MARKETLOGIC

Use APIs to turbocharge market knowledge with AI

A guide for IT, digital transformation leaders, and SVPs of insights

What's inside?

Introduction

IT specialists, digital transformation leaders, and SVPs of insights face mounting pressure to implement gen AI capabilities at scale across the business, and demonstrate clear gains. To do this, they must improve employee connection to data-driven insights so the organization can boost productivity and enable winning decision making. But sprawling tech stacks, unworkable integration, and AI inaccuracy are impeding their ability to realize the promises of generative (gen) AI.

In this guide, you'll learn how IT and digital transformation leaders like you can leverage the right AI tech at the right points in your tech stack, so your organization can tap into workers' true productivity, get the best ROI for AI tech spend, and leapfrog ahead of competitors.

Let's look at the current challenges you are facing, and how you can overcome them by implementing robust, agile solutions like APIs for AI-powered market insights that will stand the test of time as AI development rushes forward.

1

IT & digital transformation leaders face mounting pressures in gen AI era

Extra pressure on IT function to realize AI potential

The potential of gen AI to increase productivity and competitive gains is palpable. Lenovo's 2024 Global CIO Report cites 83% of CIOs believe AI will deliver the most value in productivity gains, whether it's from streamlining previously labor-intensive tasks, enhancing employee experience, or better information management.

Furthermore, the report says 77% of IT leaders expect AI to deliver competitive value in some form over the next two years, whether it's from improved customer experience, new product lines, more effective marketing, or enhancing product/service lines.

83%

of CIOs believe AI will deliver the most value in productivity gains

77%

of IT leaders expect AI to deliver competitive value

Similar studies focused on other business functions, including marketing, have also documented high expectations for AI.

Almost three quarters of marketers in the US, UK, and Australia believe gen AI will eliminate busy work, and transform their roles in the following ways:

Analyzing market data (58%)

Analyzing performance data (58%)

Creating groups or segments for marketing campaigns (57%)

Creating marketing campaigns and journey plans (55%)

Personalize messaging content (54%)

Gen AI use at work has skyrocketed globally, and organizations are already seeing gains. According to McKinsey, 37% of respondents in its global survey of business leaders, say they've seen meaningful cost reductions in their marketing and sales function due to gen AI use. Additionally, 53% of respondents attribute meaningful revenue increases in their marketing and sales function to gen AI use.

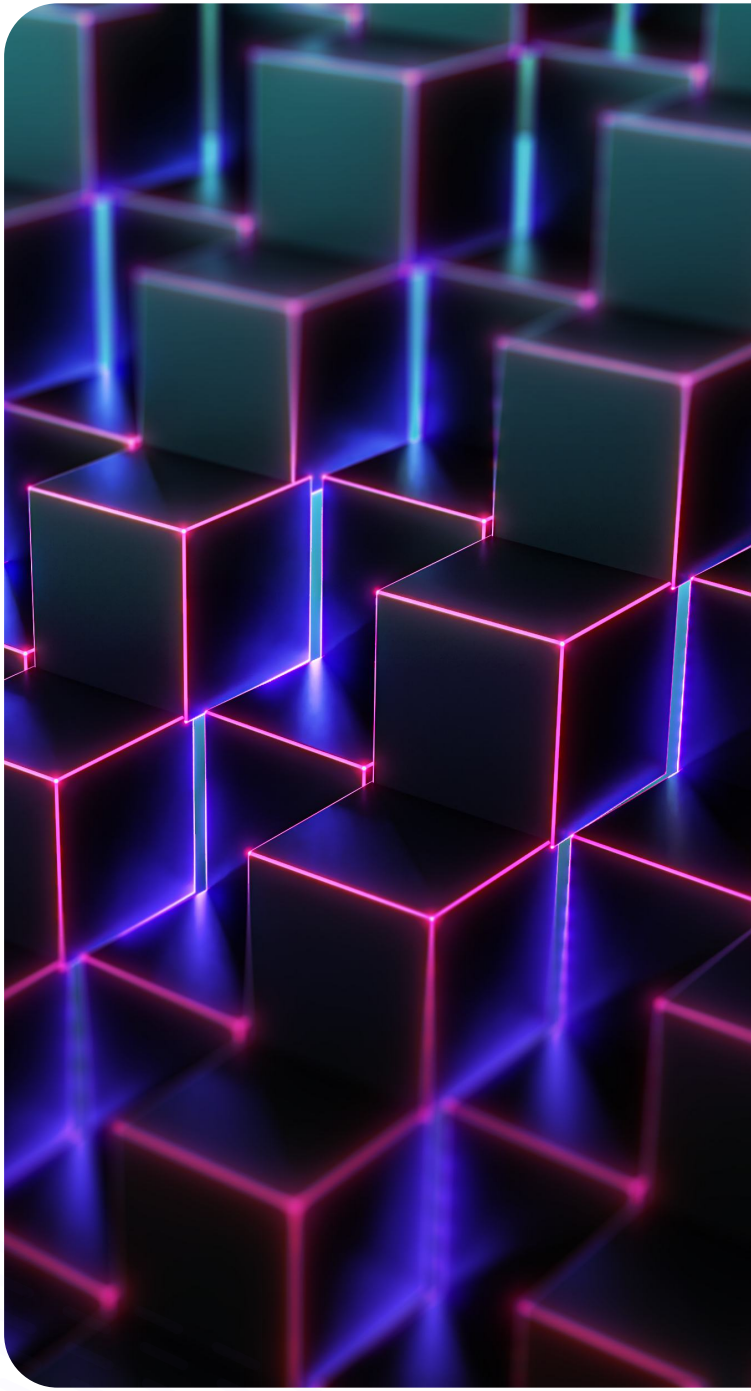
But with great potential comes great pressure. Asana's study found a staggering 72% of IT professionals have felt stressed by the pressure to implement AI-driven automation at least once per month in the past six months. The survey also found that IT leaders are being asked more often for critical business advice on operations, strategic planning, and business objectives.

