MARKETLOGIC

AI Agents: The next big shift in AI. Here's what you need to know

A quickstart guide to AI agents in insights

AI agents are here — and they're reshaping the future of insights

You've seen what generative (gen) AI for market research can do — but that was just the beginning. The next wave is already in motion: **Agentic AI. It refers to AI systems that can make decisions and take actions to achieve goals on their own. These systems are called agents because they act, rather than just passively processing information.**

In the context of insights, agents are intelligent digital partners that don't just respond to your prompts, but they take initiative and complete complex tasks across tools and environments. **These AI agents work alongside human teams to drive innovation — they uncover insights, transform data into robust concepts, and operate within your proprietary data, workflows, and best practices to deliver differentiated results.**

For insights professionals, the shift to agentic AI means much more than speed or scale. It's about moving from manual execution to autonomous insights generation — freeing teams to focus on strategy, innovation, and driving impact.

But with greater autonomy comes a new responsibility: implementing agentic AI systems that are not only capable but transparent, trustworthy, and aligned with your goals.

This guide gives you a clear, practical look at:

- What agentic AI is — and how it differs from traditional AI tools
- How AI agents enhance insights workflows through autonomy and adaptability
- The two main types of AI agents (always-on and on-demand) — and when to use each
- Why trust, transparency, and human oversight are essential as autonomy increases

Whether you're leading a digital transformation or just starting to explore AI, this is your primer for what's next in the insights space.

82%

of organizations surveyed globally intend to integrate AI agents into their processes within the next three years[1]

1.**"Generative AI in Organizations 2024"** Capgemini

What is Agentic AI?

An AI agent is a software system designed to act with a degree of autonomy. It can set goals, make decisions, and carry out tasks — without needing constant direction. It can independently plan, adapt, work across systems, and even collaborate with other agents, making decisions and taking multi-step actions aligned with specific objectives.

At the core of agentic AI are three key traits:

Autonomy
AI agents can operate with minimal human input, making decisions based on context and goals.

Adaptability
AI agents can learn and adjust as they interact with new data or changing conditions.

