insight platforms academy

AI for Pragmatists

Useful stuff you can do with it today

Mike Stevens

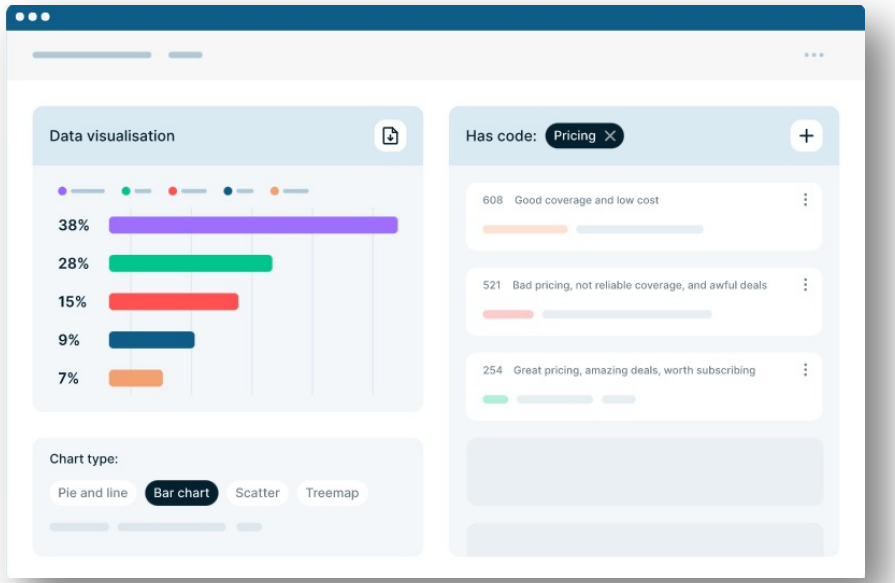
insight platforms .com

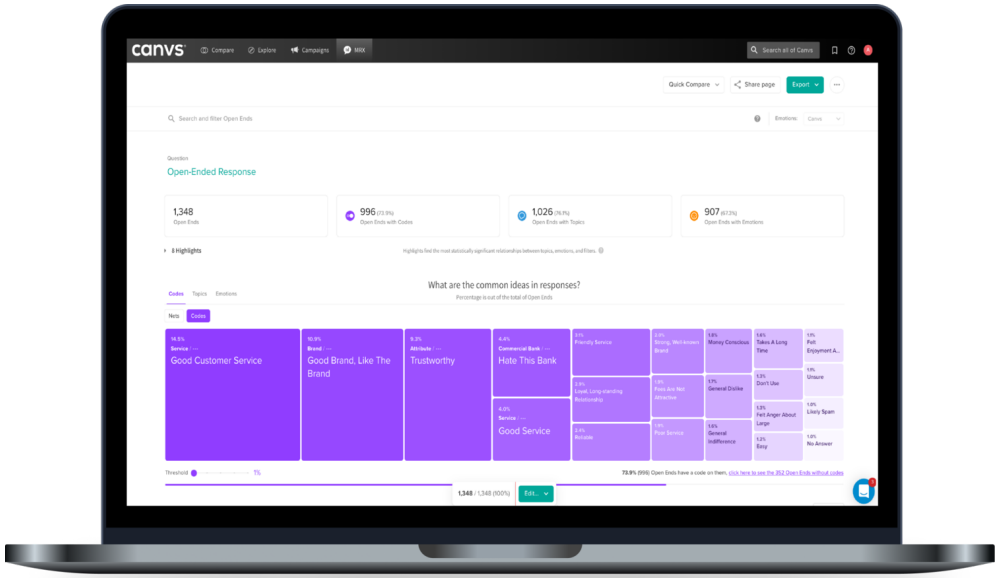
1. Text Analytics

insight platforms .com

Caplena

canvs





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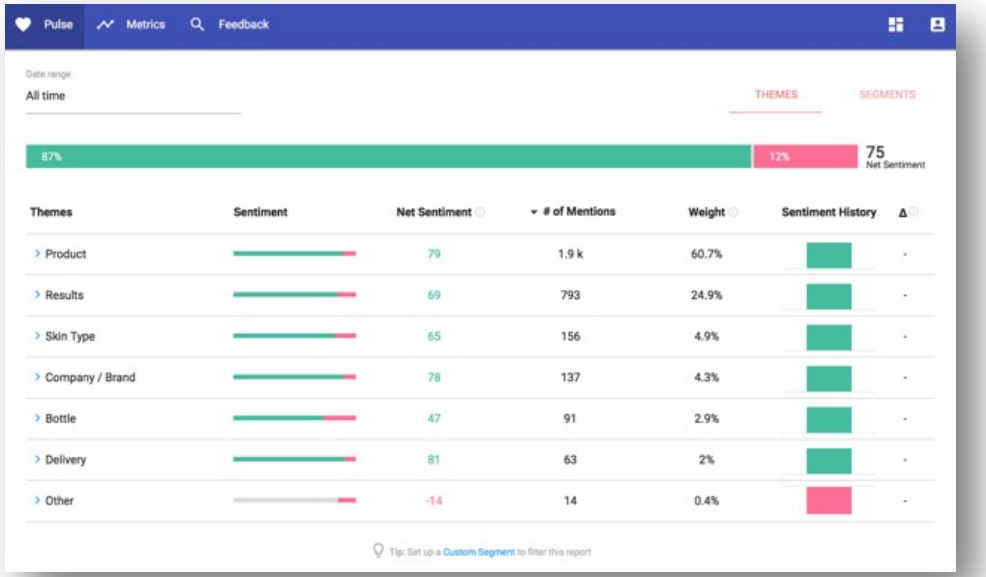
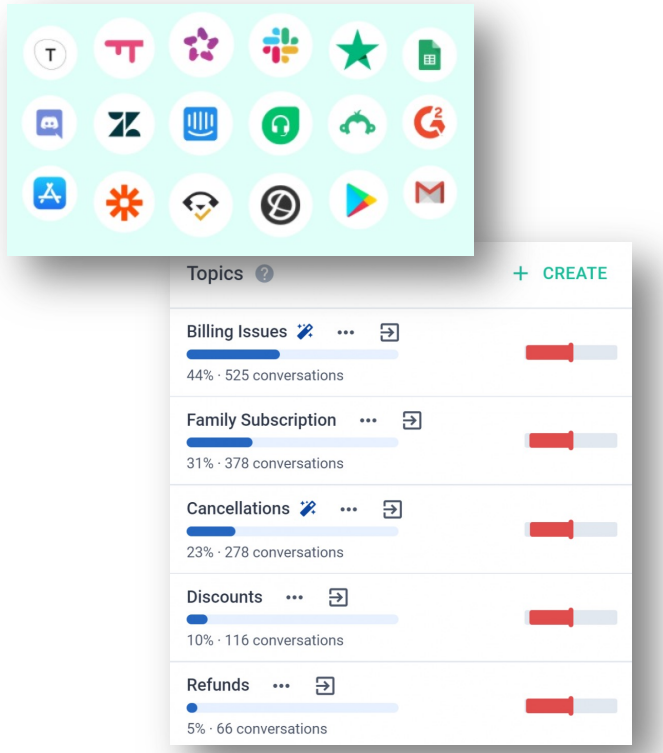
chattermill



prodsight



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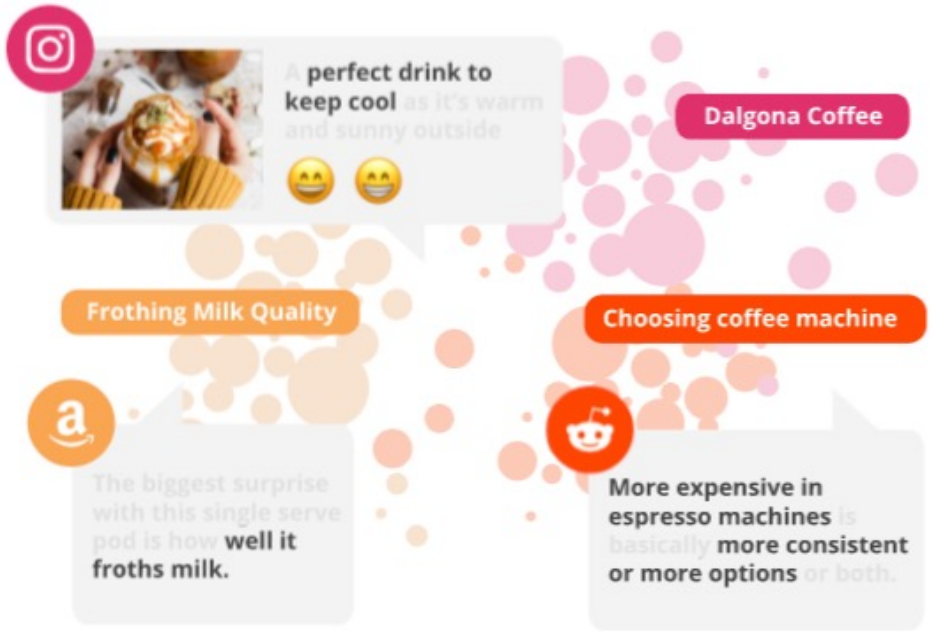
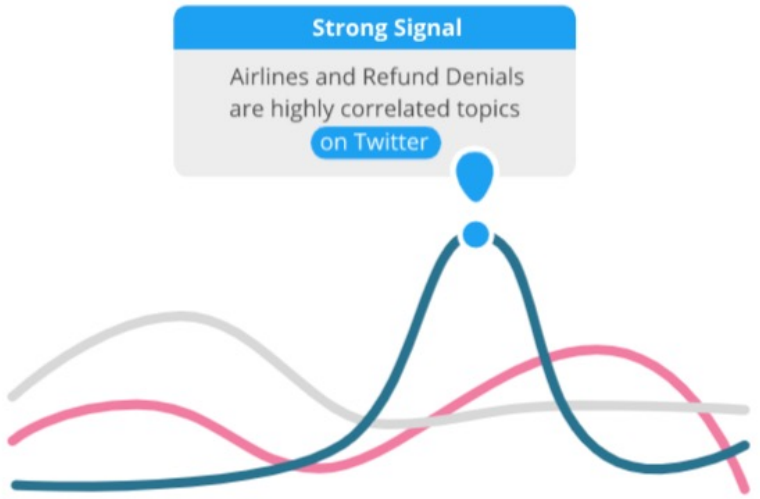
2. Audience Intelligence

synthesio
AN IPSOS COMPANY





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PULSAR

Data sources

Select the sources you want to collect data from.

Select all	Twitter	Facebook	Instagram	Tumblr
Youtube	Blogs	Forums	News	Reviews
AliExpress	Amazon	Baidu	Expedia	Naver
Reddit	TaoBao	Tripadvisor	TrustPilot	Search

https://www.insightplatforms.com/webinars/webinar-pulsar-how-to-combine-survey-social-search-data-for-stronger-cultural-insights/

