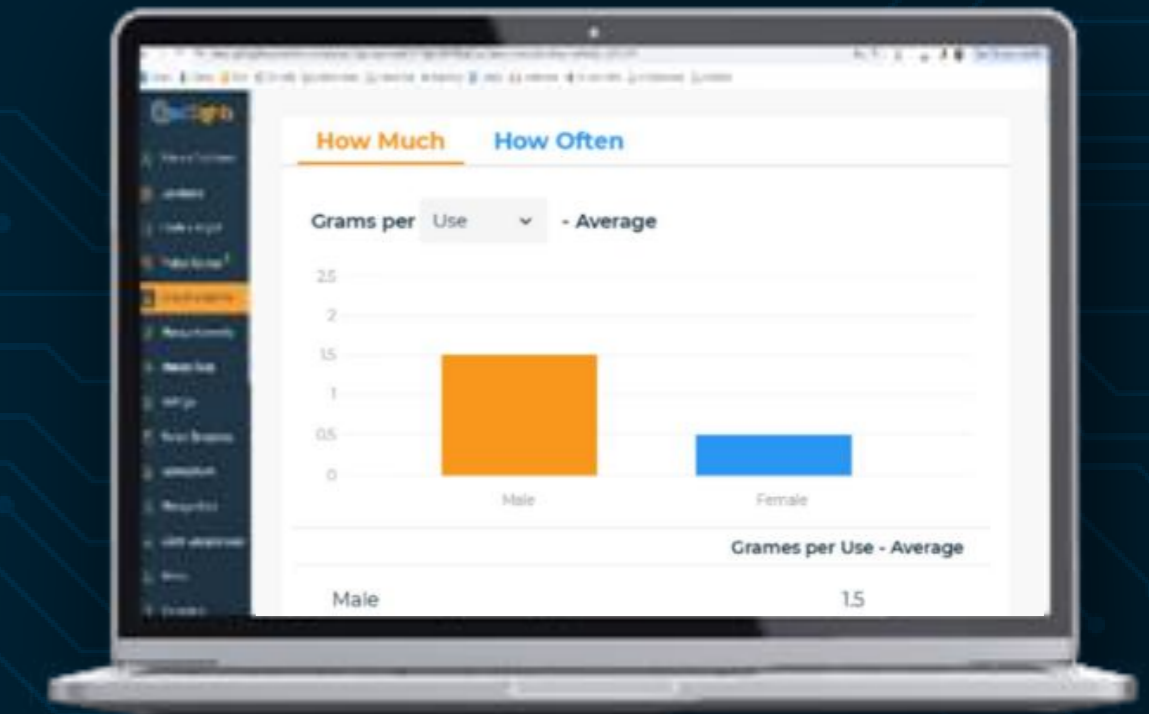
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Smart Products Case Study
Enhancing Product Design For a Superior Experience

Situation: A kitchen appliance manufacturer sought to improve their latest blender model to better meet consumer needs and preferences

Smart Products Study:

- Conducted a 4-week product test of the prototype blender in 75 HHs
- Collected usage data from Smart Tag and got in-context feedback via app using real-time triggers
- Analyzed behavior and identified key pain points and areas for improvement in the product design

Impact:

- Discovered that consumers liked the blending performance but found the lid design difficult to clean & noise level too high during operation
- Iterated on the prototype to incorporate changes based on feedback resulting in a final product that was aligned to consumer preferences
- Led to a `31%` increase in customer satisfaction ratings, with positive reviews highlighting the improved features

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SMART VALIDATION

HOW IT WORKS

Stick Tags & Ship Products

Stick a Smart Tag on each product before shipping them out to consumers

Passively Capture Usage Data

Smart Tag automatically provides proof of usage and captures usage frequency

Make Better Decisions

Usage frequency data is used to weight survey responses, improving data accuracy for key decisions

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Smart Validation Case Study
Ensuring Market Readiness For A New Moisturizer

Situation: A skin care brand was preparing to lunch a new moisturizer and needed to validate the product's performance and consumer acceptance before the full-scale launch

Smart Validation Study:

- Shipped product with Smart Tag attached to 300 households
- Conduced a 2-week IHUT followed by a standard survey at the end
- Worked with existing IHUT provider, using QualSights as an add-on

Impact:

- IHUT provider picked top 200 respondents based on standard quality checks, but QualSights data revealed that 22 of the 200 did not use the product and 45 used just once (mismatch of actual usage vs. claimed)
- IHUT provider weighted the survey results (discarding non-users and prioritizing frequent users) & provided `highly accurate data` to client
- Refined usability based on insights, resulting in a successful product launch with 17% higher initial sales volume vs. previous launches

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Smart Growth Case Study
Optimizing Consumption For Revenue Growth

Situation:

A household goods manufacturer with a market leading brand in the cleaning category was seeking new ways to grow revenue

Smart Growth Study:

- Tracked original bottle on a Smart Coaster for 8 weeks in 200+ HHs
- Learned that the last quarter of the bottle was slower to consume
- Tested different package changes and placed with the same HHs

Impact:

- Identified a form factor that accelerated the rate of consumption by 20%, while increasing consumer satisfaction due to easier use
- Unlocked $600MM in incremental revenue
- ROI of over $170,000\%$ and business leaders thrilled with growth

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Thank you.

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www.qualsights.com

ENGAGEMENT MODELS

There are multiple ways to engage with QualSights for your insights needs:

COLLABORATIVE RESEARCH EXECUTION

QualSights manages recruitment, project design, and data capture. Your team then uses our AI-powered platform, with provided training, to analyze the data and create presentations.

FULL-SERVICE RESEARCH MANAGEMENT

QualSights takes care of the entire project from recruitment to final presentation. We handle recruitment, design, data capture, analysis, and deliver comprehensive results.

HYBRID RESEARCH SOLUTION

QualSights handles recruitment, project design, and data capture. A preferred third-party agency or expert, chosen by your team or by us, conducts the analysis and presentation.

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