Goal-oriented behavior
Instead of providing isolated, static outputs in response to prompts like standard AI tools, agentic systems are designed to pursue outcomes or goals.
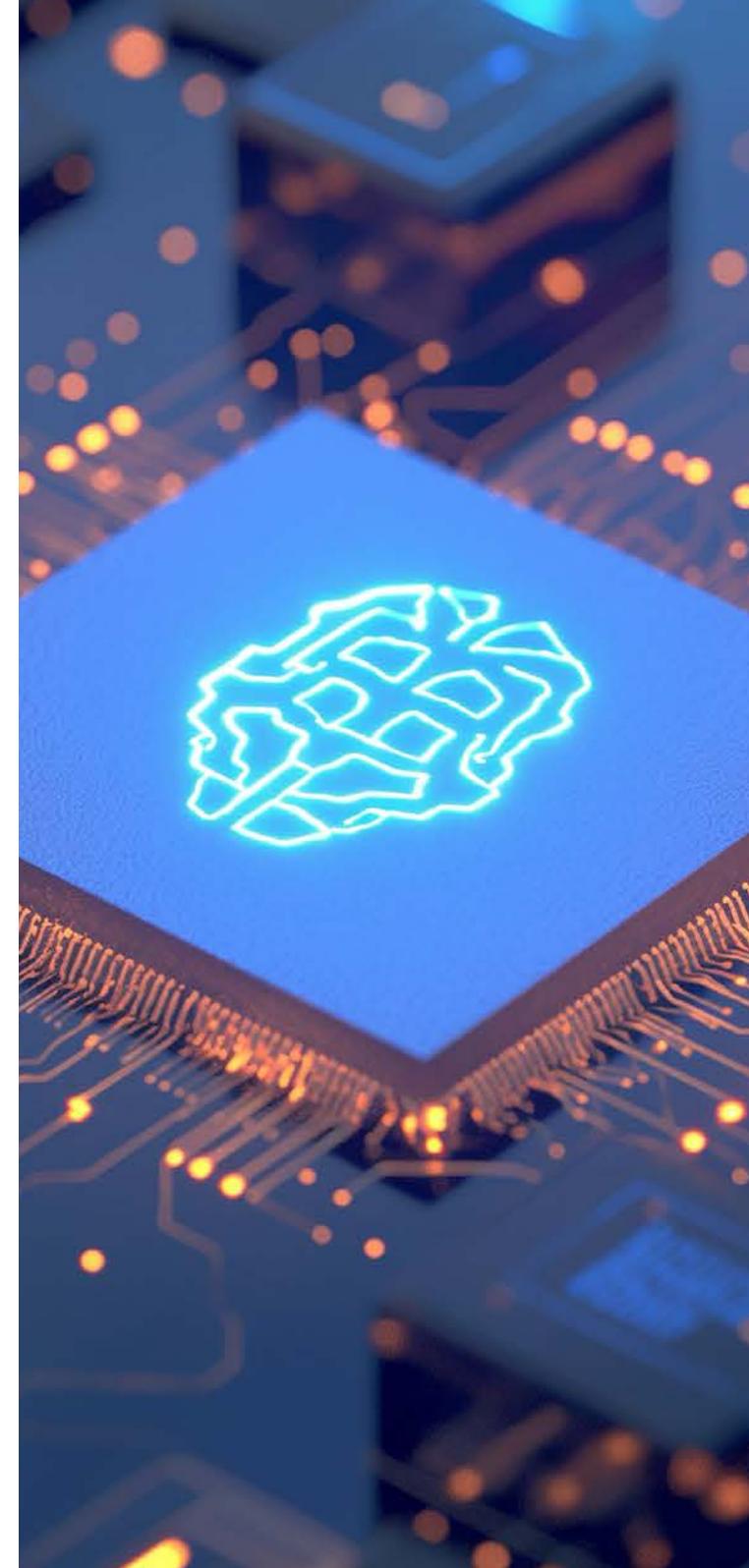
Agentic AI marks a shift from passive, single-task AI tools to proactive, goal-driven systems — revolutionizing the way work is done in every industry

Why AI agents matter for market insights

Smarter research. Faster decisions. Greater impact.

For insights professionals, agentic AI unlocks a new level of efficiency and scale. It's more than automation — it's a strategic enabler for insights and innovation teams.

With AI agents handling the groundwork, the insights function can engage earlier and more often in strategic conversations — guiding product, marketing, and innovation decisions with insights-backed recommendations.

Here's what that means for market insights teams:

Accelerate time-to-market
Deliver insights faster with AI agents that continuously scan, aggregate, and analyze trends in real time, and flag emerging signals early.

Boost innovation pipelines
Identify whitespace and emerging needs sooner through always-on trend tracking and cross-source synthesis, helping you fuel your innovation pipelines with fresh, data-driven ideas.

Maximize ROI on research and data
AI agents leverage existing datasets more efficiently, automatically reusing, repurposing, and connecting insights across your insights ecosystem to increase the value of every dataset.

Whether it's a single agent monitoring a niche trend or a team of agents collaborating across multiple data streams, agentic AI frees insights professionals to focus on what matters most: interpretation, strategic thinking, and influencing the business.

64%
of organizations surveyed globally believe AI agents will help them focus on more value-added activities[2]

Two types of AI agents — and when to use them

Agentic AI isn't one-size-fits-all. As insights teams adopt agentic systems, two key models are emerging: always-on AI agents and on-demand AI agents. Each serves a distinct role in driving smarter, faster decision-making across the business.

1. Always-on AI agents

These agents never sleep — continuously scanning your trusted data streams for signals that matter. They act as tireless digital analysts, autonomously monitoring trends, surfacing emerging shifts, and synthesizing what's changing across markets, consumers, and categories — without constant human prompting.