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3. Trend Analytics

BLACK SWAN DATA

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NETBASE QUID

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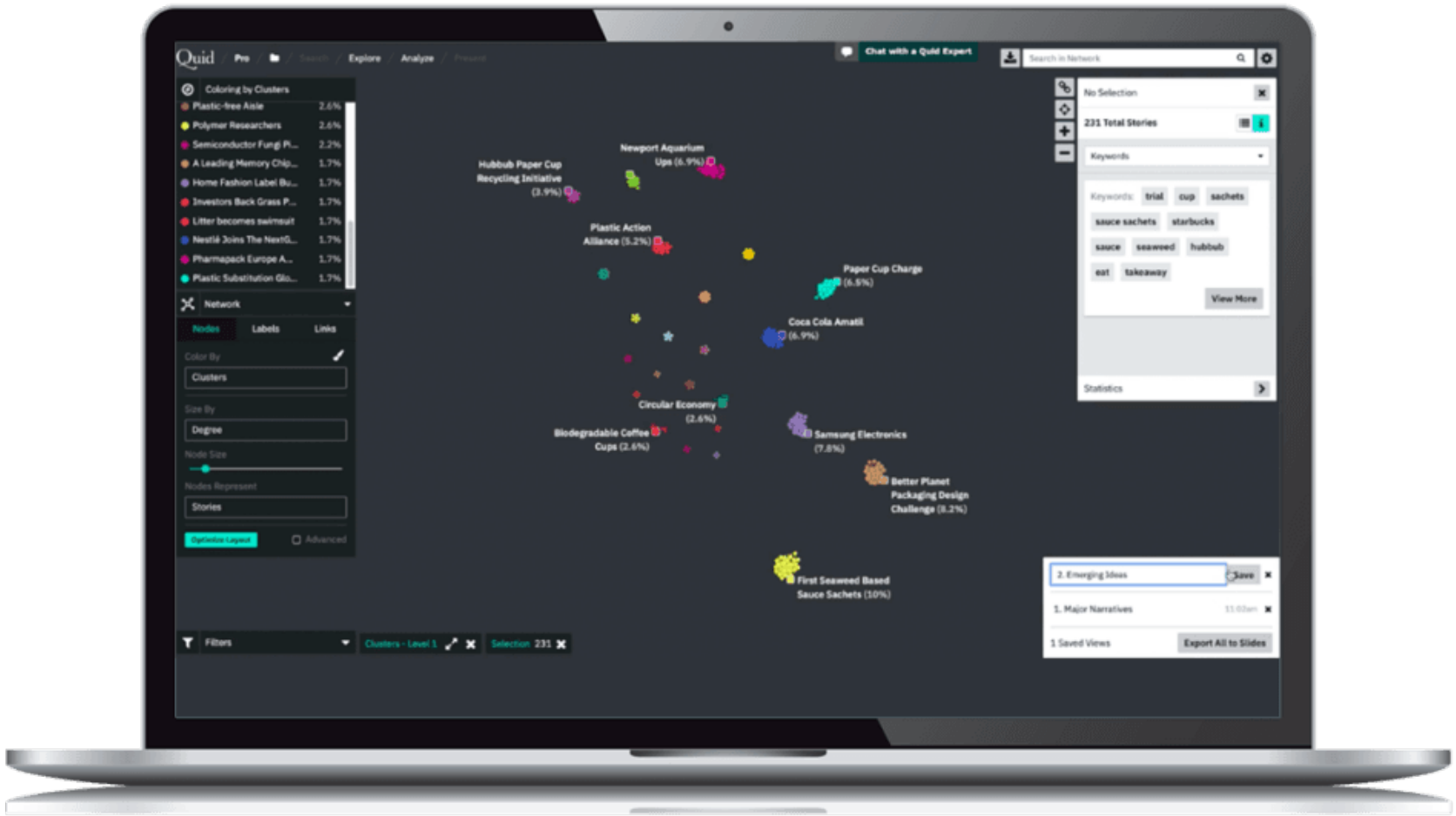

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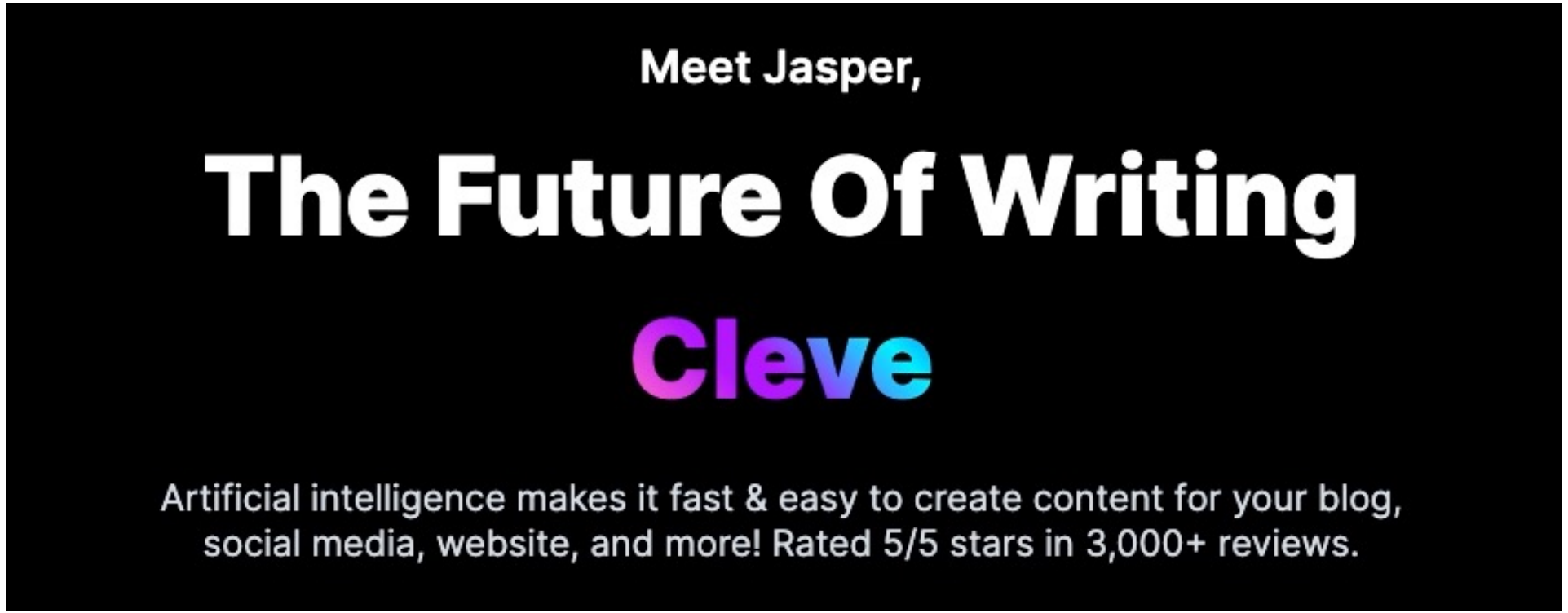
4. Writing Copy

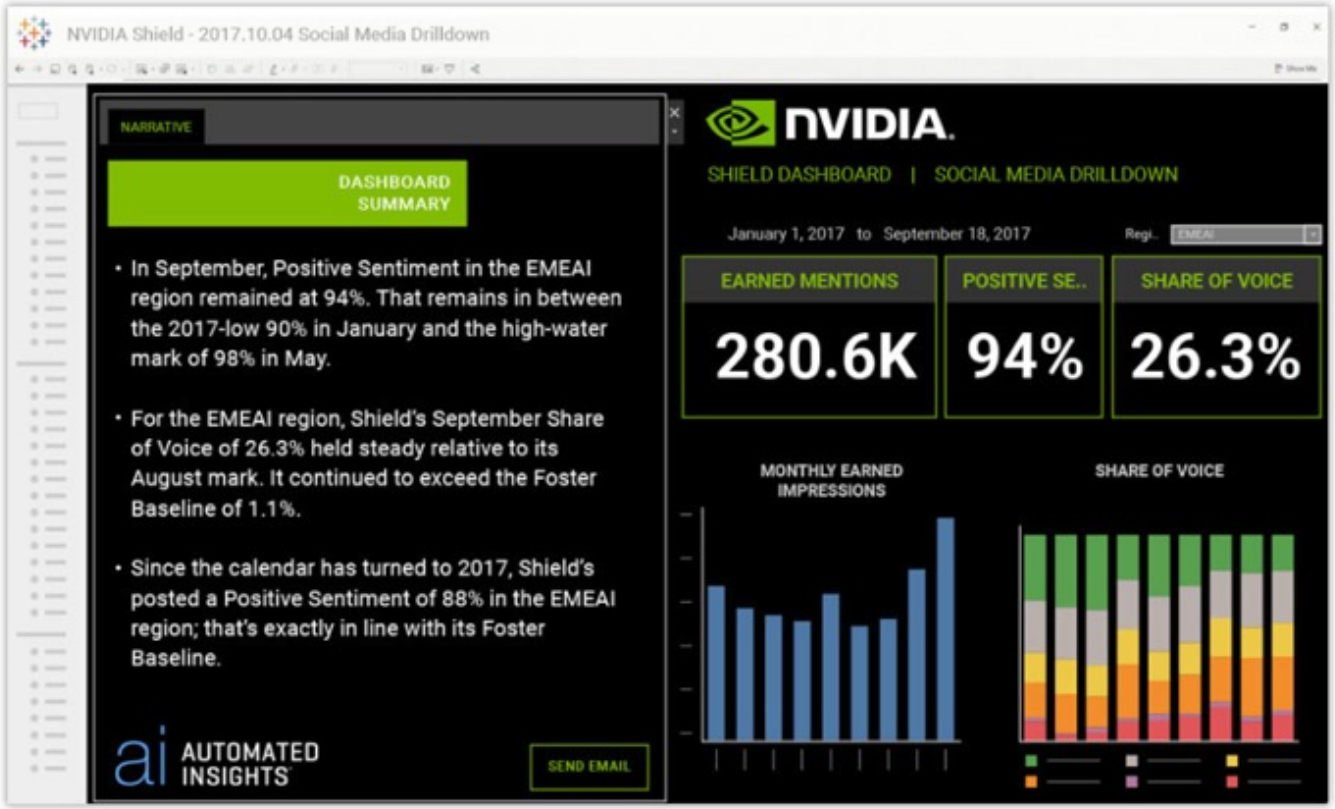
Jasper
Formerly Jarvis



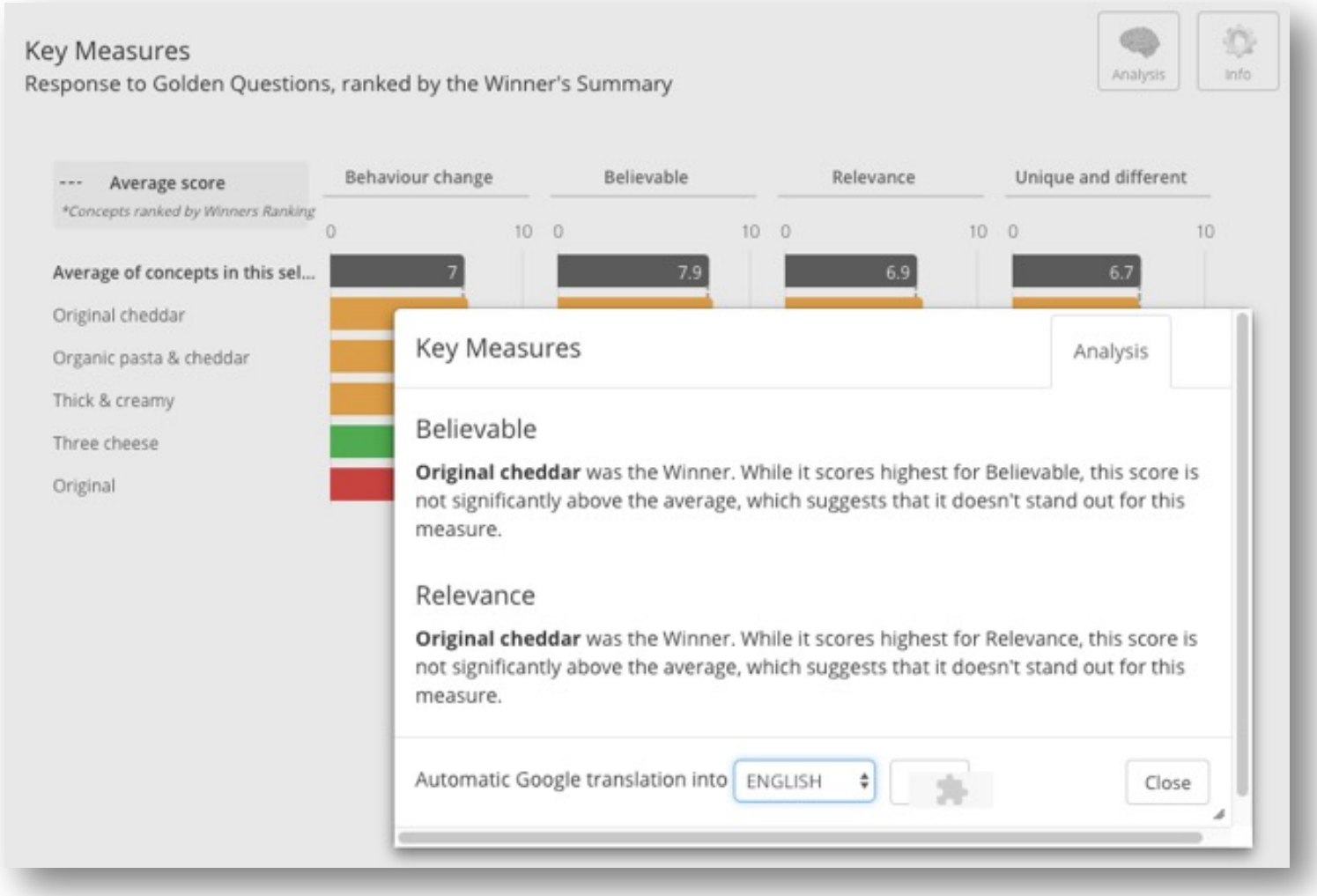
AUTOMATED INSIGHTS

Wordsmith

Wordsmith is a natural language generation platform that transforms your data into insightful narrative.