Sprawling tech stacks hinder connection to data-driven insights

A survey reveals that 95% of leaders agree their organization's overall success relies on timely, accurate, complete, and accessible data, while 89% say customer analytics is a critical competitive differentiator for their organization.

However, digital clutter and sprawling tech stacks is a major impediment to organizations connecting data-driven insights to employees. Three quarters of IT decision makers in one survey said connecting data-driven insights to user experiences is a top challenge for them, yet 81% said data silos hinder their efforts.

Gen AI promises to overhaul how organizations leverage data, but IT leaders must make strategic AI investments and avoid extraneous tech spend: Asana reports a quarter of US and UK IT leaders say they regret investing in AI too quickly, and 44% said they regret overinvesting in too many new IT investments in the last six months. Meanwhile, 64% of IT leaders say reducing redundant technologies is critical for them to navigate future challenges.



Difficult integration slows AI progress

To avoid the pitfalls of too many tools and overspending on technology, it's more critical than ever for organizations to adopt AI systems that work together. But a whopping 95% percent of IT decision makers say integration issues are a major impediment to AI adoption. IT and digital transformation leaders are tasked with either building in-house AI systems, buying for ease of integration, or both.

According to a recent Lenovo survey, 81% of CIOs globally are leveraging third-party AI tools or deploying a mix of third-party and proprietary AI. However, gen AI customization in-house can be slow, resource-intensive, and complicated. McKinsey finds gen AI high performers who significantly customize gen AI in-house are more likely to face a range of challenges: 75% of gen AI high performers say they experience difficulties with data, including developing the ability to quickly integrate data into AI models and an insufficient amount of training data.

Concerns about gen AI accuracy are a top barrier

Confounding bloated tech stacks and integration issues is the search for secure gen AI insights your employees can trust. Employees need reliable, accurate answers to their business questions in order to fully take advantage of gen AI gains, but many organizations find popular gen AI tools aren't there yet.

In fact, 31% of marketers in the US, UK, and Australia say AI accuracy and quality is a top concern. Asana found that 47% of workers in the US and UK are worried about making decisions based on unreliable information from gen AI. And Lenovo revealed that 30% of CIOs globally cite potential 'unseen' and implicit biases in the top three barriers to AI adoption. Meanwhile, over half of IT leaders in the US and UK say they feel stressed weekly or more around data compliance and accuracy.

47%

of workers in the US and UK are worried about making decisions based on unreliable information

2

Why IT leaders need specialized generative AI for market knowledge

> ***It's critical for IT leaders like you to understand what makes a good AI vs. a not-so-good AI for market insights. A one-size-fits all, generic gen AI tool won't give your organization the game-changing insights you want and need to see a higher ROI from your tech spend.***

Specialized insights gen AI eliminates reliability & accuracy concerns

If your organization uses a generic generative AI tool in an attempt to infuse market insights into workflows, you won't get the ground-breaking results you need to justify the cost.

Even if your primary AI tool, like Copilot for Microsoft 365 for example, has access to your knowledge assets, it's not specially trained to understand market intelligence contexts fully. This can lead to hallucinations, inaccuracies, and time wasted on verifying low quality outputs.

Market knowledge and understanding has its own complexities and contexts.

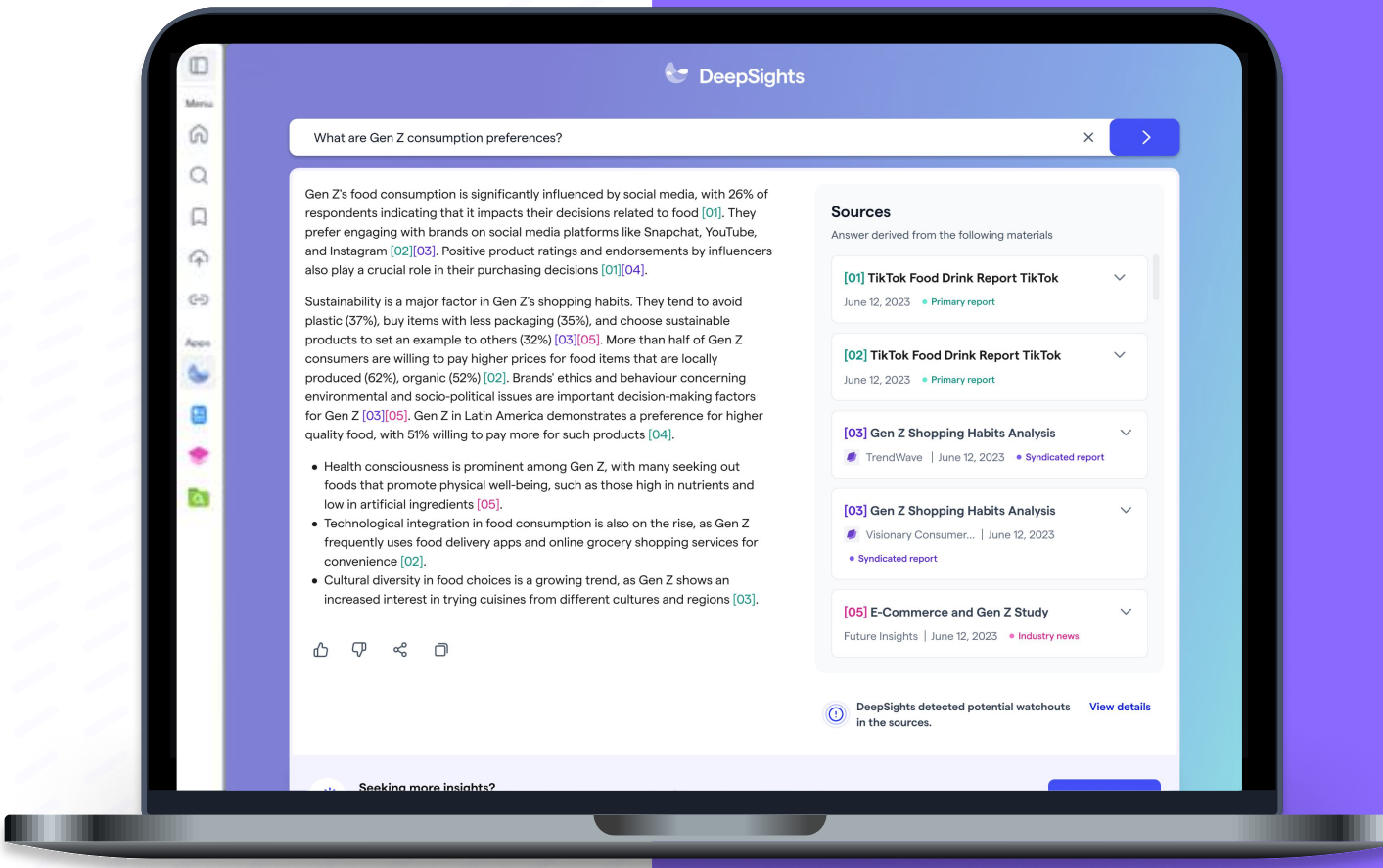
Gen AI tools need to be fine-tuned and calibrated to deal with the nuances of exploring market research, competitive intelligence and customer feedback so they can provide contextually accurate and relevant answers.