Always-on AI agents are your secret to taking your insights function from searching for insights to being alerted by it. By embedding this continuous, autonomous intelligence into workflows, always-on agents unlock a revolutionary relationship between humans and AI — where insights come to you, not the other way around.

Example use cases:

- **From static to proactive:**
  Always-on agents flip the script. Instead of running ad hoc brand health reports or manually checking on competitors, these agents automatically surface shifts in consumer sentiment, detect competitive moves, and highlight changes in market dynamics the moment they happen.

- **Intelligence that never sleeps:**
  These agents create a continuous foundation of intelligence, ensuring that decision-makers are always operating with the most current, relevant insights — not last quarter's report.

- **Anticipatory action:**
  Always-on agents can autonomously scan your centralized knowledge base to identify and profile key market elements — such as emerging consumer trends or competitive shifts. These agents consolidate findings into structured, customizable profiles with full traceability. As new data flows in, profiles are automatically enriched and updated, enabling your team to act early, adapt faster, and stay ahead of market dynamics with continuously evolving intelligence.

By automating the grind of monitoring, scanning, and surfacing trends, always-on AI agents shift your team from chasing information to acting on it. More than just assistants, always-on AI agents become an extension of your team, working tirelessly behind the scenes to monitor, analyze, and even initiate actions based on real-time data.

That means your insights becomes instant, continuous, and actionable — and your insights function faster, sharper, and fundamentally more strategic. The result? Faster decisions, earlier moves, and a smarter, more responsive organization.

2 . On-demand AI agents

When speed, volume, and precision are critical to your innovation pipeline — on-demand agents are your go-to. These agents are activated manually and work in close collaboration with your team, guiding and evolving through conversation, data, and direction. Think of them as your agile AI taskforce — a coordinated team of AI specialists that collaborate with your experts to unpack complex innovation challenges and rapidly develop new ideas and concepts for testing.

For innovation and insights teams under pressure to deliver a steady stream of successful product launches, on-demand agents can multiply the number of ideas entering your innovation funnel and drastically reduce time-to-concept. Rather than months of manual effort, your team can get promising, test-ready concepts in days.

On-demand agents are ideal for:

- Exploring untapped market opportunities
- Generating and refining new product or service ideas most likely to resonate with your target market
- Developing and validating concept briefs ready for testing

Key on-demand agent traits:

- **Collaborative AI workflows:** On-demand agents don't work alone. They partner with your team across defined steps — from discovery to ideation, development, and validation — using built-in templates and workflows, customized to the organization's best practices, to ensure consistency and clarity.

- **Multi-agent orchestration:** Behind the scenes, specialized sub-agents (for example, ones focused on desk research, whitespace analysis, idea generation, and concept development) collaborate and share data in real time to accelerate the innovation process.

By working together and iterating with your team, on-demand AI agents can solve problems that are too complex for a single agent to tackle alone. It's not a black box — it's a transparent, interactive process that puts your team in control while leveraging AI scale and speed.

Always-on vs on-demand agents: When do you use which?

Both types of agents serve different but complementary roles:

Always-on agents are ideal when you need a reliable stream of continuously evolving insight — especially for tracking dynamic markets or maintaining a pulse on fast-moving consumer behavior. For insights professionals, they take on the heavy lifting of sifting through vast amounts of news, reports, and syndicated information. By synthesizing key themes and trends across sources into a single, focused output, these agents reduce noise, save time, and spotlight only what truly matters.

On-demand agents are best when you need tailored, controlled insight generation, or you want to generate a bank of fresh ideas or bring a concept to life. On-demand agents activate on your terms and work closely with your team to deliver results fast. While they give users more control over when and how insights, ideas, and concepts are generated, they also require more hands-on time and interaction.