zappi


Key Measures
Response to Golden Questions, ranked by the Winner's Summary
Analysis
Info
--- Average score
*Concepts ranked by Winners Ranking
Behaviour change
Believable
Relevance
Unique and different
0
10
Average of concepts in this sel...
7
7.9
6.9
6.7
Original cheddar
Organic pasta & cheddar
Thick & creamy
Three cheese
Original
Key Measures
Analysis
Believable
Original cheddar was the Winner. While it scores highest for Believable, this score is not significantly above the average, which suggests that it doesn't stand out for this measure.
Relevance
Original cheddar was the Winner. While it scores highest for Relevance, this score is not significantly above the average, which suggests that it doesn't stand out for this measure.
Automatic Google translation into
ENGLISH
Close

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5. Transcription & Translation

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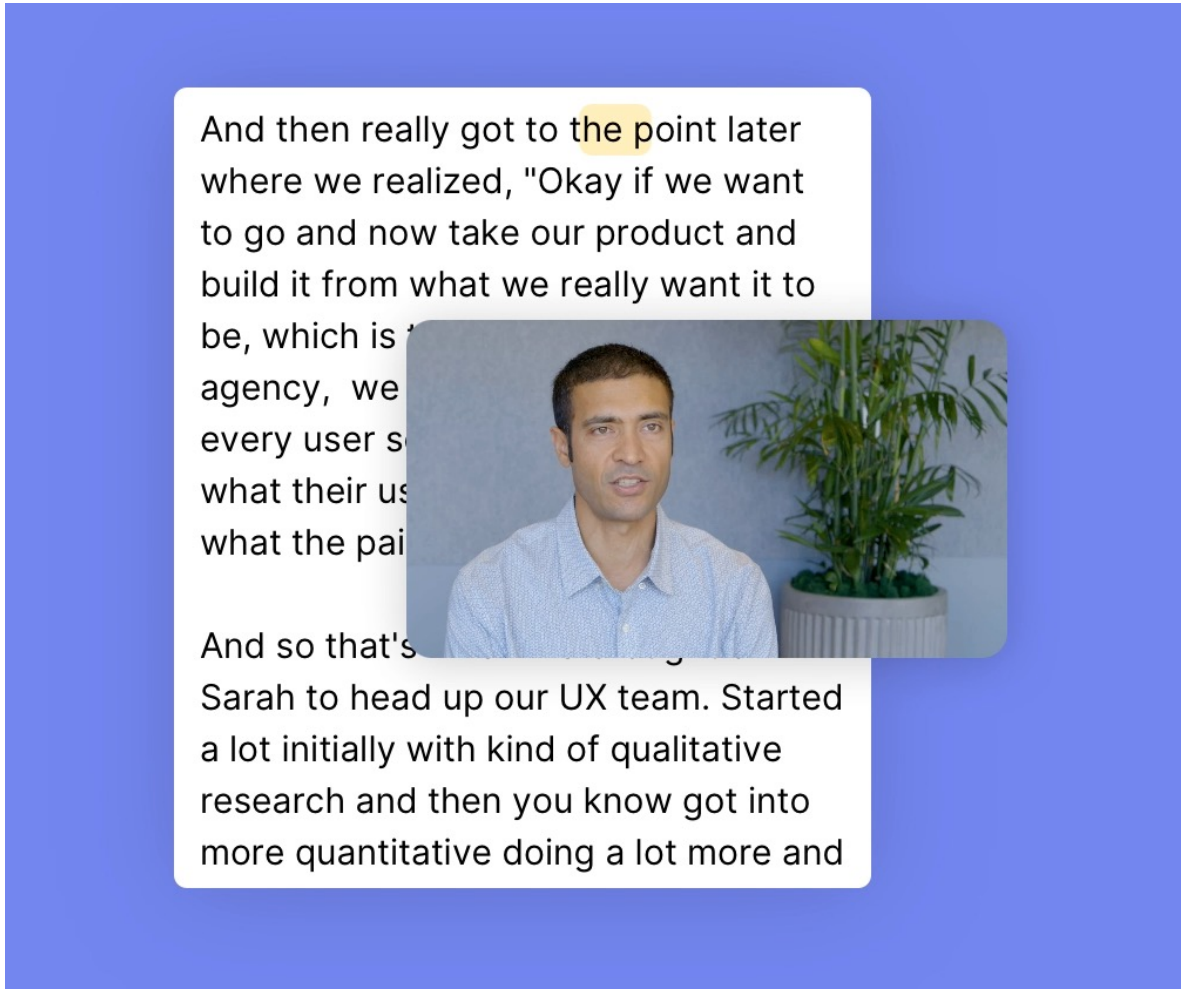
Reduct.Video



https://www.insightplatforms.com/demos/

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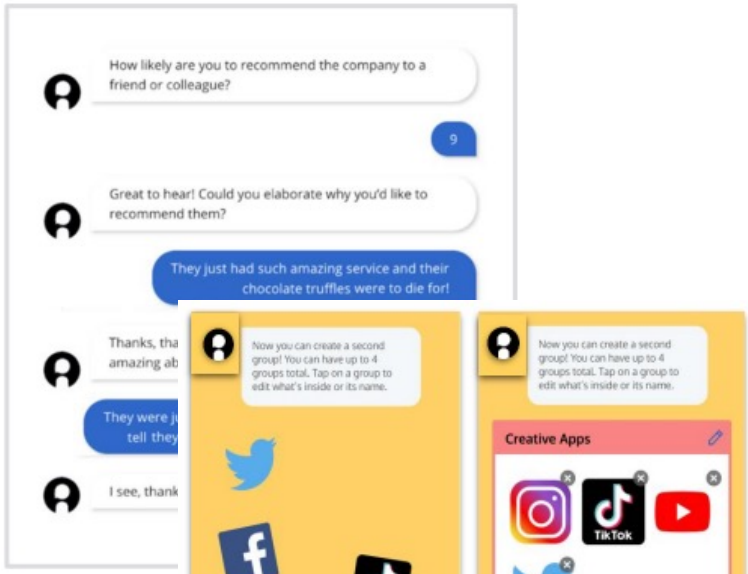
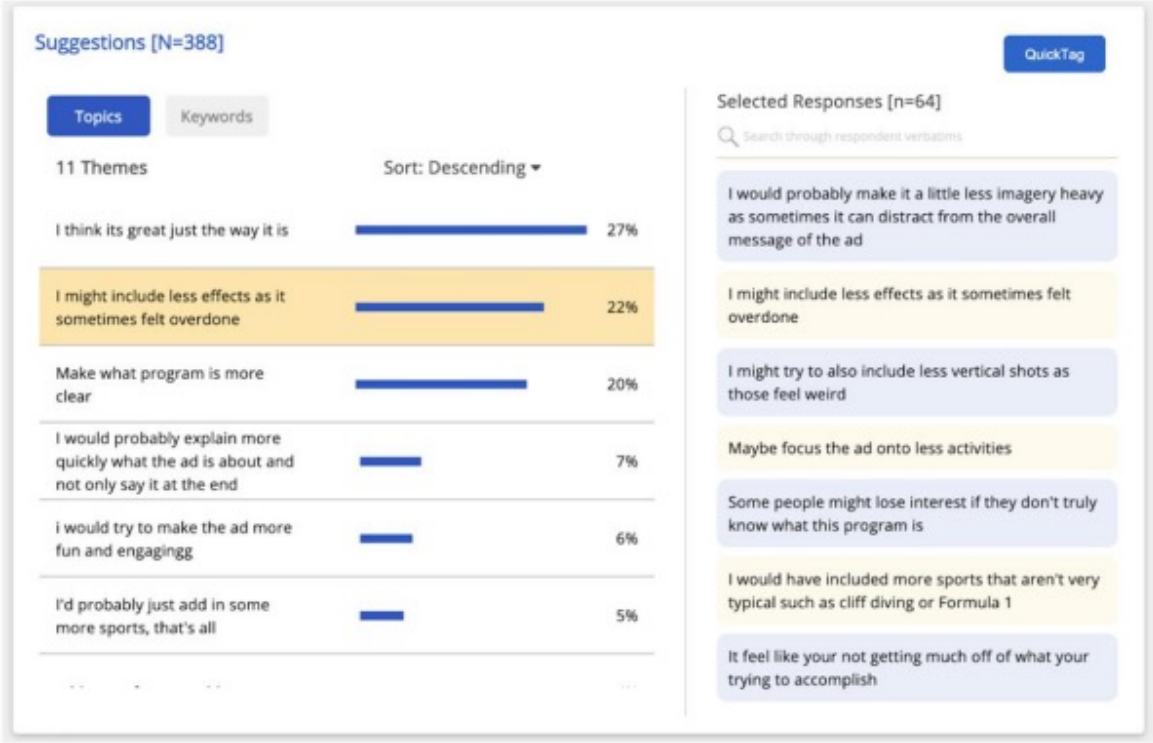
6. Conversational Surveys


How likely are you to recommend the company to a friend or colleague?
9
Great to hear! Could you elaborate why you'd like to recommend them?
They just had such amazing service and their chocolate truffles were to die for!
Thanks, tha
amazing ab
They were j
tell they
I see, thank
Now you can create a second group! You can have up to 4 groups total. Tap on a group to edit what's inside or its name.
Your Groups:
+2
Reply to inca
Now you can create a second group! You can have up to 4 groups total. Tap on a group to edit what's inside or its name.
Creative Apps
TikTok
Your Groups:
+2
Talk...
Creative Apps...
Tech


Suggestions [N=388]
QuickTag
Topics
Keywords
11 Themes
Sort: Descending
I think its great just the way it is
27%
I might include less effects as it sometimes felt overdone
22%
Make what program is more clear
20%
I would probably explain more quickly what the ad is about and not only say it at the end
7%
i would try to make the ad more fun and engagingg
6%
I'd probably just add in some more sports, that's all
5%
Selected Responses [n=64]
I would probably make it a little less imagery heavy as sometimes it can distract from the overall message of the ad
I might include less effects as it sometimes felt overdone
I might try to also include less vertical shots as those feel weird
Maybe focus the ad onto less activities
Some people might lose interest if they don't truly know what this program is
I would have included more sports that aren't very typical such as cliff diving or Formula 1
It feel like your not getting much off of what your trying to accomplish

https://www.insightplatforms.com/demos/platform-demo-inca/

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7. Qualitative-at-Scale

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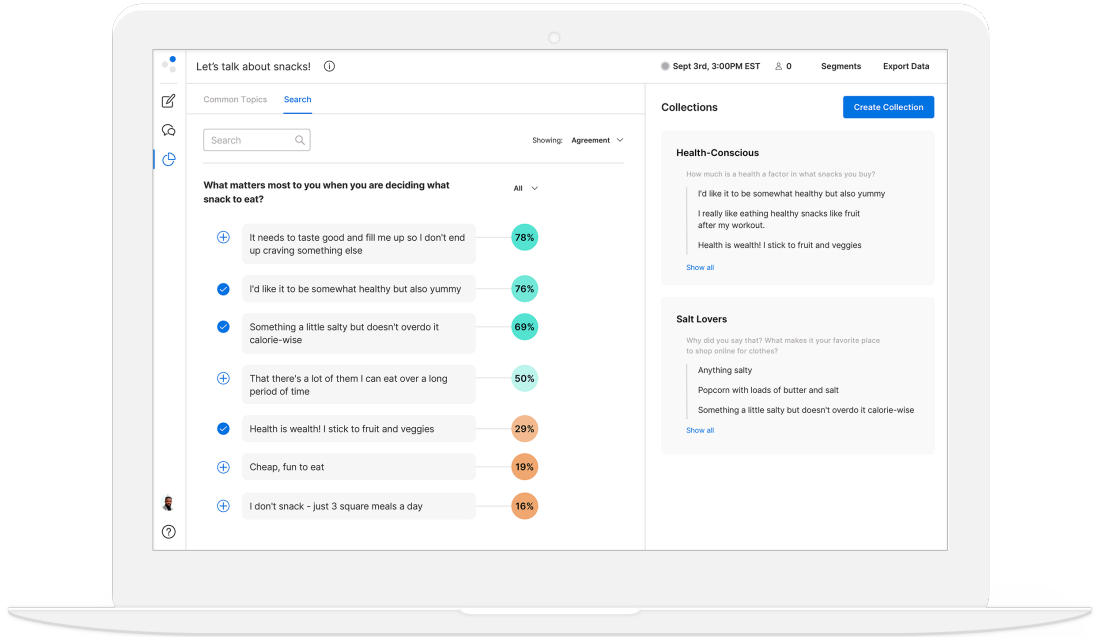
.com

remesh

Agile research for better creative testing.