For example, an AI that doesn't recognize how different elements within a voice of customer market survey work together can make significant errors. For instance, the AI may mistake questionnaire statements or individual quotes for representative data, or misinterpreting sample compositions as actual consumer numbers.

Consumer, category, brand, and market knowledge is also highly context-dependent. If your gen AI tool can't recognize that, it may offer-up irrelevant information or, even worse, misunderstand your organization's valuable insights. For instance, the AI may mistakenly apply urban American shopping habits to rural Japanese markets.

Fit-for-purpose insights AI gives better answers, and that saves time and resources.
Health technology firm Philips recently tested a generic AI tool against a specially trained AI-for-insights, and found that the AI insights tool, DeepSights™ provided better quality answers than generic AI tools like ChatGPT, while shaving 7.5 hours off the time required to research questions about the market.

Before choosing a gen AI tool, ask yourself: Can it decipher if the data precisely applies to the context of the query — or does it surface weakly related data when other evidence in your knowledge assets was actually more relevant and recent? Can it consider your organization's best practices, like when you have a preferred intelligence source for certain kinds of information? Does it say "I don't know" if there isn't enough evidence? Or will it hallucinate like many generic AIs are known to do?



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Five ways to maximize your AI architecture & tech spend with APIs for market insights

Integration of insights directly into applications is a game changer. It accelerates the realization of insights' value and amplifies the impact of insights on business performance.

— Christian Niederauer, Vice President, Global Insights and Consumer Affairs, Colgate-Palmolive

Can your organization avoid bloated tech stacks, integration issues, and gen AI inaccuracy, yet still leverage new generative AI technology for unprecedented business impact? The answer lies in a pre-calibrated, specially-trained AI for market insights technology called DeepSights™ and its powerful API sibling, DeepSights™ API.

DeepSights™ API is not just another AI tool — it's a strategic asset you can slide into your digital architecture to streamline AI insights across your organization and see a transformative impact.