Discover

Develop

Your knowledge & insights

Always-on Agents

On-demand Agents

Your workflows & best practices
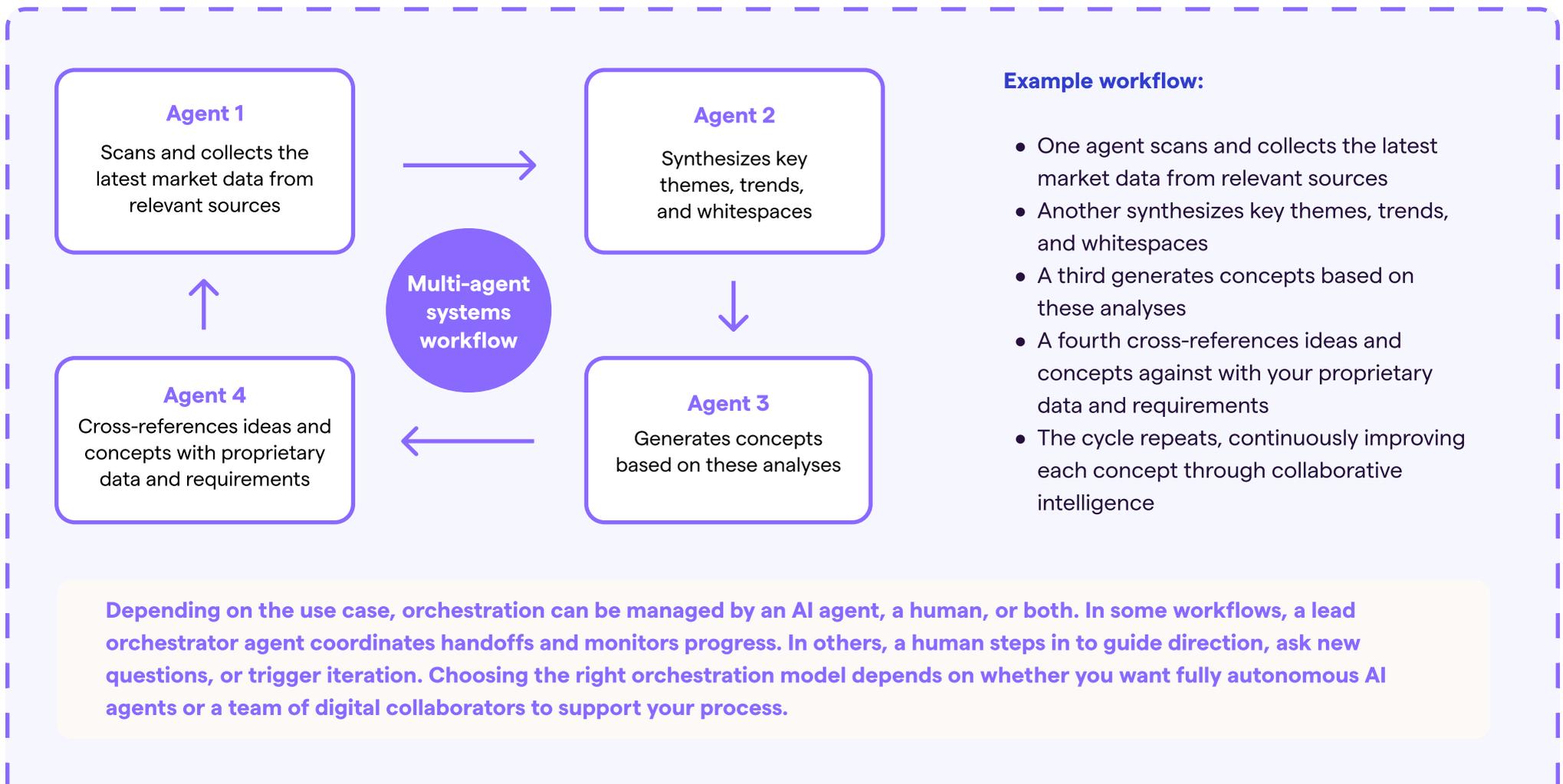
Iterate

Validate

For insights teams, combining both types of agents means less manual effort, greater strategic impact, and building a research and innovation engine that's agile, scalable, and future-ready.