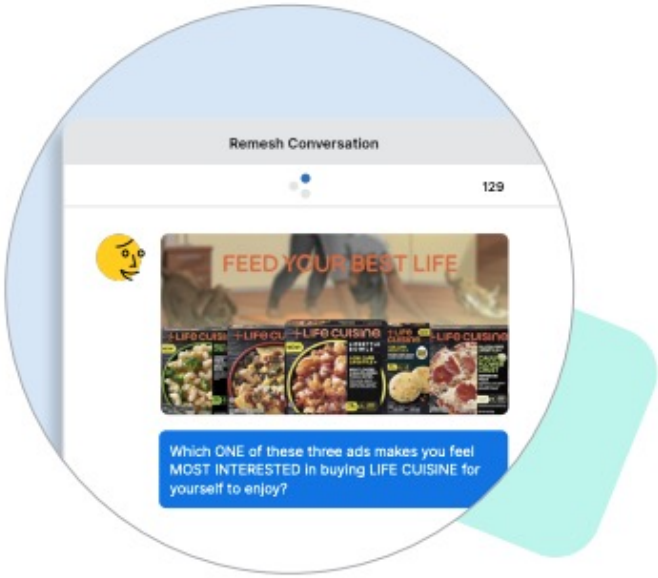
- Scalable Qualitative Insights
- Online focus group at scale
- Insights from 1,000 consumers in 1 hour
- Real-time analytics dashboard



remesh | Nestlé

CASE STUDY

Nestlé captures early stage advertisement campaign feedback for prelaunch optimization



ABOUT

Nestlé needed to collect consumer feedback on three potential ad campaigns for Life Cuisine frozen meals in order to optimize existing ad concepts and uncover drivers of appeal for current and potential consumers.

WINS

- Reduced Research Time
- Qualitative Insights at Scale
- Real-time Feedback

Source: https://hello.remesh.ai/nestle-remesh

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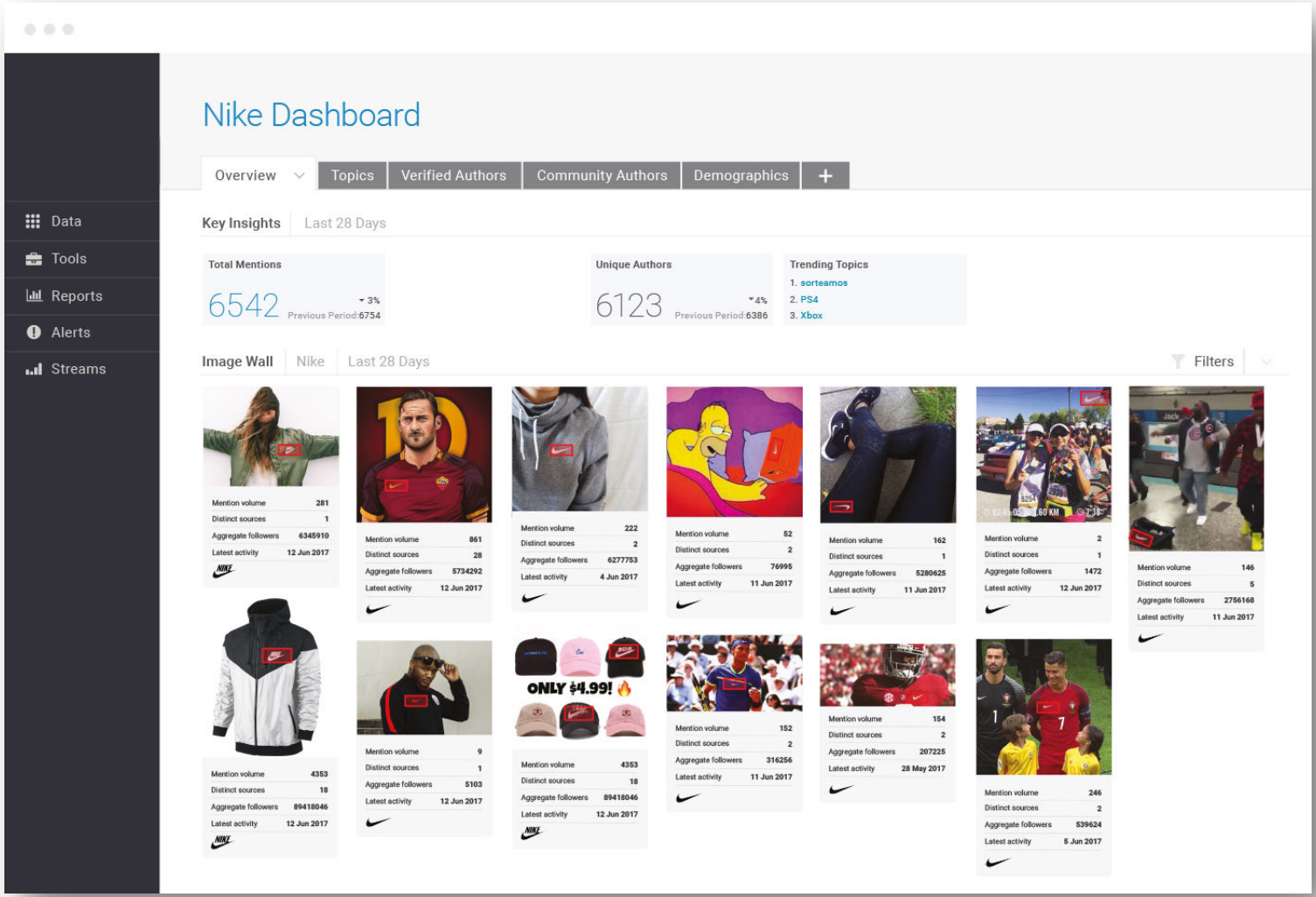
.com

8. Image Recognition

Female
Face Visible
Child
Car
Bag
Street
Shoes

Brandwatch

insight platforms .com



Signoi

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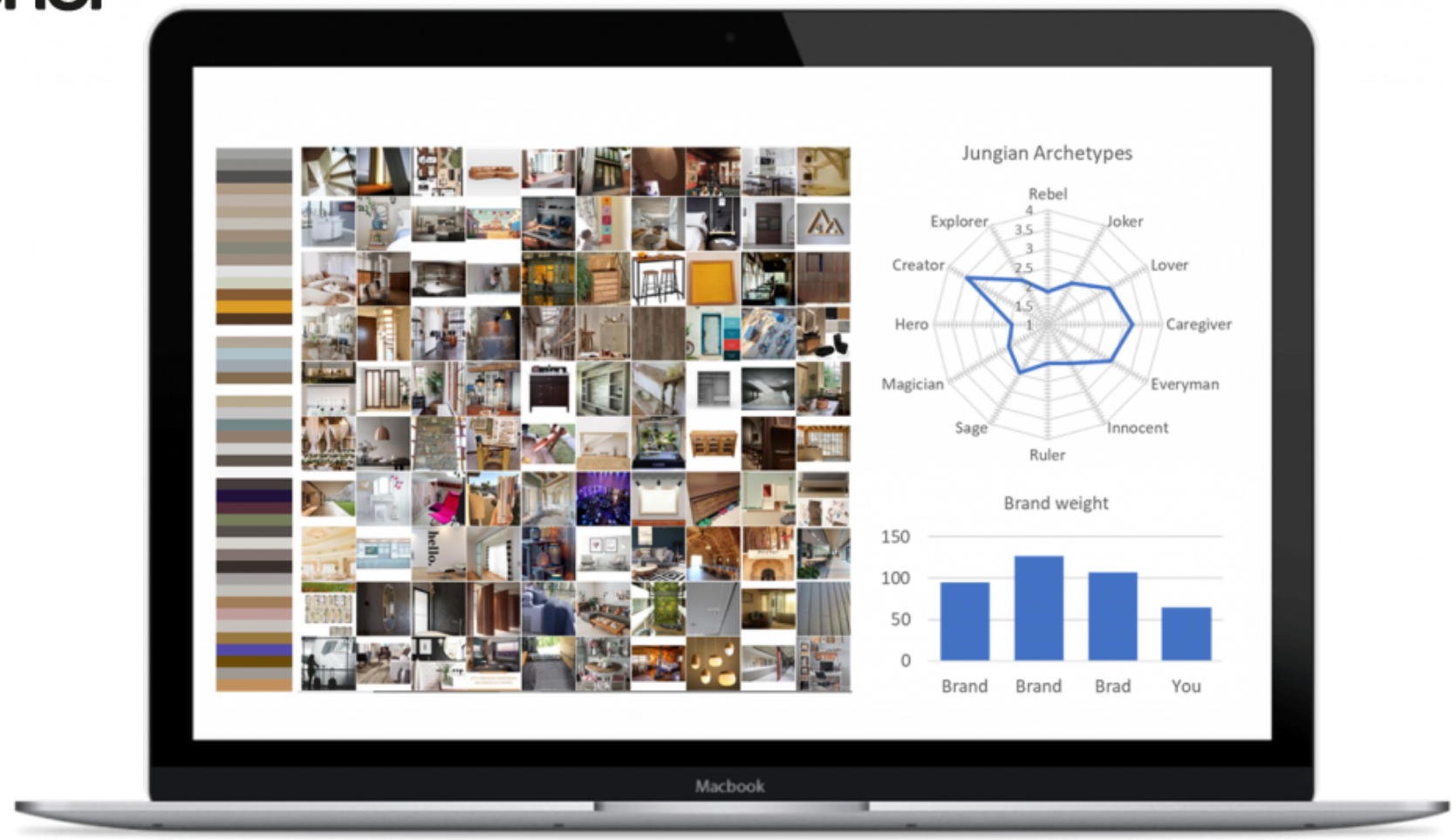
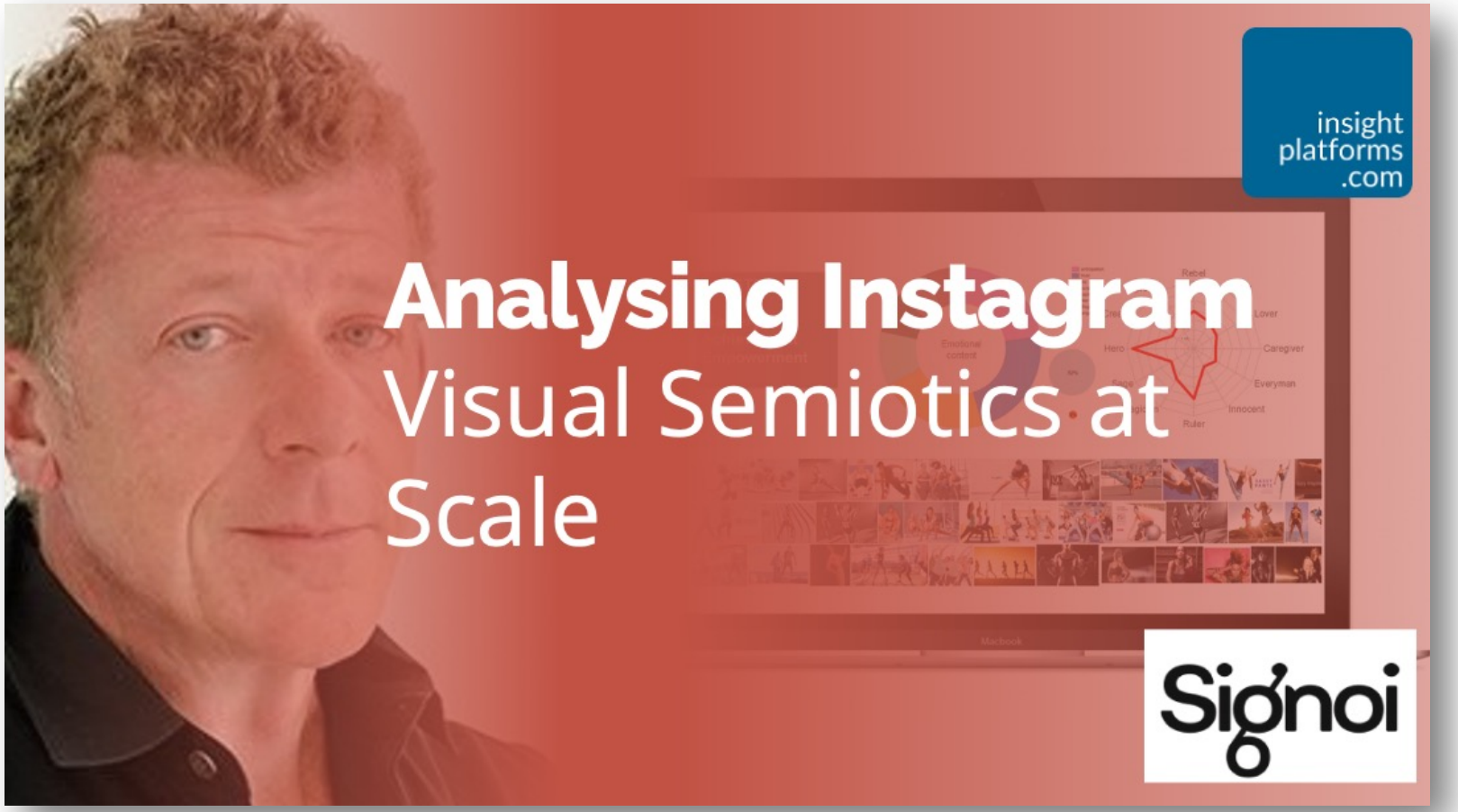
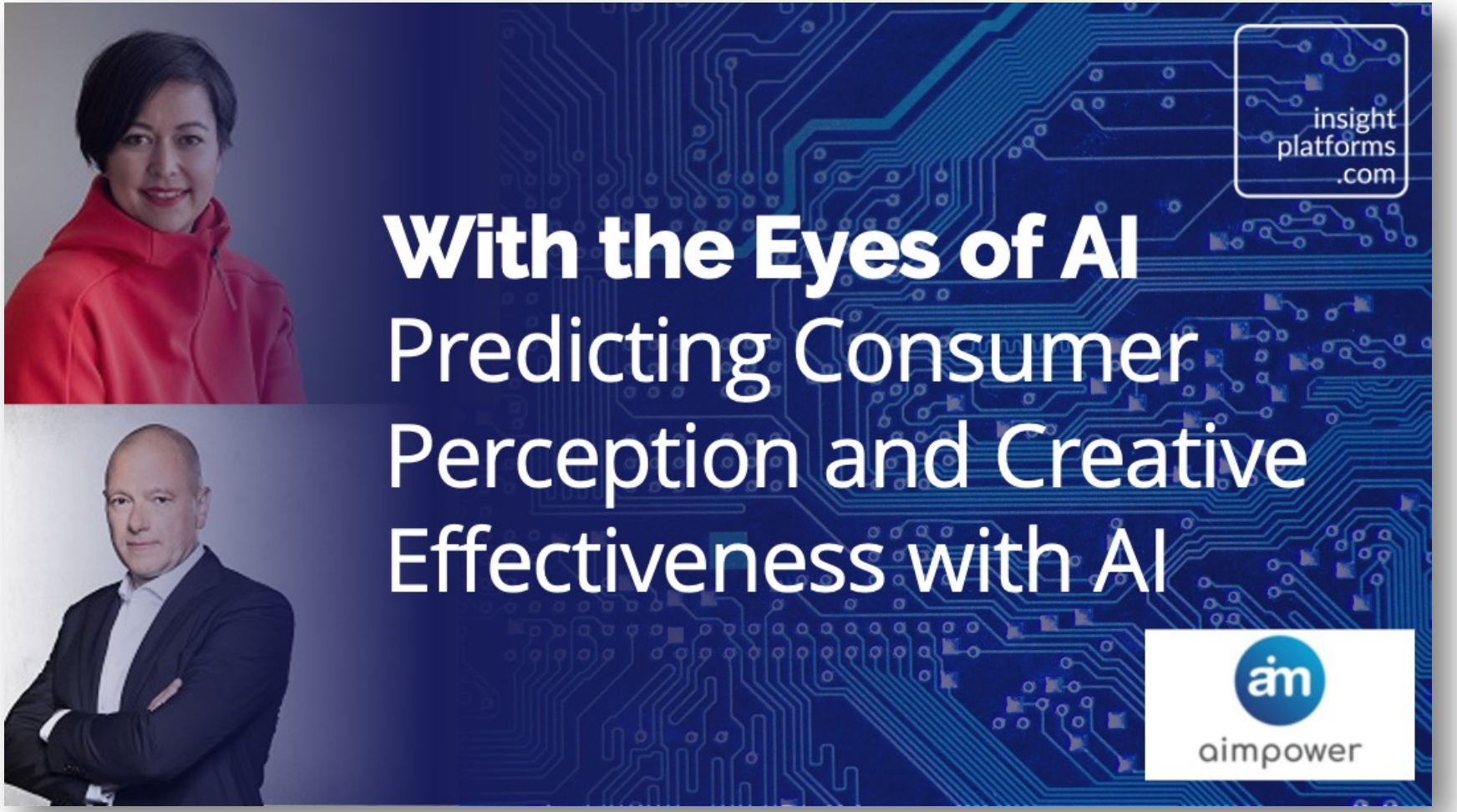