1. Tap into market knowledge from any app

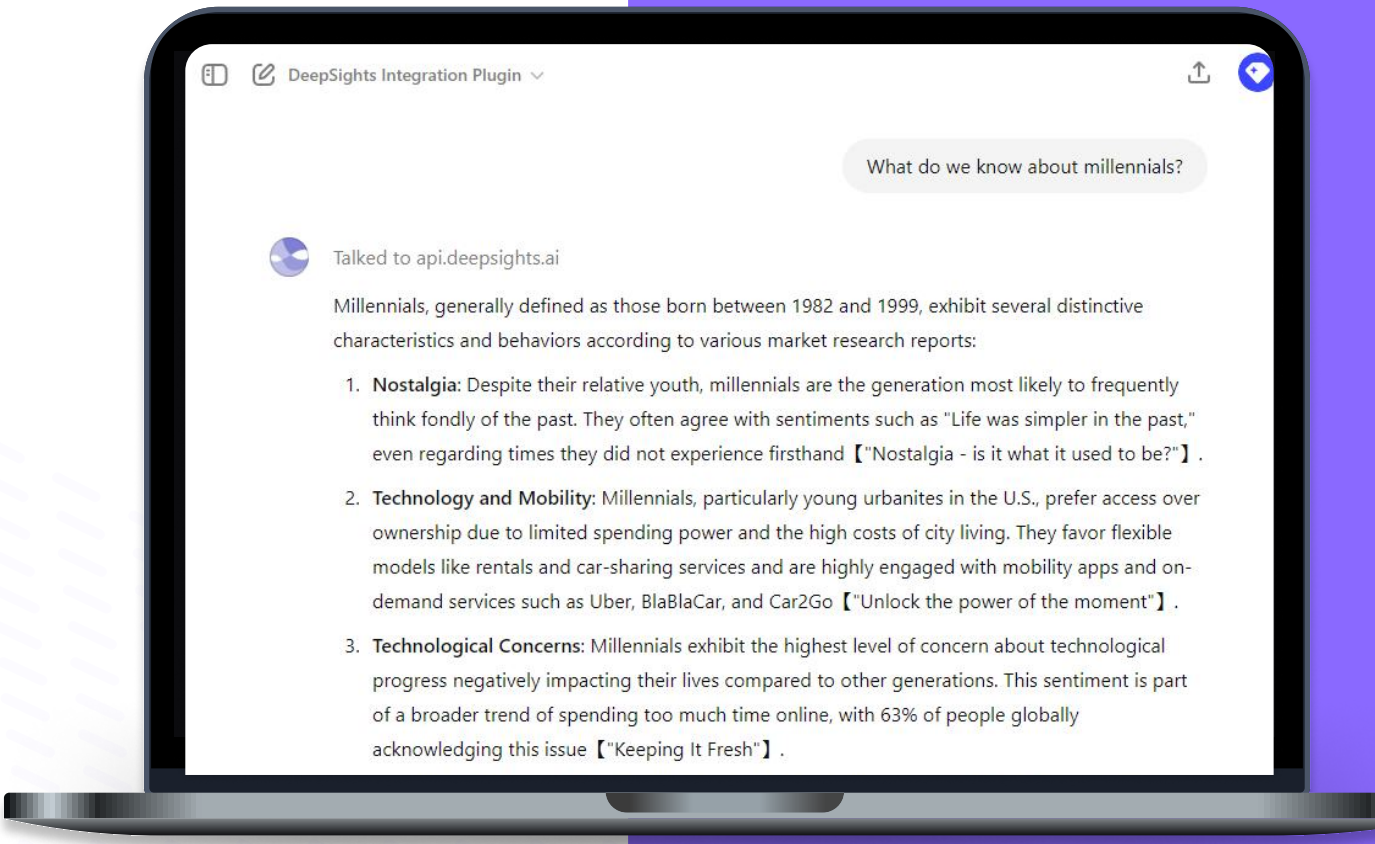
If you want to streamline and optimize your tech stack but still take advantage of specialized gen AI for insights, you need the freedom and flexibility to securely infuse trusted market insights into any business-critical workflow you choose. DeepSights™ API allows you to wire-in an AI-powered insights assistant into any application. This provides your business users with an AI insights assistant that expertly understands market contexts and helps them by answering business questions accurately using only trusted sources. Those users can also instantly deepen their understanding by having DeepSights™ generate a more detailed insights report with just one click.

The API allows you to securely provide trusted, proprietary insights to end-users directly within any preferred business apps, like Microsoft Office 365, Google Workspace, and other in-house custom systems.

Choose an AI-to-AI connector

DeepSights™ API doesn't just better equip humans for decision making, it also accelerates the impact of AI tools in your tech stack.

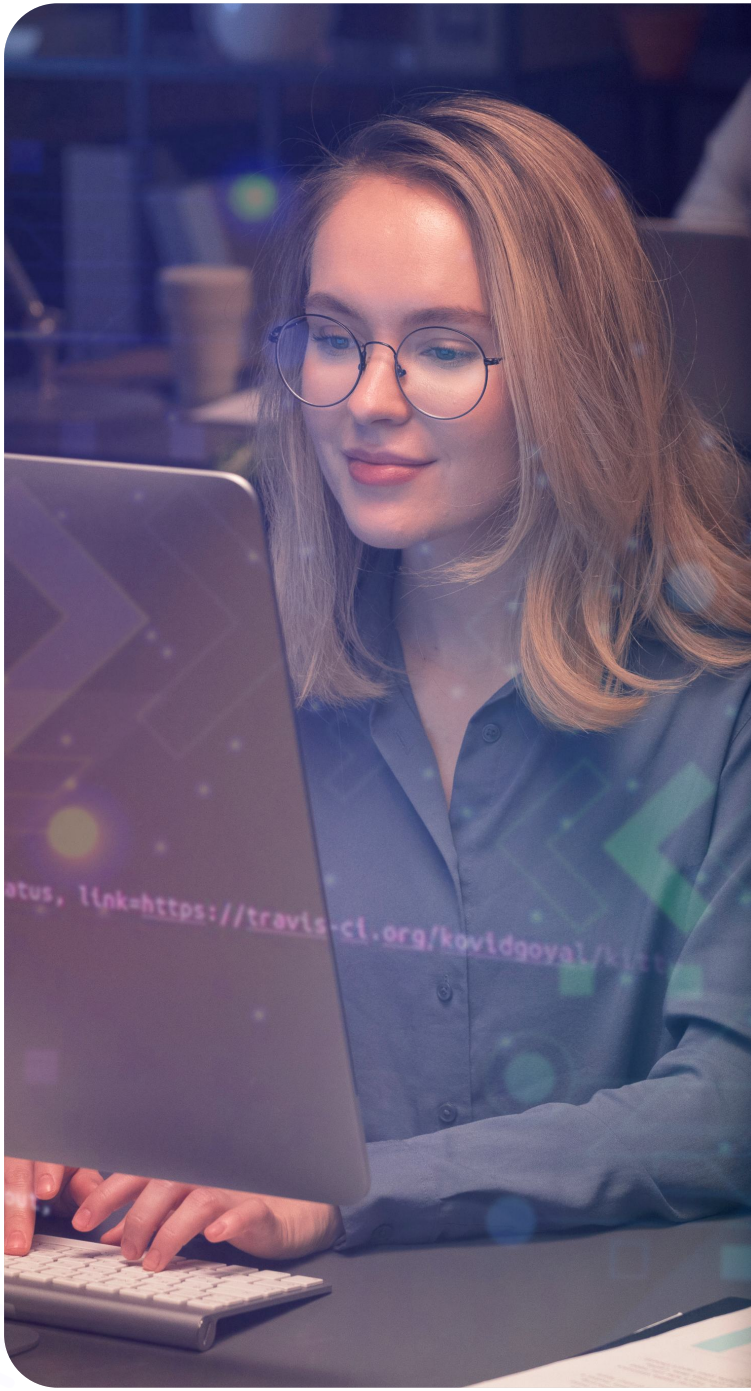
You can leverage the API to feed trusted market insights into other AI tools, like AI-powered concept generators, ChatGPT enterprise, or Microsoft Copilot. That means you can maximize the tech stack you already have, eliminating inefficient tech spend, and scale insights for game-changing decision making across your organization.



