

GetWhy

This is how you deploy AI in Qualitative Research

GetWhy @ The Quirk's Event Chicago

March 26th 2024





GetWhy



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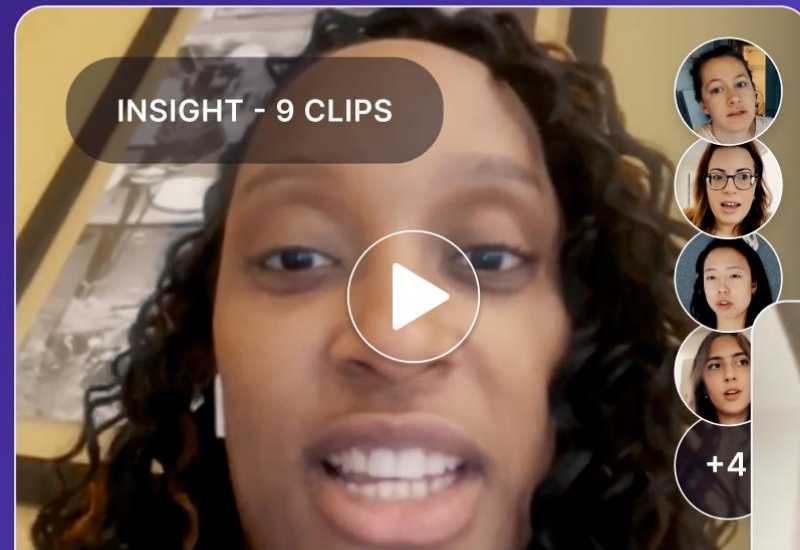
[linkedin.com/xndrchr](https://www.linkedin.com/in/xndrchr)

GetWhy

→ qualtrics^{XM}

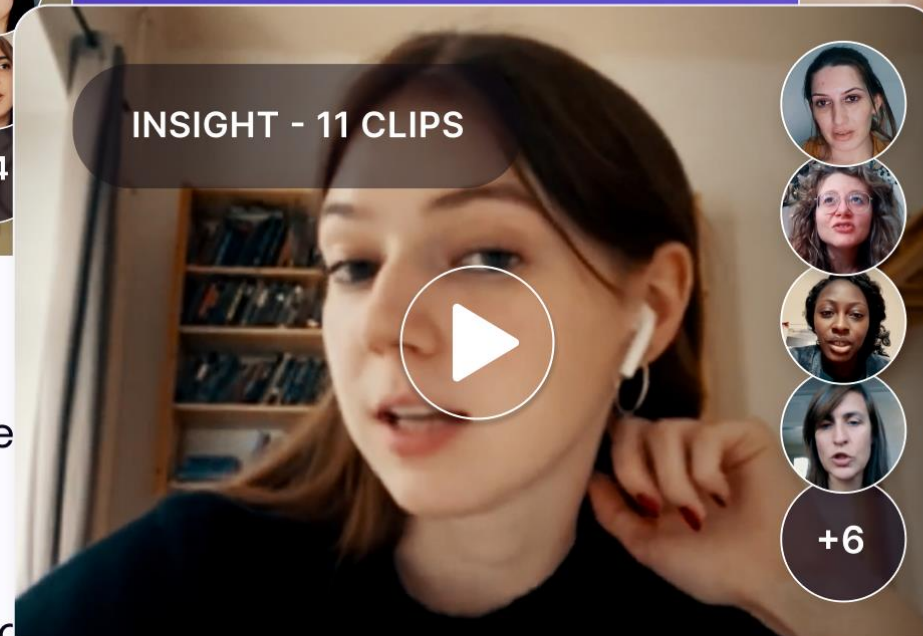


→ ORACLE



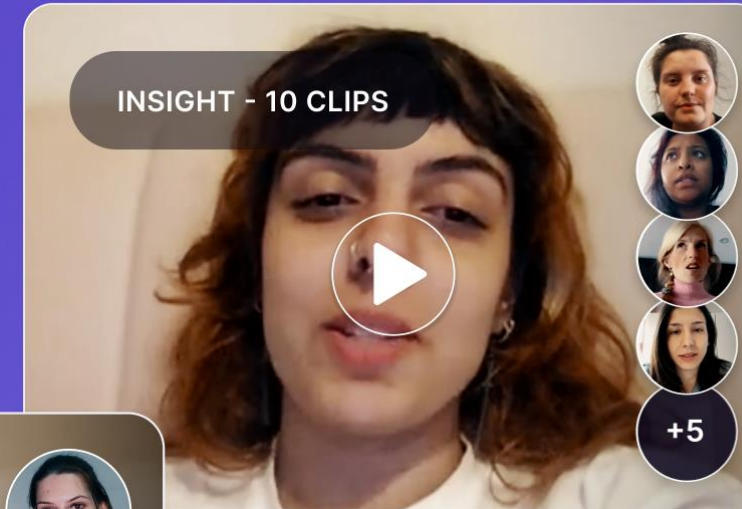
Insight

Consumers lack familiarity with the brand ambassador, making it challenging to provide detailed attributes. Based on the storyboard they perceive her as feminine, professional, and adventurous.