https://www.insightplatforms.com/webinars/masterclass-analysing-instagram-visual-semiotics-at-scale/



https://www.insightplatforms.com/webinars/masterclass-with-the-eyes-of-ai/

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9. Video Analytics

bigsofa
TECHNOLOGIES

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platforms
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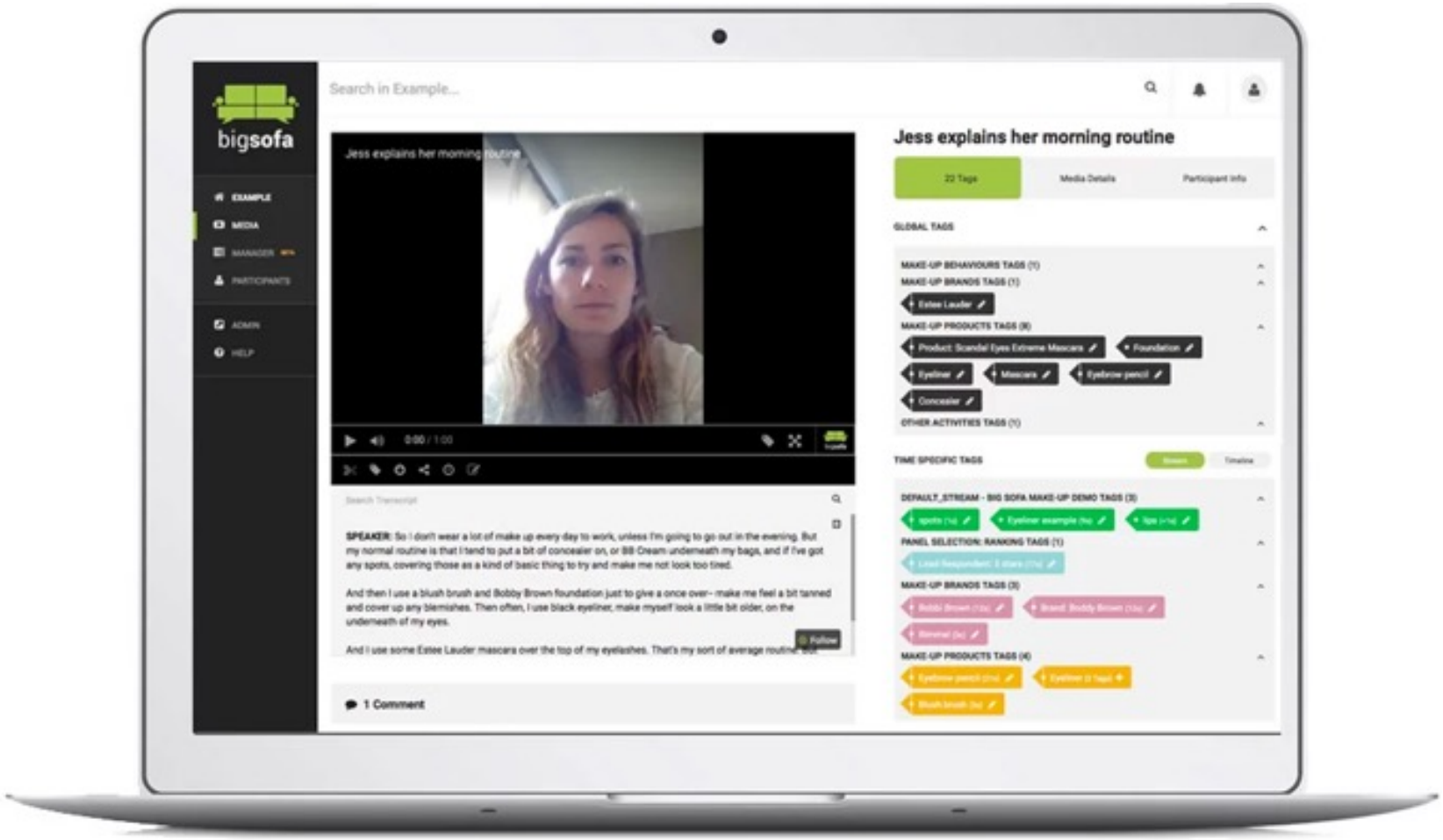

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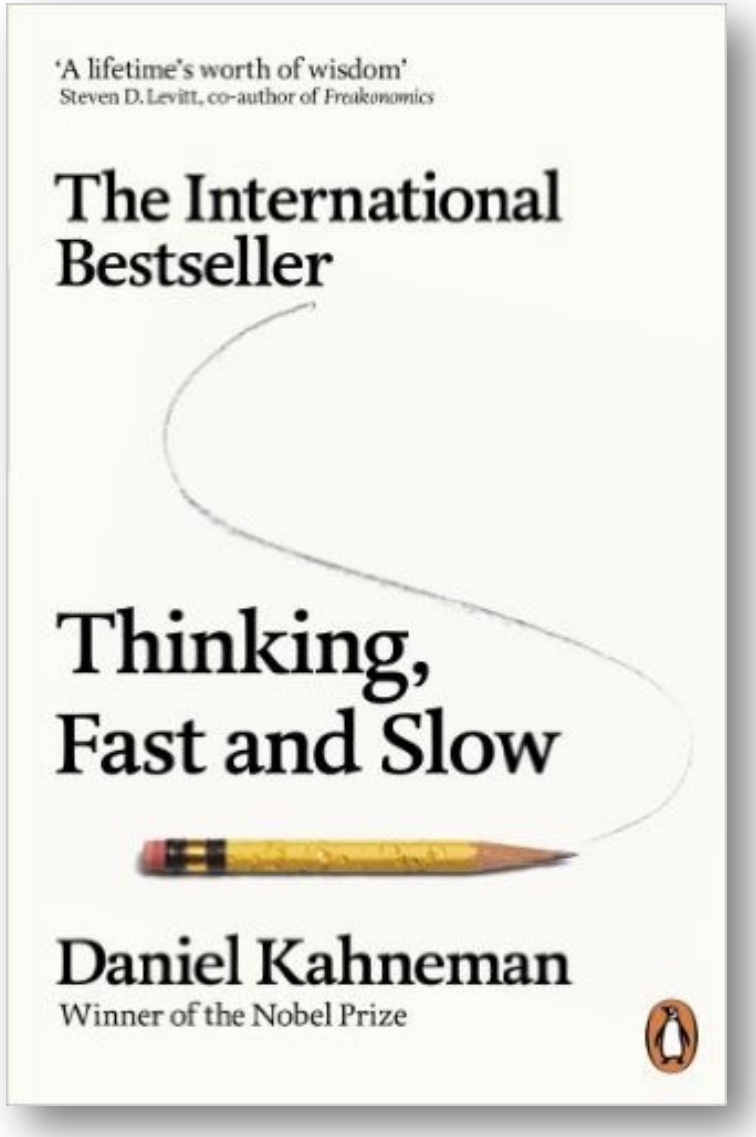
10. EmotionAI