2. Easily integrate trusted market insights into any IT system

It's critical for you to boost your technology ROI by saving on in-house developer time and resources. You can increase time savings by ensuring tech teams have trusted, secure insights APIs they can easily integrate and build applications around. The key is to strategically leverage off-the-shelf, specialized AI tools like DeepSights™ with flexible APIs like DeepSights™ API, so you can harness proprietary AI technology trained specifically for market research insights and knowledge — without your teams having to build and train it themselves.

DeepSights™ API provides straightforward, clear, comprehensive documentation your development teams can use to seamlessly infuse market insights into your business through existing IT infrastructure. It will connect straight into your systems landscape, including your in-house federated search or intranet, enterprise knowledge tools, or any new systems you are currently building in-house.



3.

Scale market insights AI alongside business growth

As an IT leader or SVP of insights, you must avoid investing too quickly and too much in inflexible AI technology you can't scale alongside business growth. Specialized generative AI insights APIs offer highly flexible customization and can seamlessly adjust to increasing insights demands from the business.

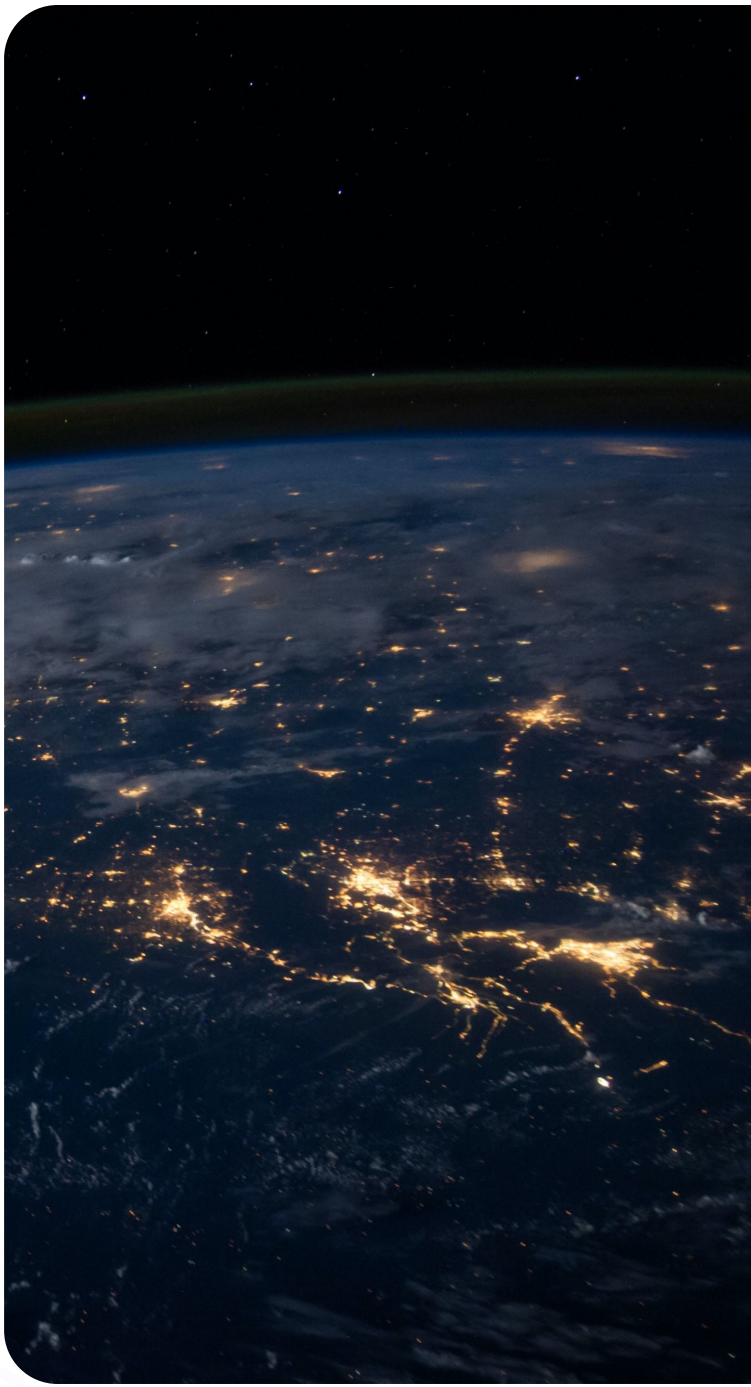
DeepSights™ API offers easily scalable options you can leverage as the business grows and your teams come up with new high-value use cases.