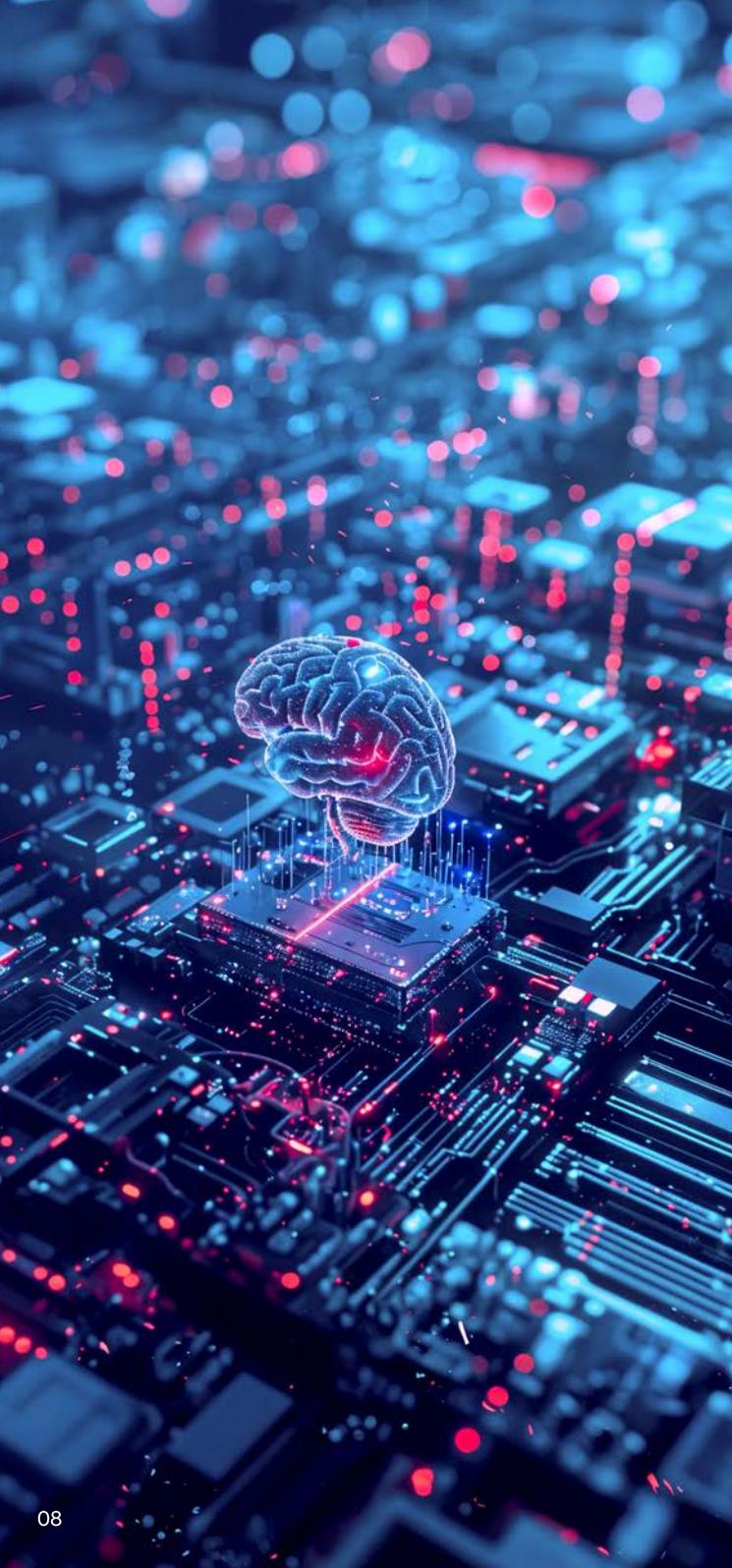
To get the most value and differentiated outcomes, it's critical to choose agents that are built to work with your unique data, processes, and best practices — and that support collaborative, human-in-the-loop workflows. The most effective systems don't just deliver insights — they understand how your team works, adapt to your needs, and evolve with your goals.

