

MARKETLOGIC

MARS

Case study

How Mars is using DeepSights to supercharge market insights

Mars & Market Logic: A decade-long partnership driven by knowledge-management innovation

The global Food & Beverage (F&B) giant Mars operates across diverse sectors and markets. They have a wealth of consumer insights and data from various segments, including pet care, food, and confectionery. Mars partnered with Market Logic Software, the market research and insights solutions provider, to build a company-wide platform that addressed common consumer and market insights problems.

The core challenge that Mars' insights team faced was one of **"insights democratization"**. They needed a way to seamlessly centralize their vast data libraries and \$731 million knowledge asset so that they could easily be accessed by stakeholders across the organization, from marketing teams to Research and Development (R&D). Specifically, Mars wanted to ensure that their platform could deliver timely, relevant, and actionable insights to colleagues to foster more informed decision-making in everyday work.

At a time when the amount of consumer data Mars generated was skyrocketing, and the demands on their insights teams were growing,

Mars' partnership with Market Logic was essential to solving their Knowledge Management (KM) needs. This collaboration ultimately resulted in the enterprise-wide deployment of their knowledge management platform, known internally as Synapse.

Since Synapse initially launched in 2015, the partnership has continued to evolve. In 2021, Mars launched the **"Zero Waste"** initiative aimed at optimizing their marketing and insights function by extending the usability and accessibility of existing data. Most recently, Mars and Market Logic took this initiative one step further by launching the generative AI solution DeepSights within the Synapse platform in Q1 2023.



\$731 million

**worth of knowledge assets
needed to be centralized by Mars**





Implementing AI for insights at Mars

User benefits

DeepSights™ is an award-winning AI-powered insights solution by Market Logic, designed to unlock and synthesize insights from proprietary research and trusted syndicated content. Its straightforward interface, integrated directly into the existing insights platform called Synapse, enables its users to:



Ask natural language questions and receive synthesized answers from internal reports and studies



Access insights from business applications such as Microsoft Teams, Google Chat, and Slack



Provide “watch-outs” and “further reading” to insights questions for added context and reliability



Connect with other AI tools through APIs, enabling cross-platform functionality.



+ 60%

Insights engagement score within the Mars' Synapse platform since the release of DeepSights



Speed-to-insight

increase, by cutting down time spent on consumer insights retrieval

The implementation process

DeepSights proved to be a powerful addition to Mars' insights function. However, its implementation within Synapse did not occur overnight; its deployment underwent a rigorous eight-month approval process, which included:



1.

Security and architecture reviews

As a first step, Mars conducted thorough security assessments to validate the infrastructure of DeepSights — specifically looking to see that the system could handle sensitive, proprietary data securely without the DeepSights Large Language Model (LLM) being trained on any data from Mars' knowledge base.



2.

Project charter and approval

Mars' champion team then crafted a project charter detailing the project's scope, business value, resource estimates, and success metrics. This step was crucial for securing buy-in from IT, legal, and procurement departments at Mars.



3.

IT, Legal & Procurement alignment

Stakeholders from all three teams were brought in to ensure that all paperwork aligned with the security and legal needs related to enterprise procurement at Mars.