4. Accelerate secure growth of your market knowledge with automatic data ingestion

The sooner you can securely make fresh knowledge and insights available to decision makers, the sooner your organization can begin to see a return on investment. It's critical for IT and digital transformation leaders to choose AI systems that speed up and automate data ingestion. When you leverage DeepSights™ API, you tap into DeepSights™'s powerful integration framework, which streamlines data ingestion and content exchange from in-house systems.

It also gives you the flexibility to integrate unstructured document content from any source system, and ensure document retrieval and AI-generated metadata is available for processing in downstream applications.

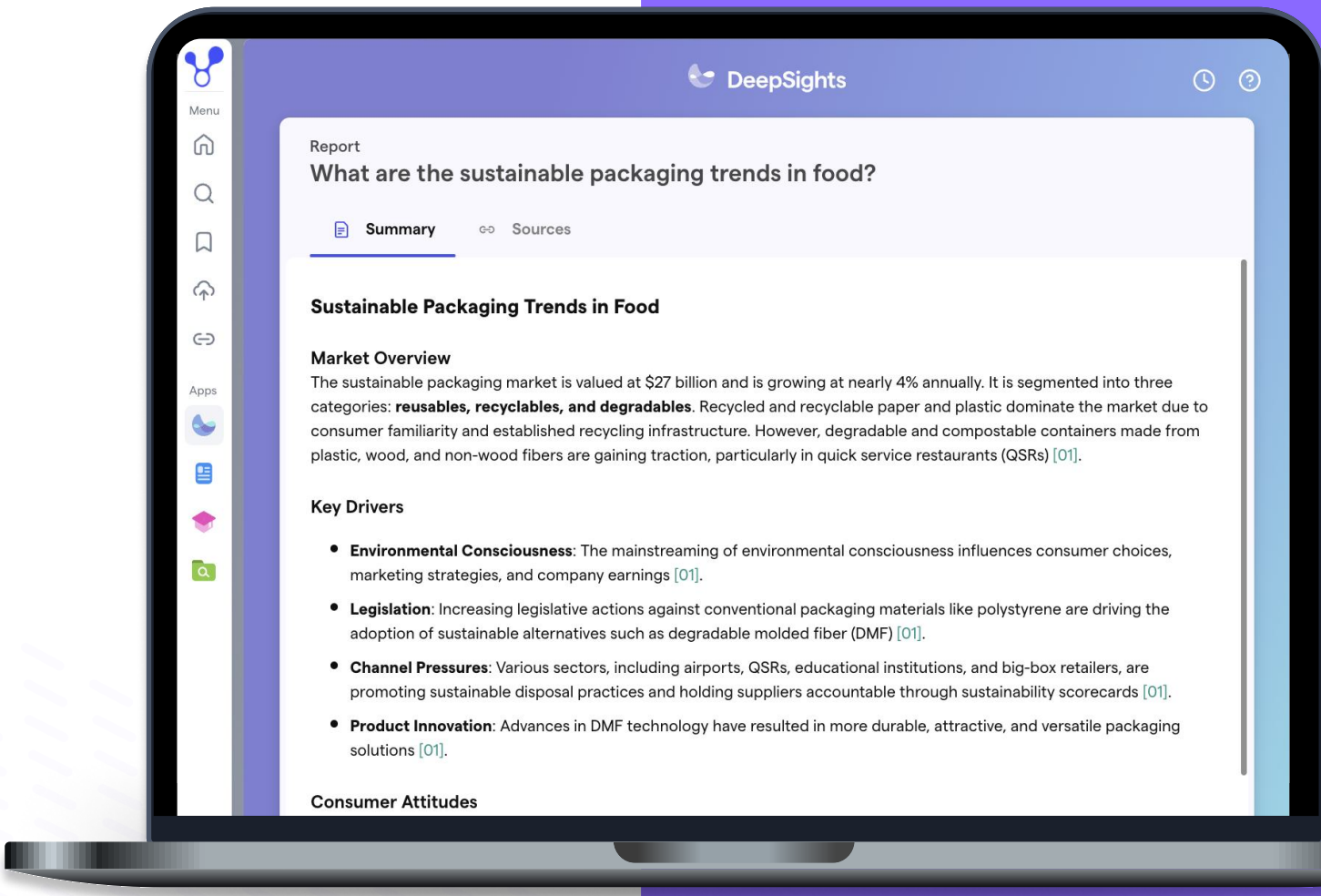
DeepSights™ can also correctly read and interpret structured data, like infographics and tables from market research documents.



5.

Invest in robust, secure, and compliant AI for insights systems

IT leaders must look for robust gen AI insights systems built with enterprise-grade security and industry regulatory standards. Deepsights™ uses a high-performance infrastructure that can efficiently manage large volumes of data through advanced data processing capabilities. They support user impersonation when retrieving AI answers and generating reports, ensuring the results reflect the respective user's access permissions on the platform.