Insight

Most consumers prefer the first direction, however, some are pointing out that the direction is slightly too masculine and suggest using a familiar female as the protagonist.



Insight

Consumers believe the campaign's elements convey messages of self-confidence, independence, femininity. These visuals suggest a higher quality of life and a connection to nature.

Over the last five years, we've deployed AI and ML across thousands qualitative insight studies paving the way for our AI-Powered Insights Provider

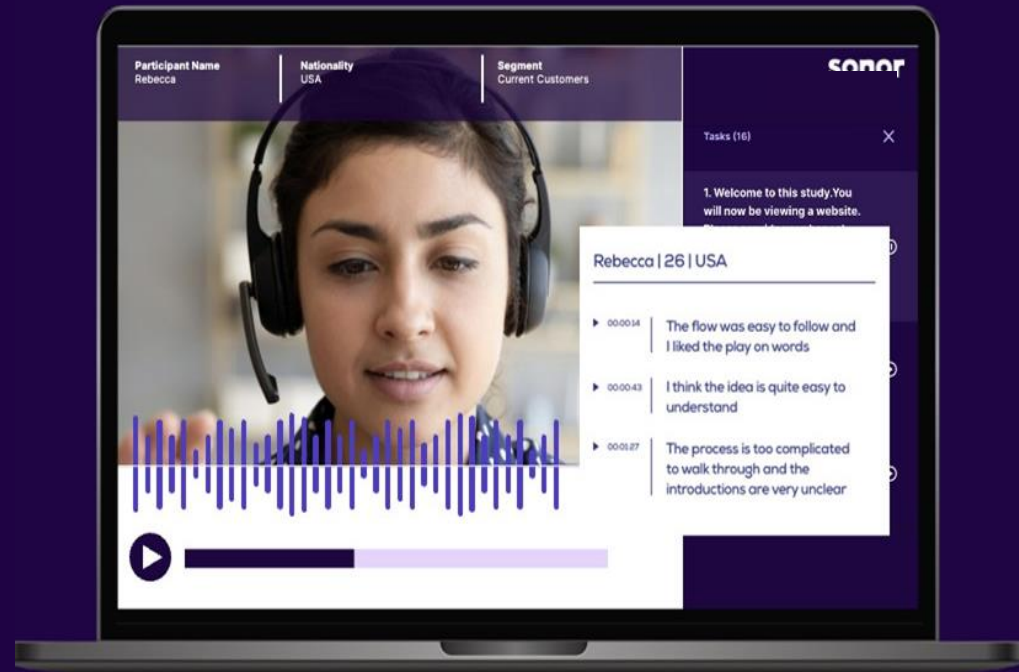
01

Research objectives



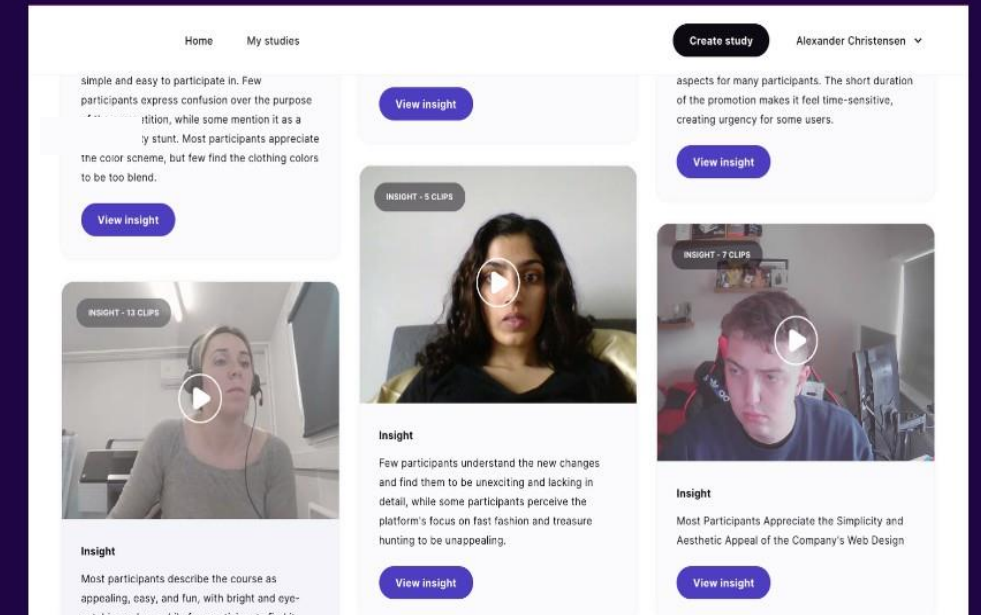
02

Capture & transcribe interviews in context through video



03

Actionable insights



IN AS LITTLE AS 4 HOURS

The Challenge

Static

Traditional research delivers a static image of consumers' emotions and experiences

Slow

Takes weeks and months to design questionnaire, recruit respondents and write the report

Expensive

They are expensive to execute due to the manual nature of the underlying process

The Opportunity

Quality

Technology has the ability to analyze larger data set simultaneously and answer more complex research questions

Fast & Actionable

Consumer insights in hours and days instead of weeks and months

Affordable

Launch studies much more frequently at a fraction of the cost

In-depth
Qualitative
Insights from 10
consumers



For only
\$3,000

GetWhy is empowering
the most consumer-
obsessed companies in
the world.

L'ORÉAL



Nomad Foods

COTY
SINCE 1904

Google



7-ELEVEN

LEGO



Nestlé

ICELANDAIR



MARS



HEINEKEN



If you see your company's logo here, it means we have results from a test study to share with you today!



If you see your company's logo here, it means we have results from a test study to share with you today!