Multi-agent systems: AI teams that work together

As AI capabilities evolve, it's no longer just about what a single agent can do — it's about how [multiple agents collaborate across complex workflows](). Multi-agent systems are like specialized research teams: each agent is an expert in a specific task, working together to complete end-to-end insight generation at scale.

These agents don't operate in isolation. They share data, pass insights between stages, and improve outputs through coordinated collaboration. Think of them as an orchestrated team — designed to accelerate your workflow, not replace it.

Agent 1

Scans and collects the latest market data from relevant sources

Multi-agent systems workflow

Agent 2

Synthesizes key themes, trends, and whitespaces

Agent 4

Cross-references ideas and concepts with proprietary data and requirements

Agent 3

Generates concepts based on these analyses

Example workflow:

- One agent scans and collects the latest market data from relevant sources
- Another synthesizes key themes, trends, and whitespaces
- A third generates concepts based on these analyses
- A fourth cross-references ideas and concepts against with your proprietary data and requirements
- The cycle repeats, continuously improving each concept through collaborative intelligence

Depending on the use case, orchestration can be managed by an AI agent, a human, or both. In some workflows, a lead orchestrator agent coordinates handoffs and monitors progress. In others, a human steps in to guide direction, ask new questions, or trigger iteration. Choosing the right orchestration model depends on whether you want fully autonomous AI agents or a team of digital collaborators to support your process.

What to look for in a multi-agent AI system

Built-in trust and accuracy
Agents should draw from trustworthy sources and be designed to minimize hallucinations through deep evidence analysis, superior contextual understanding, and rigorous cross-checking.

Customizable and aligned to your processes
Effective agents adapt to your team's unique innovation workflows and can apply your best practices consistently.

Seamless data integration
The best agentic AI systems for market insights interface smoothly with your entire data ecosystem — including third-party providers, proprietary research, internal databases, business apps, and even other purpose-built AIs.

Fluent in market- and customer-insights contexts
AI agents should be purpose-built for insights, with a strong grasp of language, context, and evidence — so they not only retrieve data, but interpret it meaningfully.

The more autonomous the AI, the more critical the trust

As AI agents gain more autonomy, acting on your behalf — synthesizing trends, delivering insights, or shaping recommendations — you need confidence that every step is transparent, accurate, and accountable.

That's where trust chains and AI guardrails come in. When implementing a multi-agent system, it's essential to know:

- How to implement effective data governance for AI-powered knowledge management
- How to build trust in your AI-powered knowledge management applications
- How to solve the top generative AI governance challenges in knowledge management

> **We believe in human-led oversight. AI should enhance your confidence, not undermine it. That's why we design our AI systems with practical guardrails — ensuring agents not only perform, but perform *reliably, transparently, and responsibly.***

At Market Logic, our agentic systems are purpose-built for insights**,** with trust embedded at every layer:

Transparency
You always see the full logic path — who did what, in what order, and based on which data.

Auditability
Every agent decision is reviewable, traceable, and can be interrogated by humans in plain language.

Built-in validation
Our agents operate on a Retrieval-Augmented Generation (RAG) foundation, grounding outputs in verified, current sources — not guesses or hallucinations.

Agentic AI is here — and it's redefining the role of insights

You've now seen how agentic AI transforms the insights workflow — from reactive to proactive. From one-off outputs to continuous intelligence. From manual analysis to autonomous, goal-driven action.

For market insights professionals, this isn't just a technology shift — it's a strategic advantage. Agentic AI enables faster discovery, sharper foresight, and more space to focus on what matters most: guiding big decisions with confidence.

But the future isn't just about speed — it's about trust. As AI agents take on greater autonomy, ensuring transparency, control, and accountability becomes non-negotiable.

As an insights leader, staying ahead means relying on AI systems that not only automate tasks — but also act with accuracy and autonomy.

Market Logic delivers agentic AI built for trust, speed, and insight depth.