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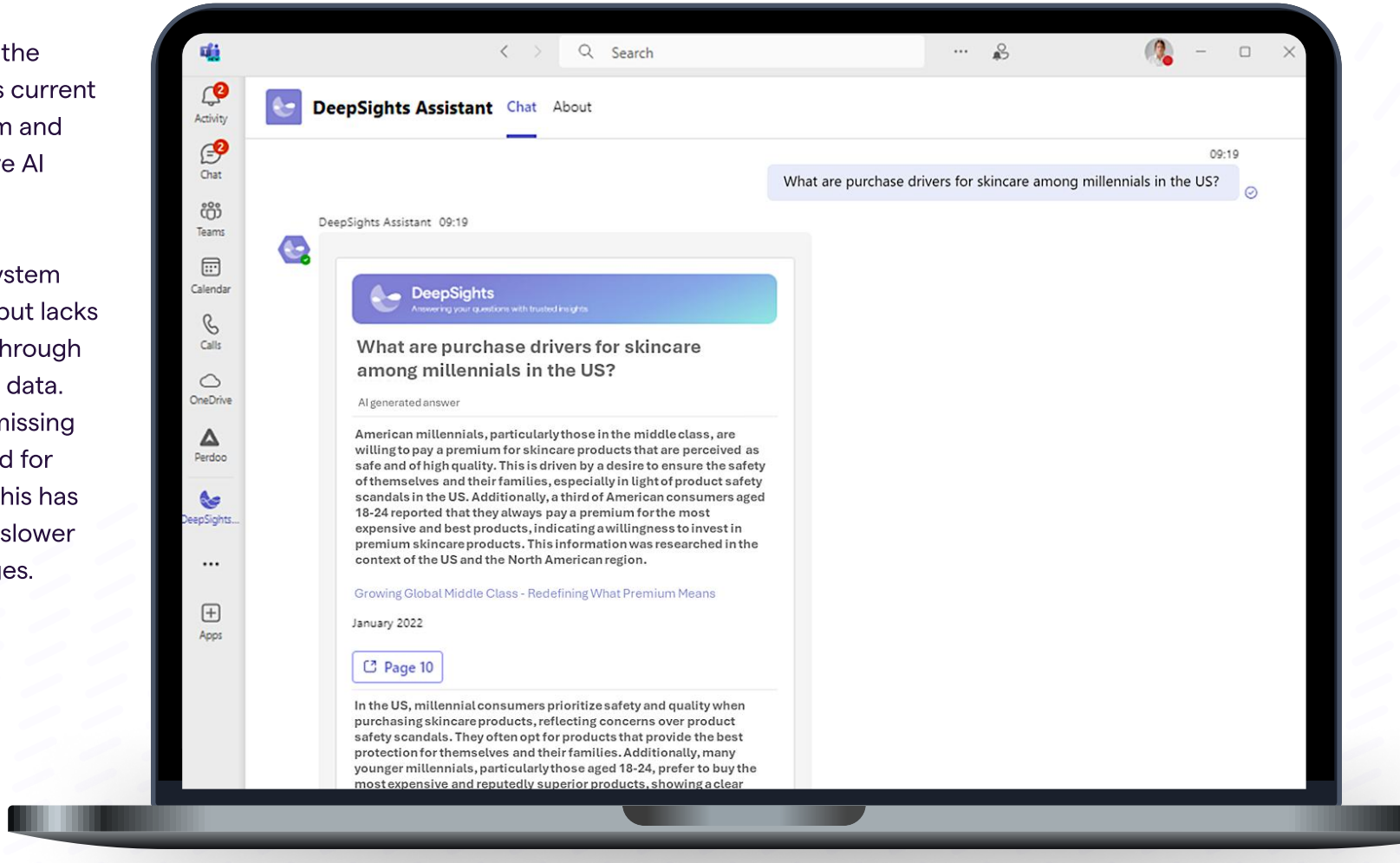
DeepSights™ API use cases — feed downstream applications with trusted market insights

1.Use case: AI-to-user facing apps

Use case 1: Securely feed trusted AI-powered market insights into intranet searches

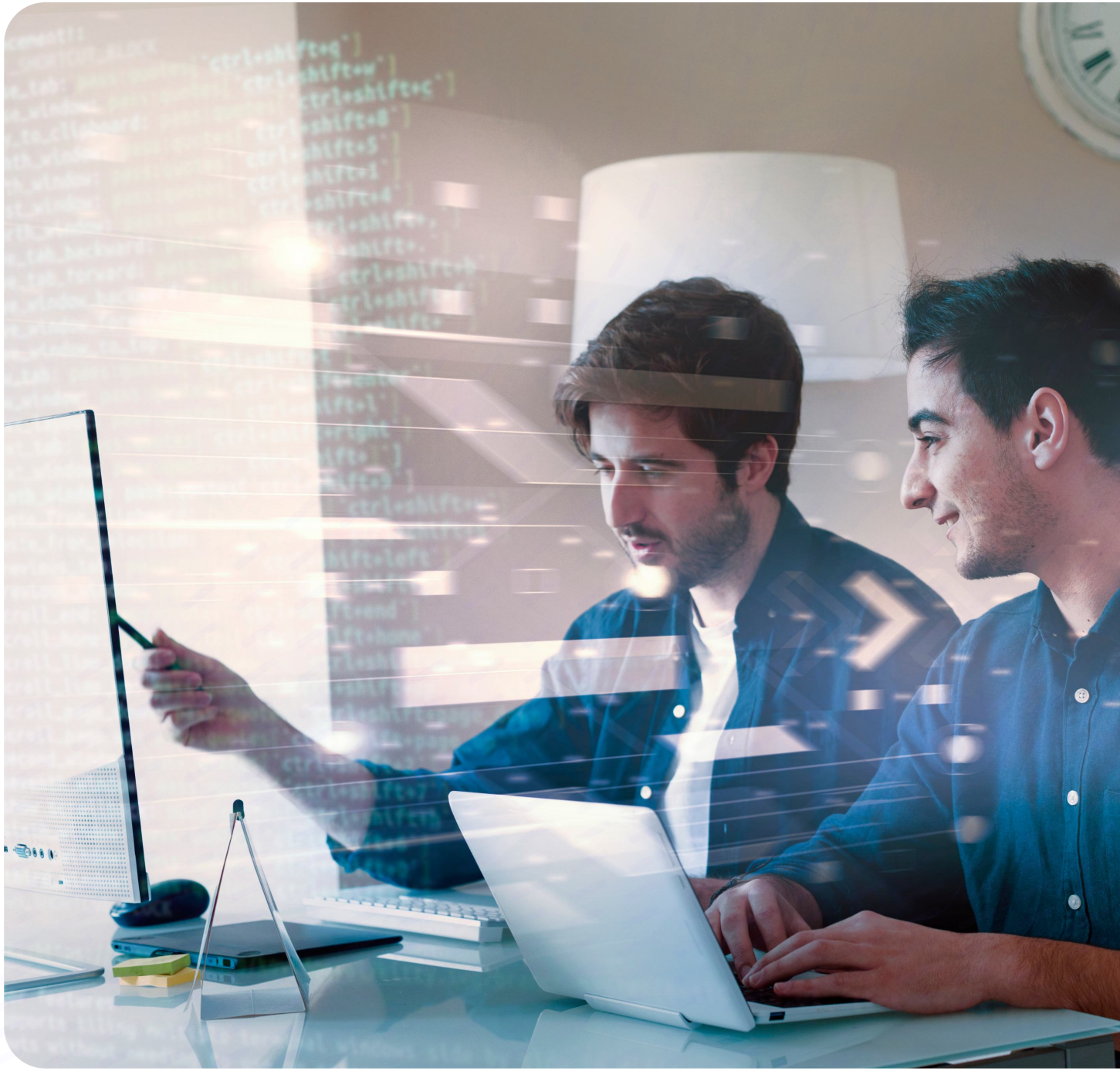
- Picture this: An IT leader at an international retailer recognizes the limitations of their organization's current corporate search intranet system and wants to leverage new generative AI technology to transform it.