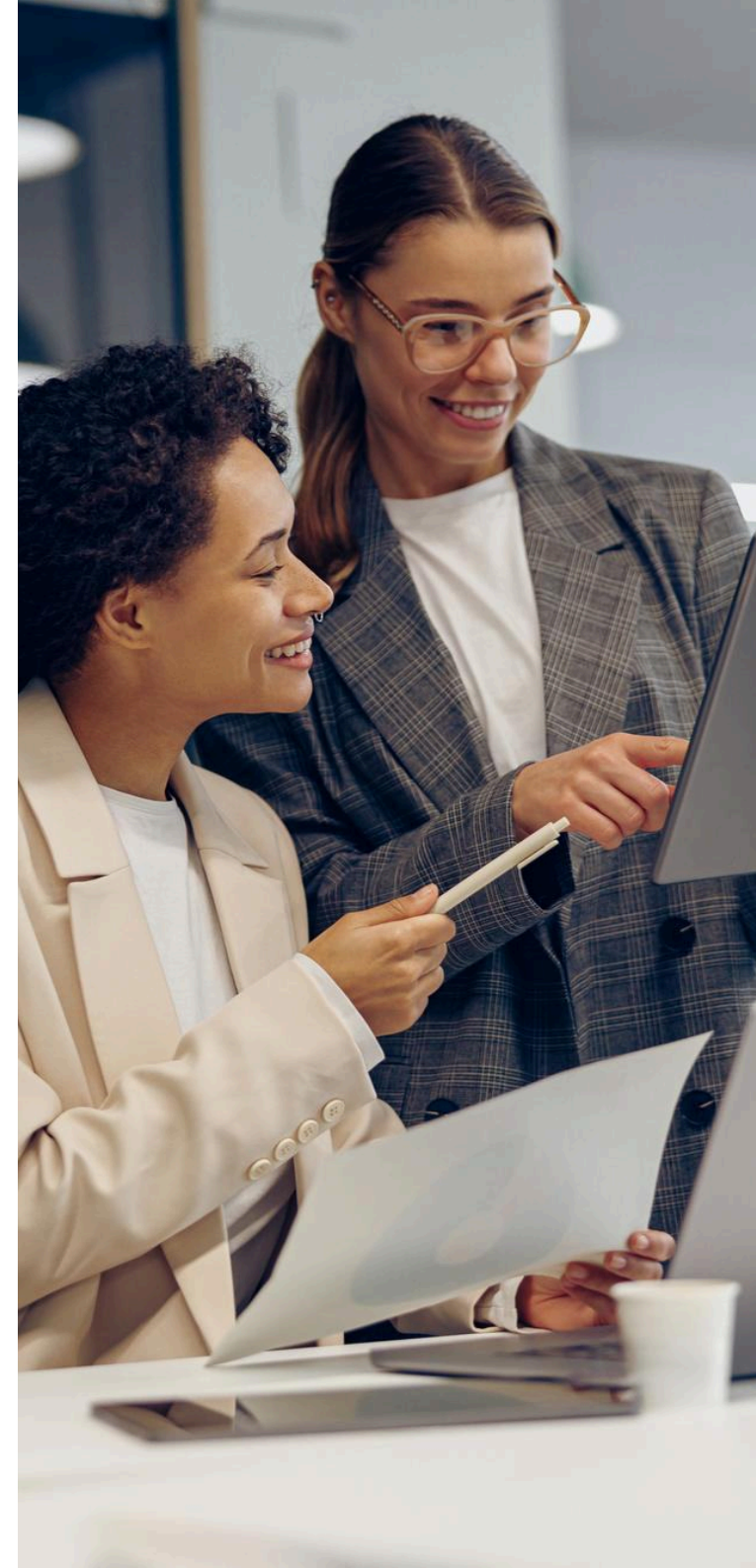


4.

Responsible AI council

Lastly, all of DeepSights' procurement materials were carefully vetted by the Mars' Responsible AI Council to ensure they met Mars' ethical and security requirements, relating to the usage of AI within the organization.

After this careful internal evaluation, DeepSights was officially launched at Mars in February, 2024. Since its launch, DeepSights has undergone further updates and enhancements to keep pace with Mars' evolving requirements and the rapid progress in AI technology.



Key results

Since deploying trusted AI-powered insights solution DeepSights, Mars has seen transformative changes in its knowledge management and data utilization capabilities:



1. Enhanced knowledge accessibility and democratization

DeepSights broke down data silos within Mars, making insights accessible beyond specialized teams. Employees across departments can now access DeepSights within the Synapse platform — which opens insights to users in Marketing, Finance, Sales, and R&D who may not have traditionally been able to access such data. DeepSights empowers these teams to ask targeted questions, such as identifying emerging consumer trends or market gaps, without needing deep technical knowledge of data management. Insights engagement score increased by 60% within the Mars' Synapse platform since the release of DeepSights



2. Efficient insight delivery

DeepSights has increased “speed-to-insight”, significantly cutting down the time needed to retrieve relevant consumer insights. Instead of manually sifting through documents, employees can query the AI to retrieve insights from Mars' vast knowledge base in seconds.



3. Improved alignment on research redundancy

DeepSights improves on Mars' longstanding “zero waste” initiative to ensure that insights are not lost or underutilized. Employees now benefit from a platform that synthesizes historical knowledge and uncovers previously hidden insights. This continuity helps advance Mars' strategic goals by ensuring that data-driven decision-making is the norm.



4. Support for knowledge champions and change management

By embedding DeepSights into everyday workflows, Mars has been able to support its “knowledge champions” — employees who advocate for knowledge sharing and insight-driven practices. DeepSights has facilitated change management efforts by making insights an integral part of decision-making, rather than an afterthought.





Future outlook

Mars anticipates that the role of AI in insights will continue to grow as DeepSights evolves. Mars understands Synapse to be an essential platform for storytelling and data curation within the organization, and the deployment of DeepSights further enhances its usability. As AI technology improves, Mars expects even greater precision in insights and an enhanced capacity for strategic forecasting, allowing its insights teams to craft narratives that shape the company's long-term strategy.

The success of DeepSights at Mars underscores the value of partnering with a trusted partner and purpose-built specialized tool rather than building an in-house solution.

By collaborating with Market Logic, Mars can leverage cutting-edge developments in AI while focusing on its core business priorities.

Mars' journey with Market Logic's DeepSights has transformed the organization's approach to market insights and knowledge management, making data-driven decision-making the standard across their teams and sectors.

By embracing AI-powered insights, Mars has enhanced its strategic alignments, knowledge-sharing culture, and operational efficiency, all while upholding ethical standards through its Responsible AI Council.

This partnership reflects Mars' commitment to innovation and sets a precedent for the future of AI insights-driven enterprises.



To learn more about how Market Logic has partnered with other global CPG industry leaders for driving success with AI for insights, visit marketlogicsoftware.com.

To see what DeepSights can do for your organization, [book a demo today.](#)



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

2025 © Market Logic AG. The information contained in this document may not be published or redistributed without the prior written consent of Market Logic Software AG, Franklinstraße 28, 10587 Berlin, VAT Nr. DE 249354497