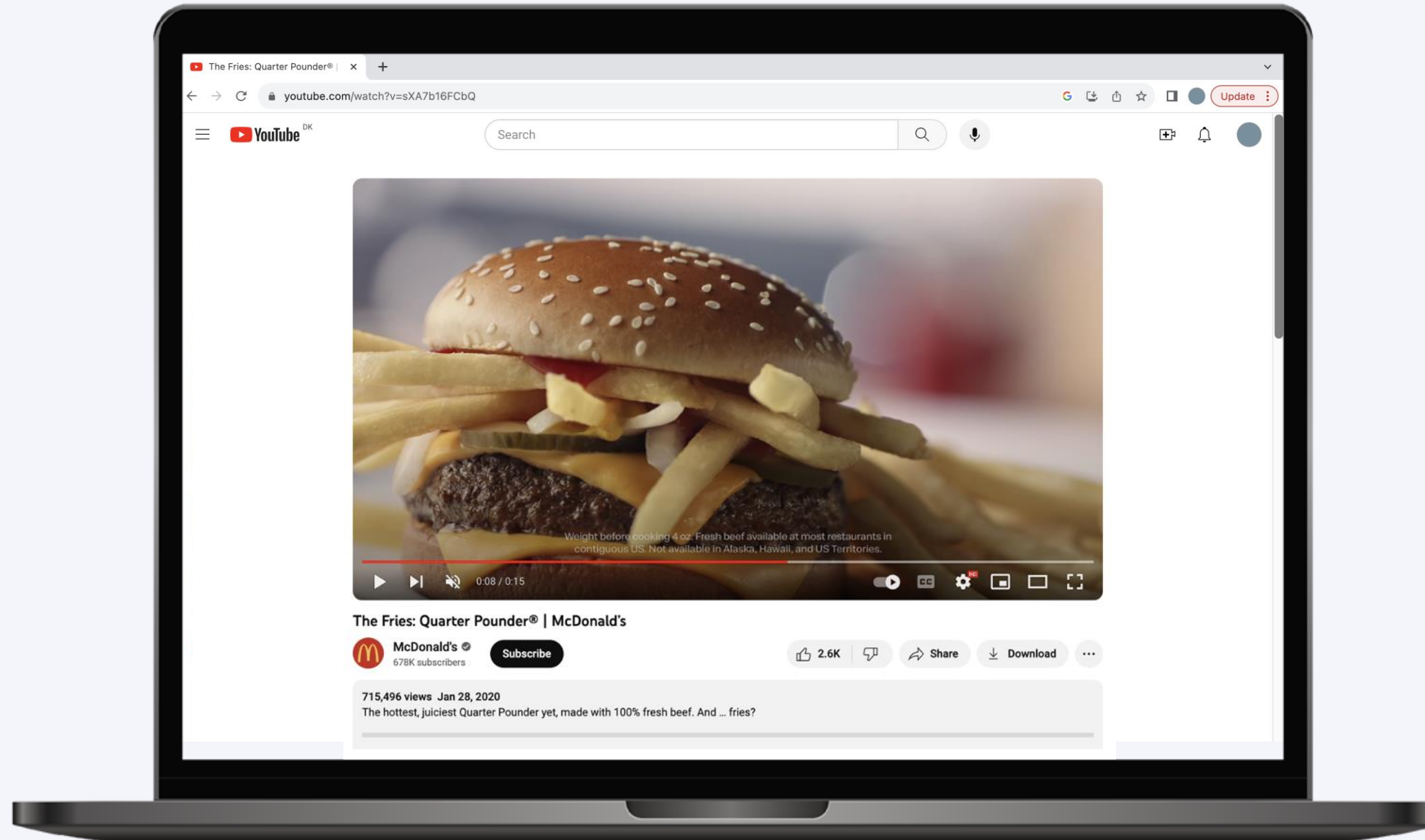


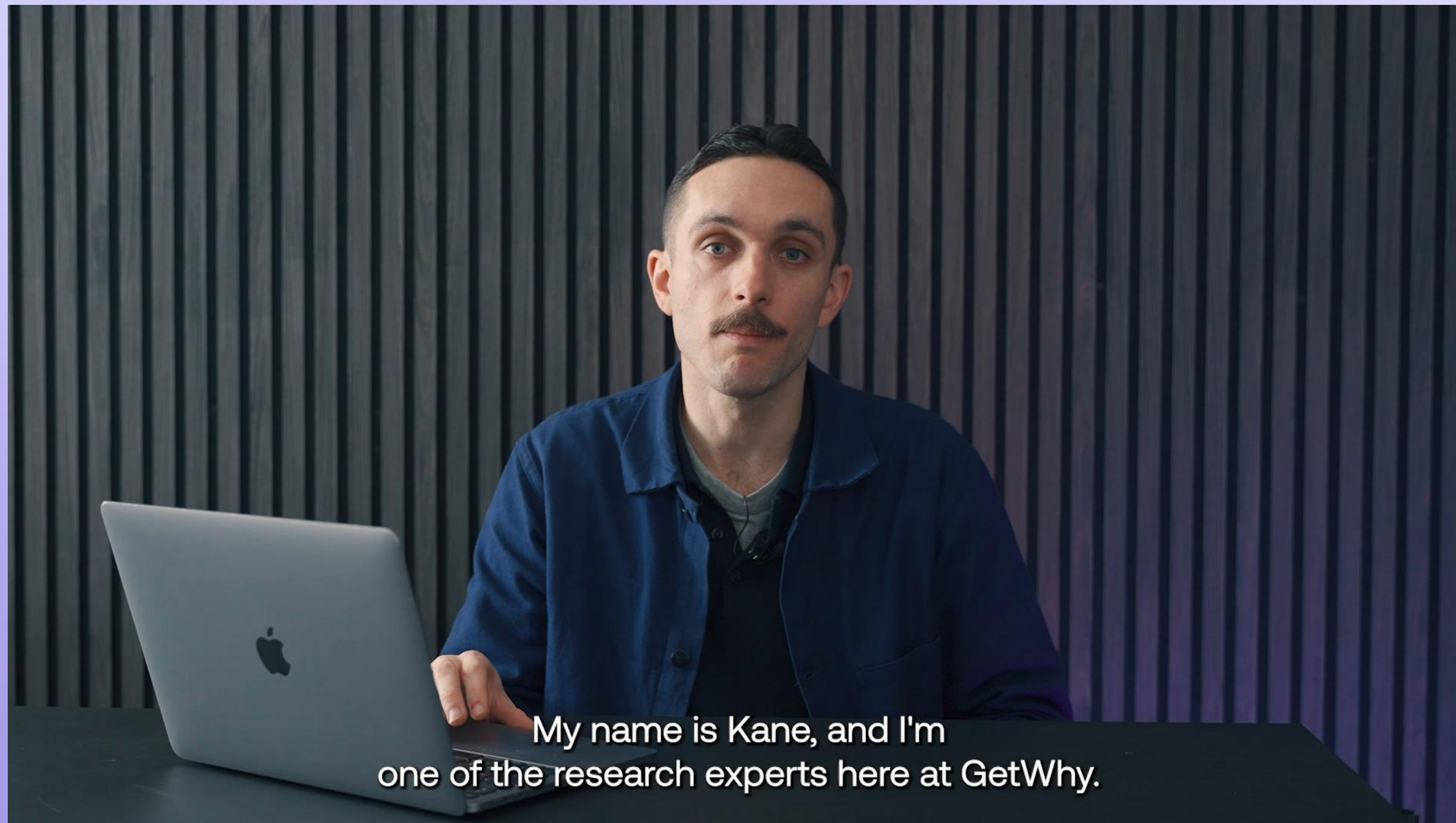
Google

🔍 Danes are known to be



🔍 Danes are known to be **drunk**





My name is Kane, and I'm
one of the research experts here at GetWhy.