- The existing corporate search system integrates various data sources but lacks the ability to effectively search through it all, especially newly integrated data. The system is inefficient, often missing critical knowledge assets needed for strategic decision-making, and this has led to missed opportunities and slower response times to market changes.



- The organization wants to expand their search system's capabilities to include primary, paid, public, and licensed content. The IT team employs DeepSights™ API in order to surface AI-powered, natural-language answers based on a comprehensive search of all the knowledge assets that they have uploaded to or integrated with DeepSights™, directly into their corporate intranet search system, including access to documents that underpin the answers.

- With complete access to their knowledge assets, the team finds employees spend less time searching for information, leading to quicker decision-making and increased operational efficiency. The team decides to also leverage DeepSights™ standard integrations into Microsoft Teams. Now, business users can simply @mention DeepSights™ directly in their chats to ask business questions and get reliable answers in daily conversations.



2.Use case: AI-to-specialist AI

Use case 2: Feed reliable, proprietary insights into concept-generating AI tools

- An IT team at a global FMCG company wants to leverage generative AI to help their marketing teams come up with concepts more quickly and speed up their workflows.
- The team decides to develop a concept generator using an LLM, but the system only has access to generic public-source information. In order for the concept generator to come up with truly novel and competitive concepts, it needs to be connected to all of the company's proprietary knowledge assets and understand which are the most relevant to the concept at hand.
- The team deploys DeepSights™ API to securely and expertly push the company's knowledge assets directly into their concept generator.
- Now when the marketing team asks the concept generator for a list of concepts on a certain topic, DeepSights'™ AI technology is in the background informing the concept generator of the most relevant knowledge that should underpin the concepts it generates.
- With the ability to quickly develop highly relevant and competitive creative concepts grounded in the company's proprietary data, the company finds that their marketing teams test concepts and go to market faster than ever.

3.Use case: AI-to-generalist AI

Use case 3: Enhance generic AI tools with AI insights specialist

- A digital transformation leader in the financial services industry hopes their investment in Microsoft Copilot will help the organization use more of their data investments and help sales and marketing teams conduct customer research faster.

- But as soon as teams start using it, they notice problems. Copilot only accesses information in the Microsoft Office environment, so its answers to users' business questions miss critical insights from gated external sources and partners. Copilot also has trouble surfacing highly relevant answers, likely because it wasn't trained to understand market research contexts.

- The team decides to use DeepSights™ API to enhance Copilot's answers with DeepSights™ market knowledge expertise and its secure access to the organization's proprietary, paid, and public sources.

- Now when a business user asks Copilot a question about a certain market segment, Copilot recognizes that it's a question about market insights and pings DeepSights™ API in the background to expertly answer the question based on 100% of the organization's knowledge assets.

- The company finds this comprehensive functionality helps the business maximize their data's potential, enhancing decision-making and operational workflows with minimal effort.

Summary

IT and digital transformation leaders must strategically implement robust, agile gen AI solutions, like APIs for market insights, which promise longevity and adaptability as AI technology evolves. By focusing on AI that integrates smoothly and provides reliable, context-specific insights, organizations can overcome the common pitfalls of rapid and excessive tech adoption. This approach not only enhances data-driven decision-making but also optimizes tech spend, ensuring a healthy ROI.

DeepSights™ API provides end-users with critical market knowledge through any application. It ensures corporate search systems and other AI tools can reach across all connected data to find the very best knowledge assets, and understands important context to ensure accurate outputs. By strategically implementing such a robust, secure, and compliant AI system, organizations can enhance decision-making, streamline operations, and ultimately achieve a higher return on AI investments.

Start testing the award-winning solution DeepSights™. Try the API today

Developers interested in exploring DeepSights™ API can access the detailed documentation here and a Python client library here.

Knowledge sharing without limits: Explore how the DeepSights™ API can unleash the power of insights across your business by contacting our team here.

About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

www.marketlogicsoftware.com

info@marketlogicsoftware.com

Europe

Franklinstrasse 28,
10587 Berlin,
Germany

North America

223 W. Jackson
Blvd, Suite 525,
Chicago, IL
60606, USA