System 1 thinking drives far more behaviour than System 2

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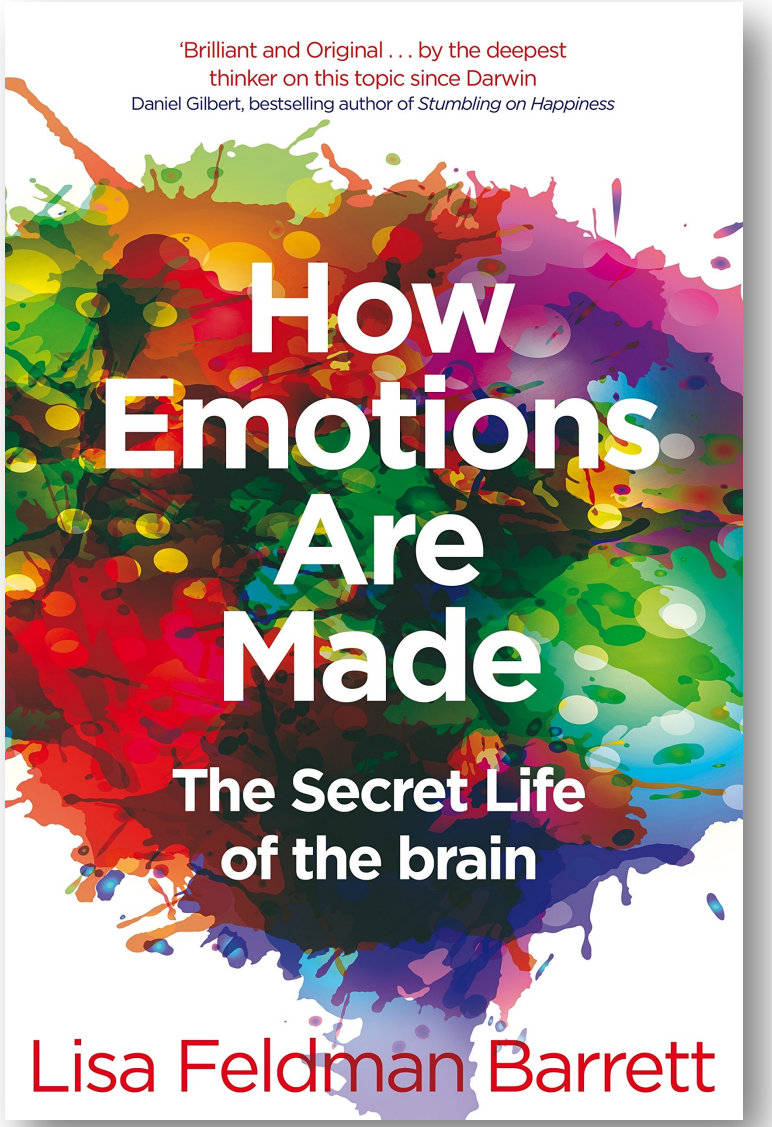
Advances in **neuroscience** are revealing the **human subconscious**



Radical new **theories of emotion** are emerging

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Psychology. Neuroscience. Emotion.

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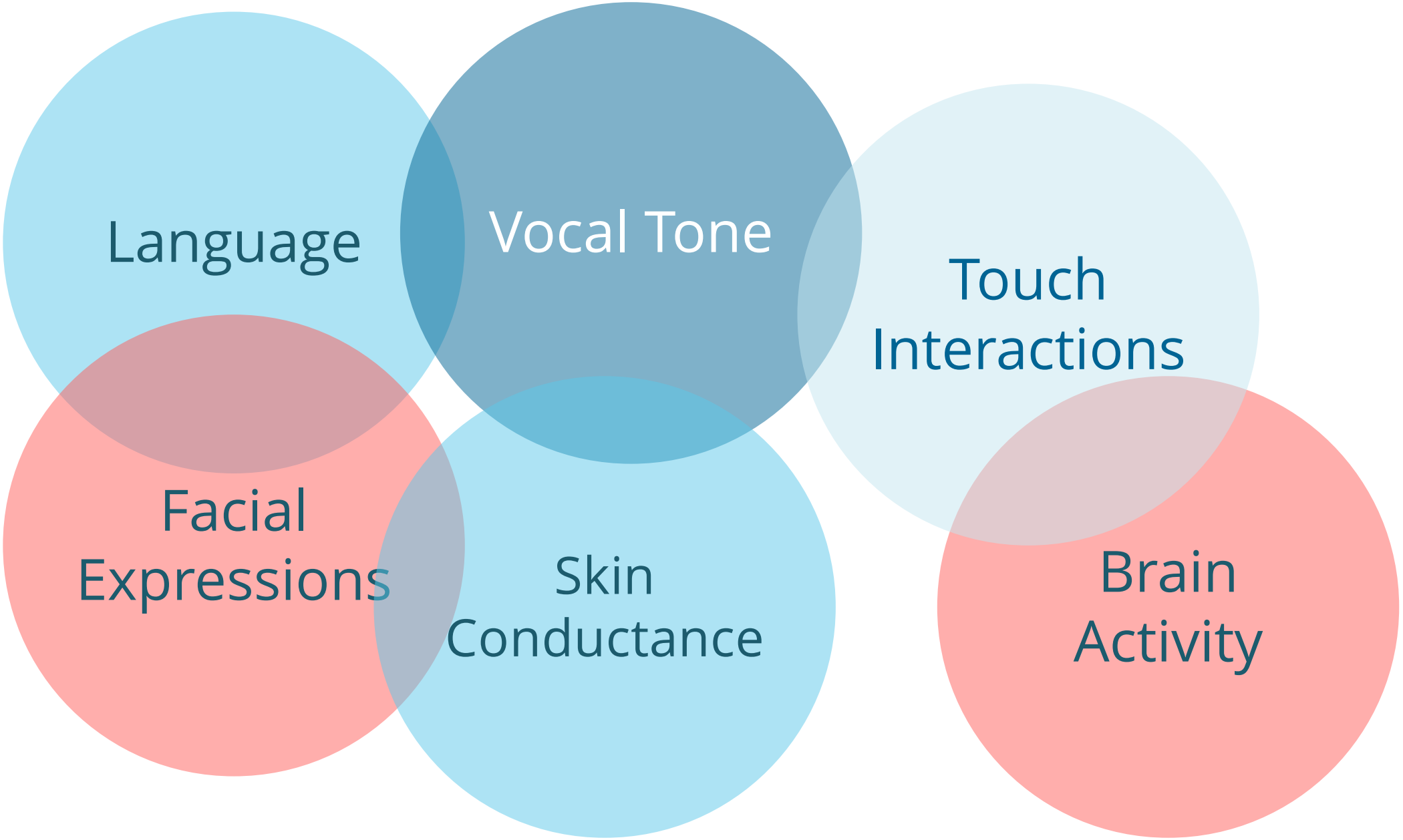
+

Machine Learning Low Cost Sensors



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Facial Expressions

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platforms
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:) Affectiva

EMOTION RESEARCH LAB

Affect Lab

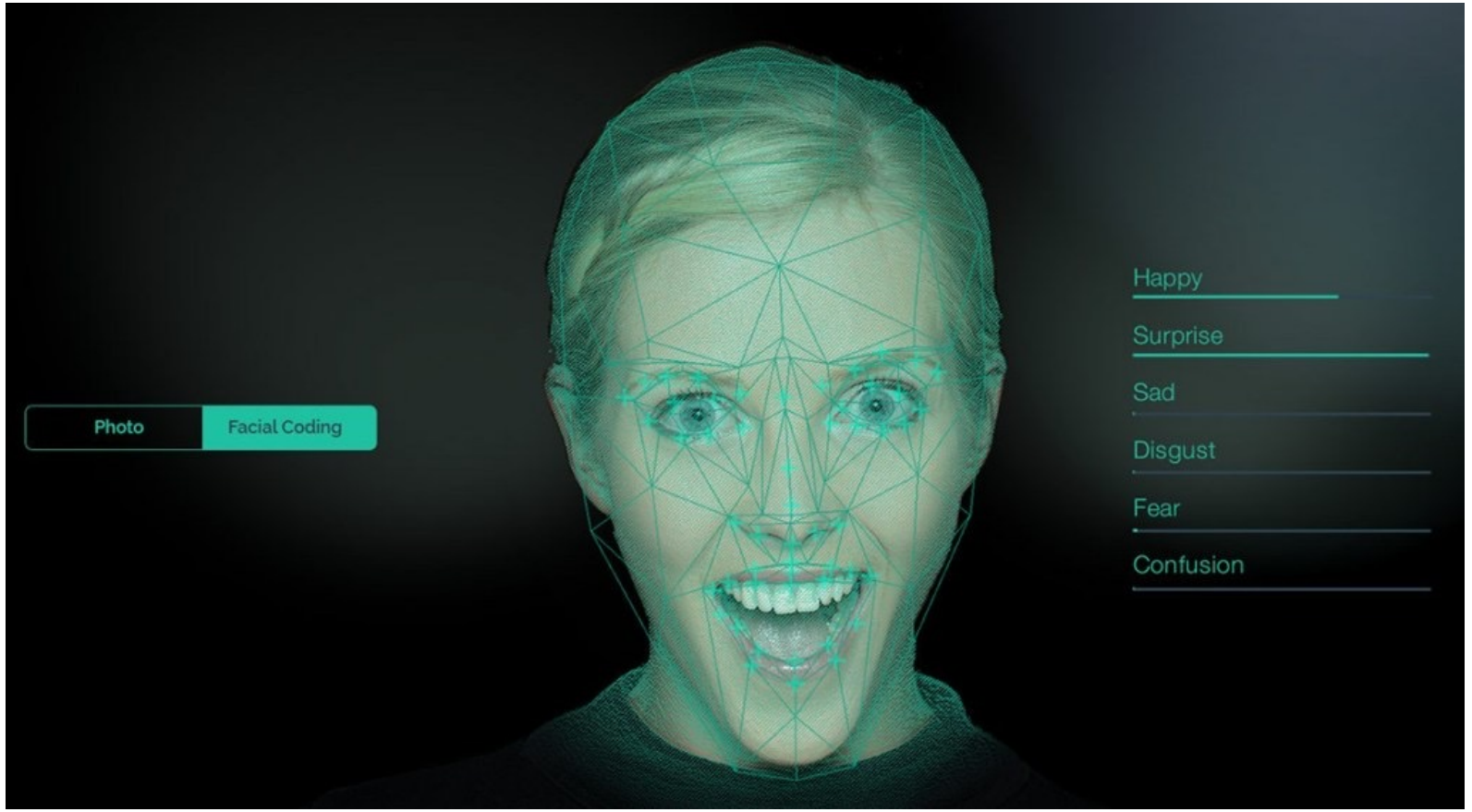
Noldus

TAWNY

UX Reality

realeyes™

insight platforms .com



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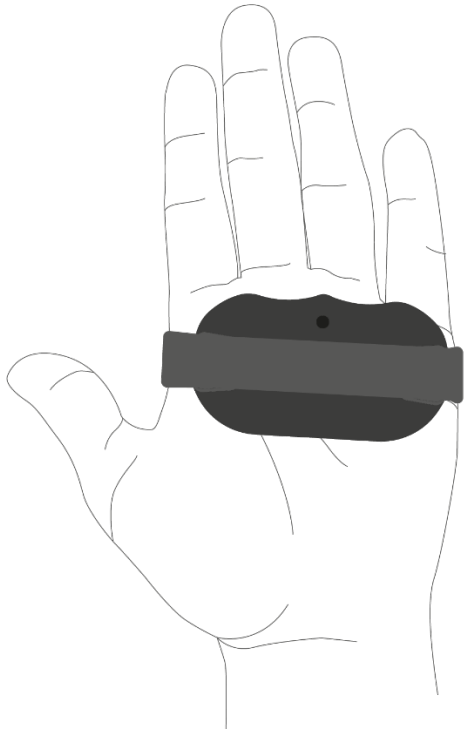
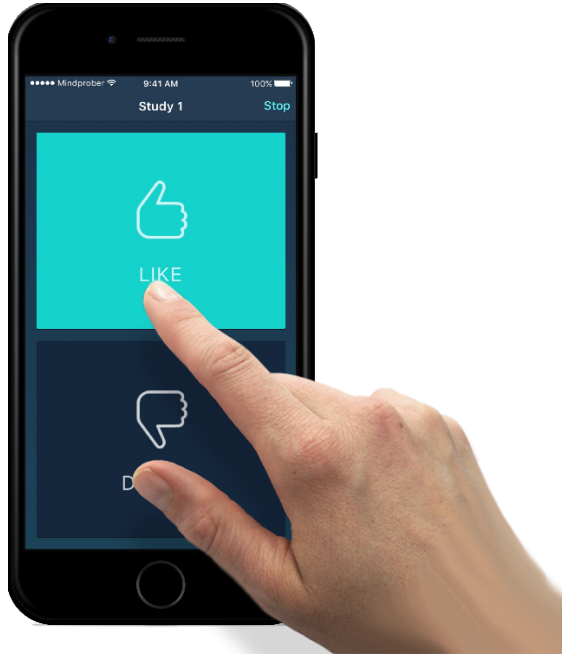
Skin Conductance