Experience the power of

Speed

Enables smarter and faster thinking to be more relevant for your consumer

Empathy

Get a stronger bond with your consumer

Sharing

Bring the voice of your consumer inside your company

Cost

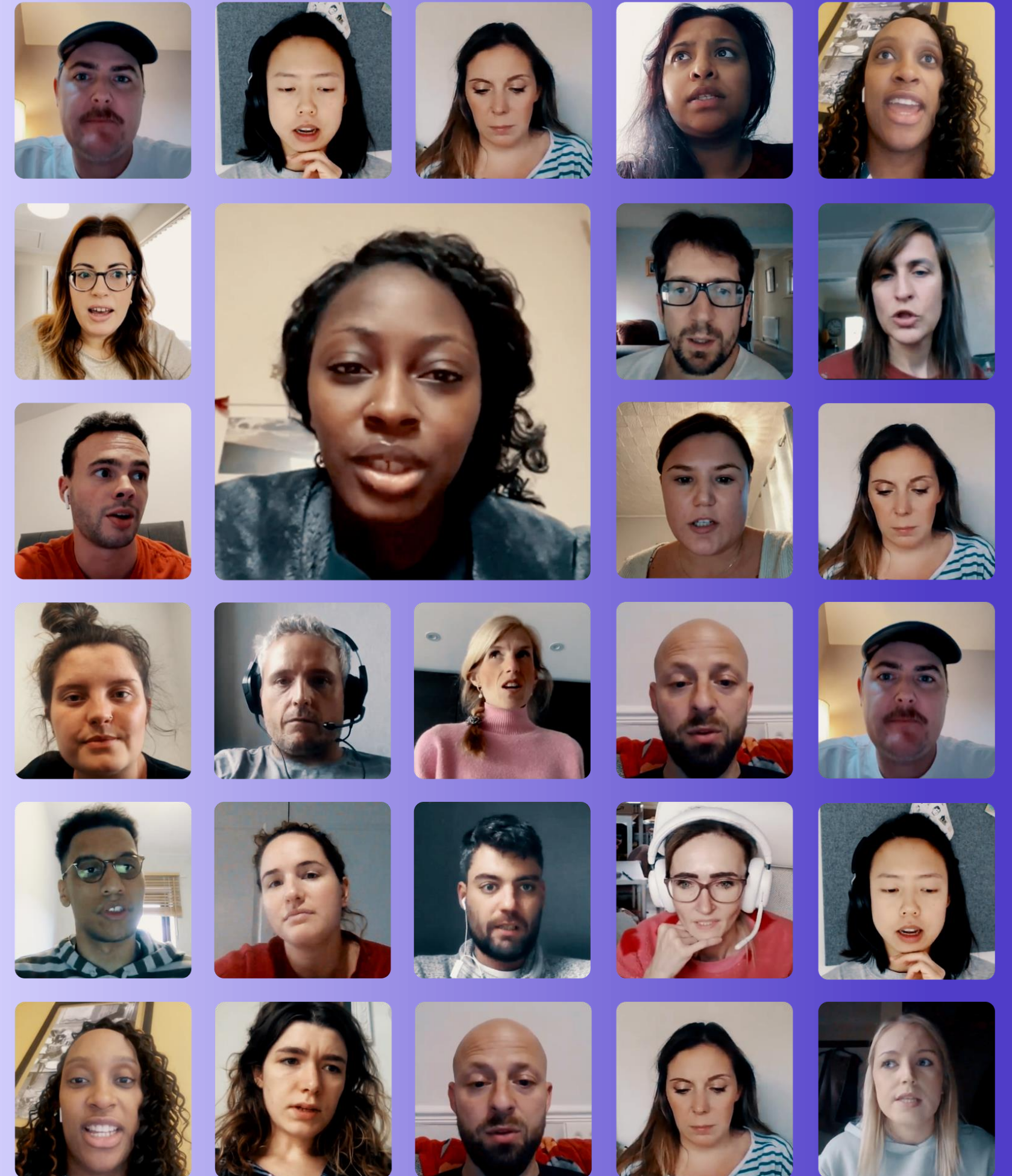
Allows you to do more for less and be consumer-led across every conversation and decision





Bring the voice and perspective of the consumer into conversations and discussions on a daily basis

GetWhy



GetWhy

Come
visit booth
#203 today!

Thank you.



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