Book a demo and explore how it works.
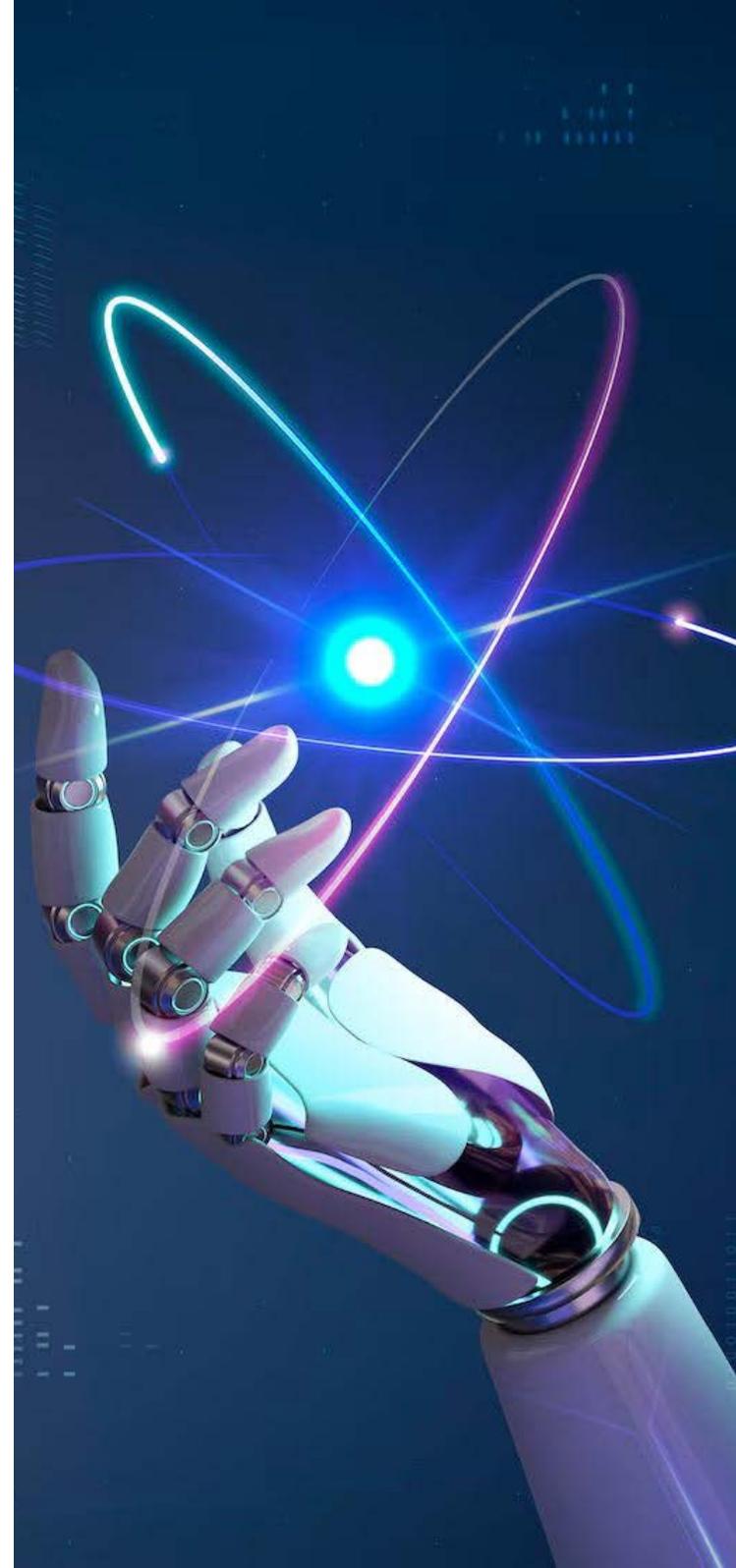
MARKETLOGIC

About Market Logic

Market Logic is a market leading SaaS provider of market intelligence and insights management solutions. Our award-winning AI-powered platform DeepSights™ equips 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