mindprober

insight platforms .com





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Touch Interactions

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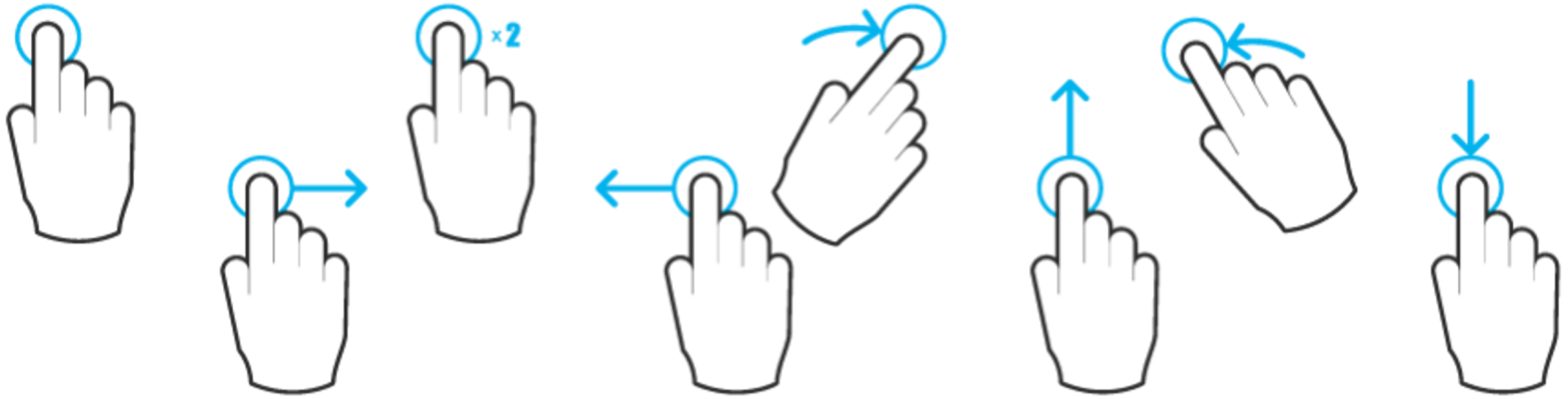
emaww

Taps, Swipes, Clicks and Scrolls reveal Emotions.



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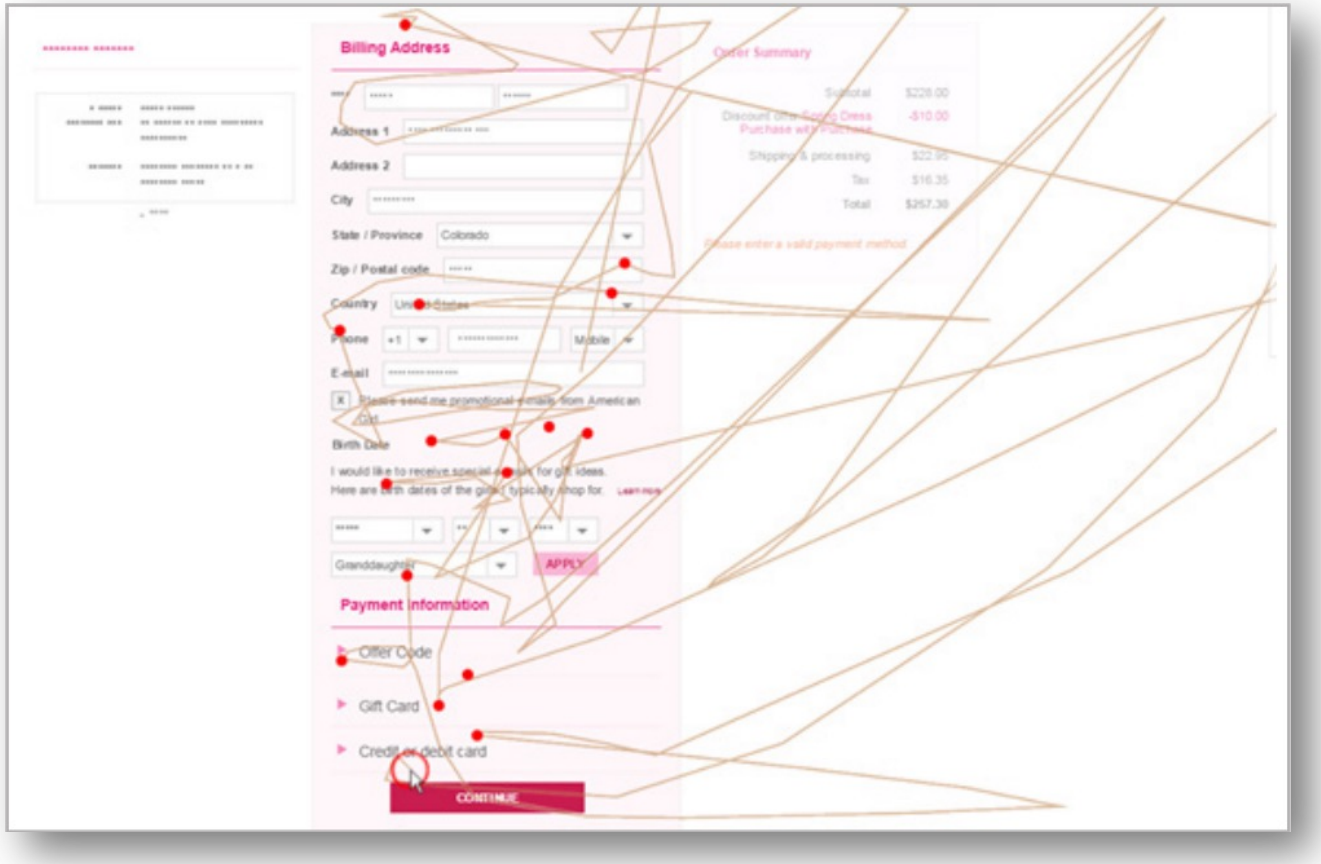

DECIBEL

Vocal Tone

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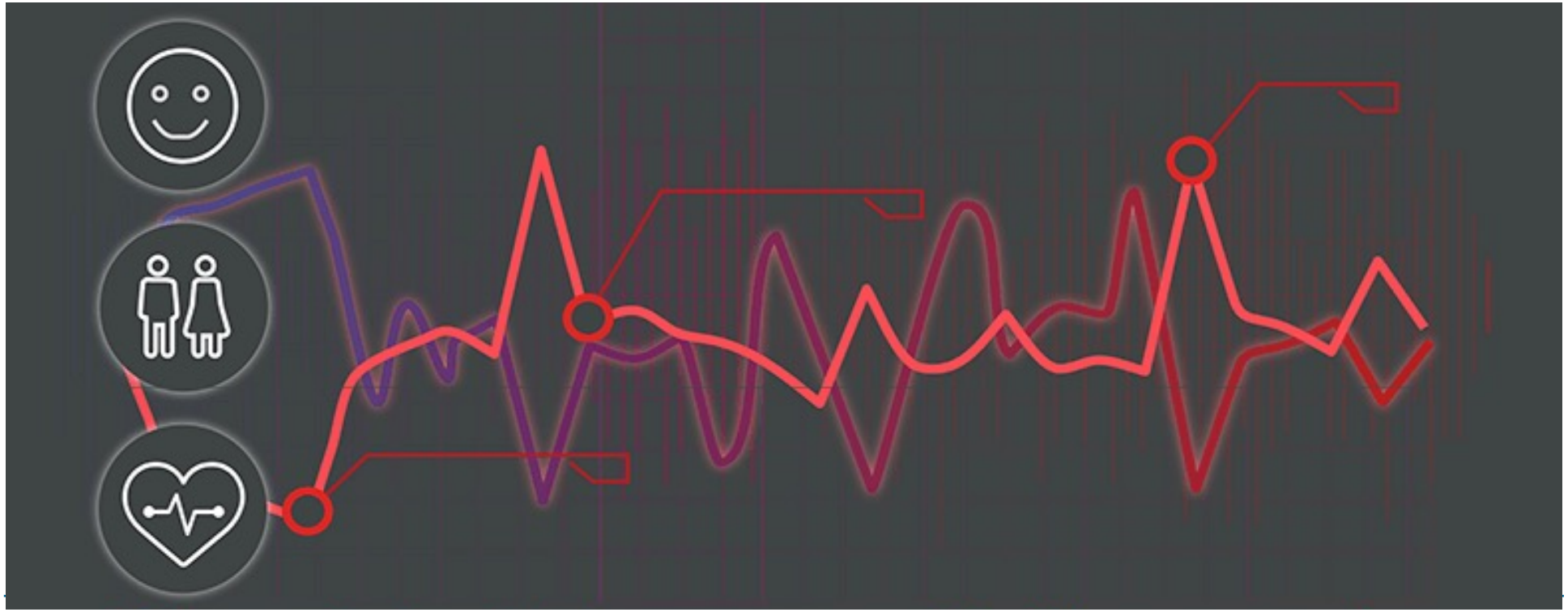
audEERING™
Intelligent Audio Engineering

Audio & Acoustic Analysis



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Brain Activity

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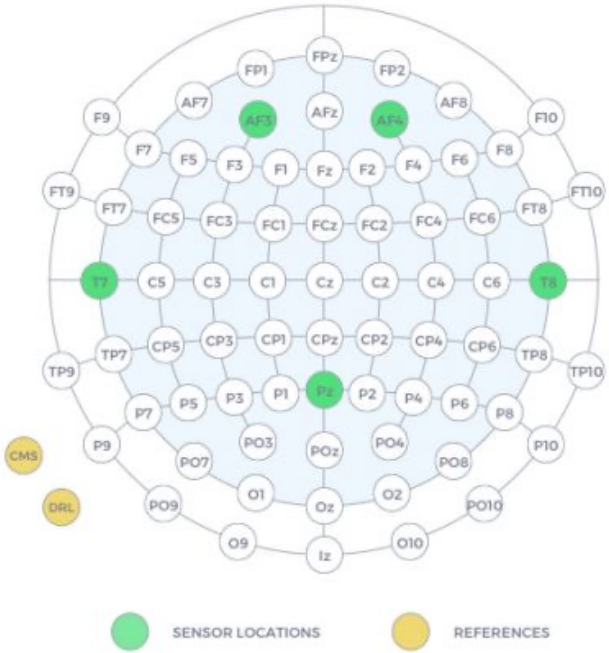
EMOTIV



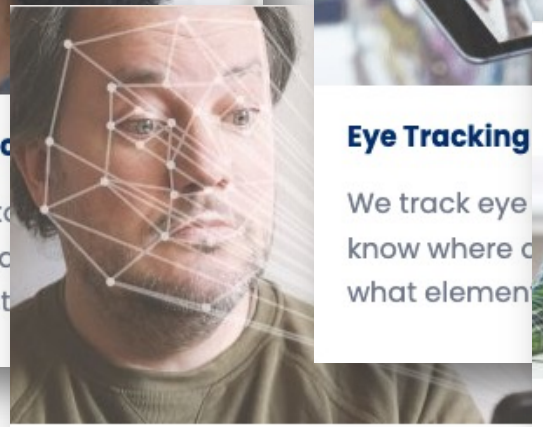
entropik TECH

Automatic Speech Rec

We use Voice AI to aut
transcribe voice recor
recognize emotional st

Eye Tracking

We track eye
know where
what elemen



Facial Coding

We teach computers how to recognize facial expressions and associate them with emotions

Brainwave Mapping

We use EEG headsets to measure responses towards sensory stimuli like touch, smell and taste

https://www.insightplatforms.com/demos/platform-demo-entropik-tech/

Element Human

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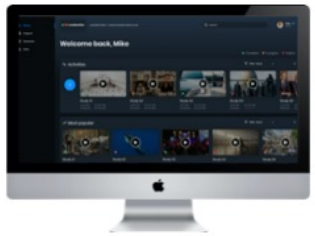
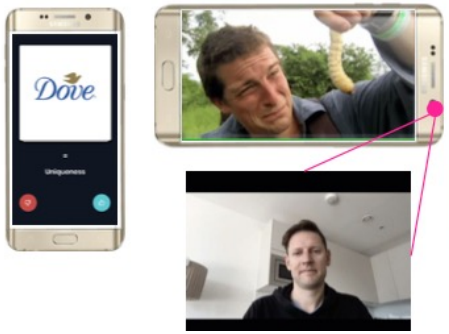
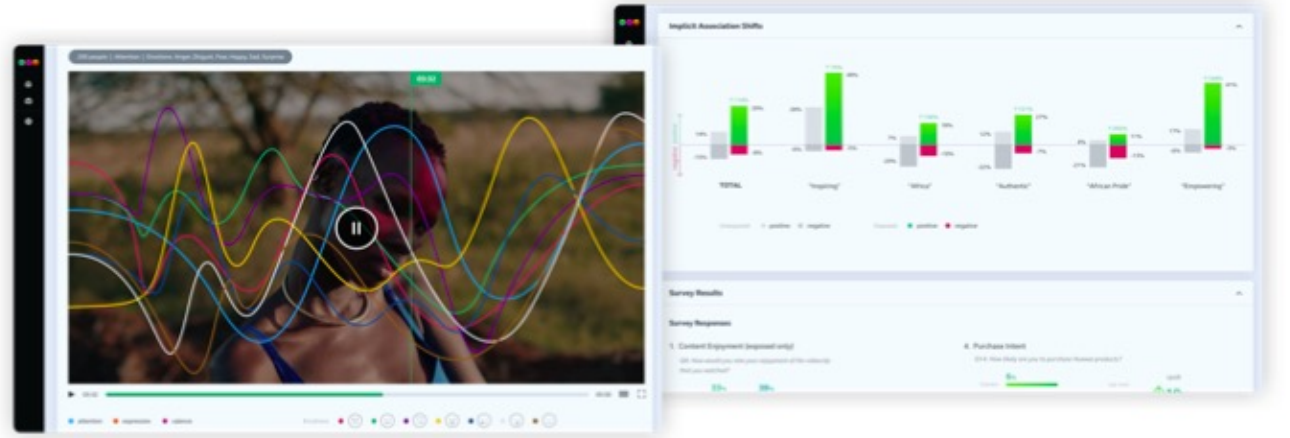
Upload and Launch → Profile Data → Reaction Time Test → Eye Gaze Expression → Survey Questions → Reaction Time Test → Link to Internal Metrics



API
Survey



Views
Clicks
Cart size
Registers



Element Human

Facial & Emotion Recognition – What's the Difference?

A free ebook from Element Human that explains the key differences between facial recognition, verification and biometrics; and explores the use cases, advantages and drawbacks of each technology.

Read Now →

WATCH NOW

Platform Demo – Element Human

Element Human Demo.

Element Human is a customer understanding platform that blends question data & biometrics (eye-tracking, facial coding, implicit response) using Human AI.

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Behavioural Insights Summit
Virtual Summit | Oct 2021

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11. Automated Eye Tracking

Dragonfly AI

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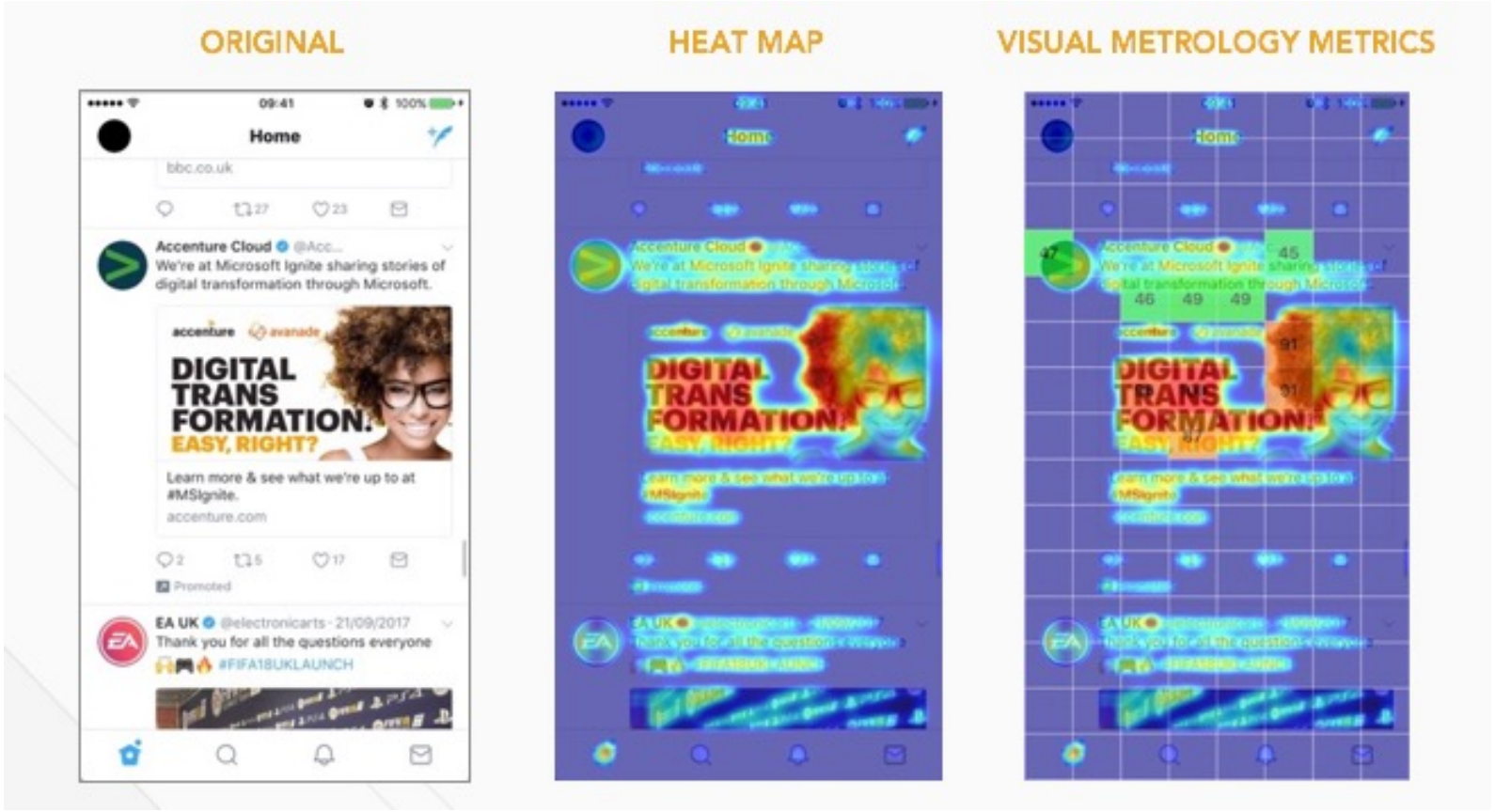

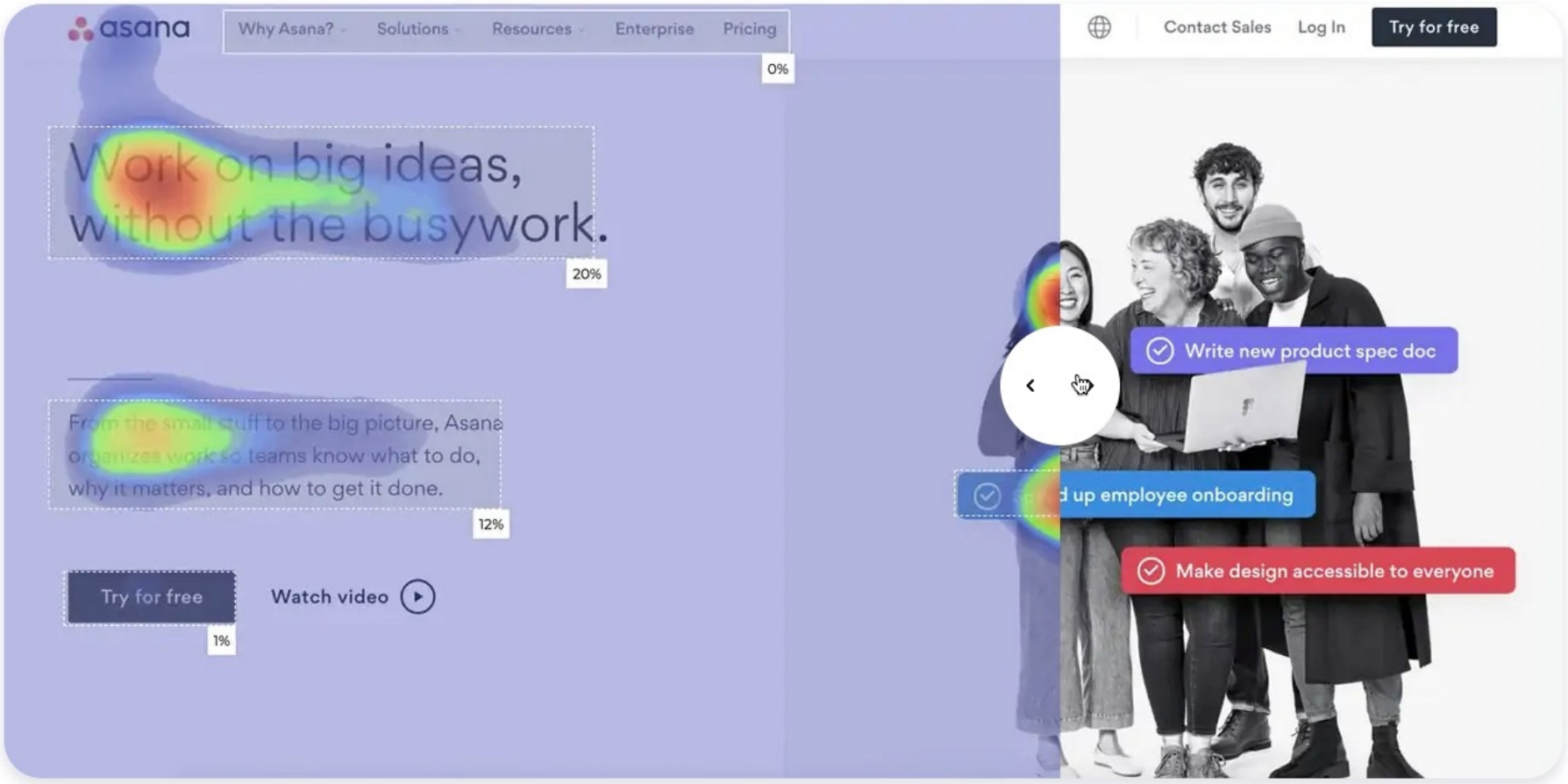
asana
Why Asana?
Solutions
Resources
Enterprise
Pricing
0%
Contact Sales
Log In
Try for free
Work on big ideas, without the busywork.
20%
From the small stuff to the big picture, Asana organizes work so teams know what to do, why it matters, and how to get it done.
12%
Try for free
1%
Watch video
Write new product spec doc
up employee onboarding
Make design accessible to everyone

https://www.insightplatforms.com/can-automated-eye-tracking-ever-replace-humans/

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12. Respondentless Surveys

zappi

Test Ads Now

Test video ads for free with Zappi. Improve your digital ad performance with consumer data built on millions of dollars of ads.
Instantly benchmark your ad against three key metrics, and get three expert recommendations. 3 steps, no fees, and your ad won't be stored anywhere 🧘

Upload your digital ad

Choose a video to learn about.
Test up to 5 ads for free.

Tell us more about it

Add a few tags, and then our algorithm can get to work.

Get your prediction!

Your scorecard will be ready instantly.

https://www.zappi.io/app/digital_prediction

https://www.insightplatforms.com/demos/platform-demo-kantar-marketplace/

https://www.insightplatforms.com/summits/ai-summit-2022/

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AI for Pragmatists

Useful stuff you can do with it today

Mike Stevens