



Innovation report

# Hyperscaling insights impact with AI

Global survey on business impact of  
market knowledge





# Foreword

Knowledge plays a pivotal role in pinpointing opportunities to create competitive advantage. The science of researching and interpreting data about markets and consumers has become increasingly sophisticated, as more data sources and data points are added into the mix. The significant advances in AI analytics and generative AI we've seen over the past couple of years are now driving a wave of new techniques and methods for uncovering insights faster — and embedding that insights advantage into operational workflows sooner.

For more than a decade, Market Logic has partnered with leading brands worldwide to remove friction from every stage of the insights lifecycle. From capturing and developing insights to releasing critical knowledge into the business successfully, our technology acts as a key enabler for the world's leading insights professionals.

We shape our future technology development in lock step with our community of insights leaders. In conducting this survey, we aimed to take the pulse of business leaders who are the endpoint for transforming insights input into winning business strategies. We hope the report's findings will inspire our insights leaders to embrace and leverage AI at pace to drive ROI and scale insights impact across the enterprise.



# Chapters

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- 3 Introduction
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- 6 The impact of integrated insights platforms
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# Executive summary



# How closing the gap between consumer insights and decision-making can supercharge product and marketing success

**In large companies, 9 out of 10 managers in product / innovation and marketing / brand teams are totally or very heavily reliant on consumer insights and data.** And yet, only 3 out of every 5 product or marketing decisions are currently informed by consumer data and insights - suggesting that 2 out of 5 are made based on gut feel, historical precedent or the highest paid person's opinion.

**The share of decisions that could be informed by consumer insights is at least 80% — a 20-point gap compared with today.**

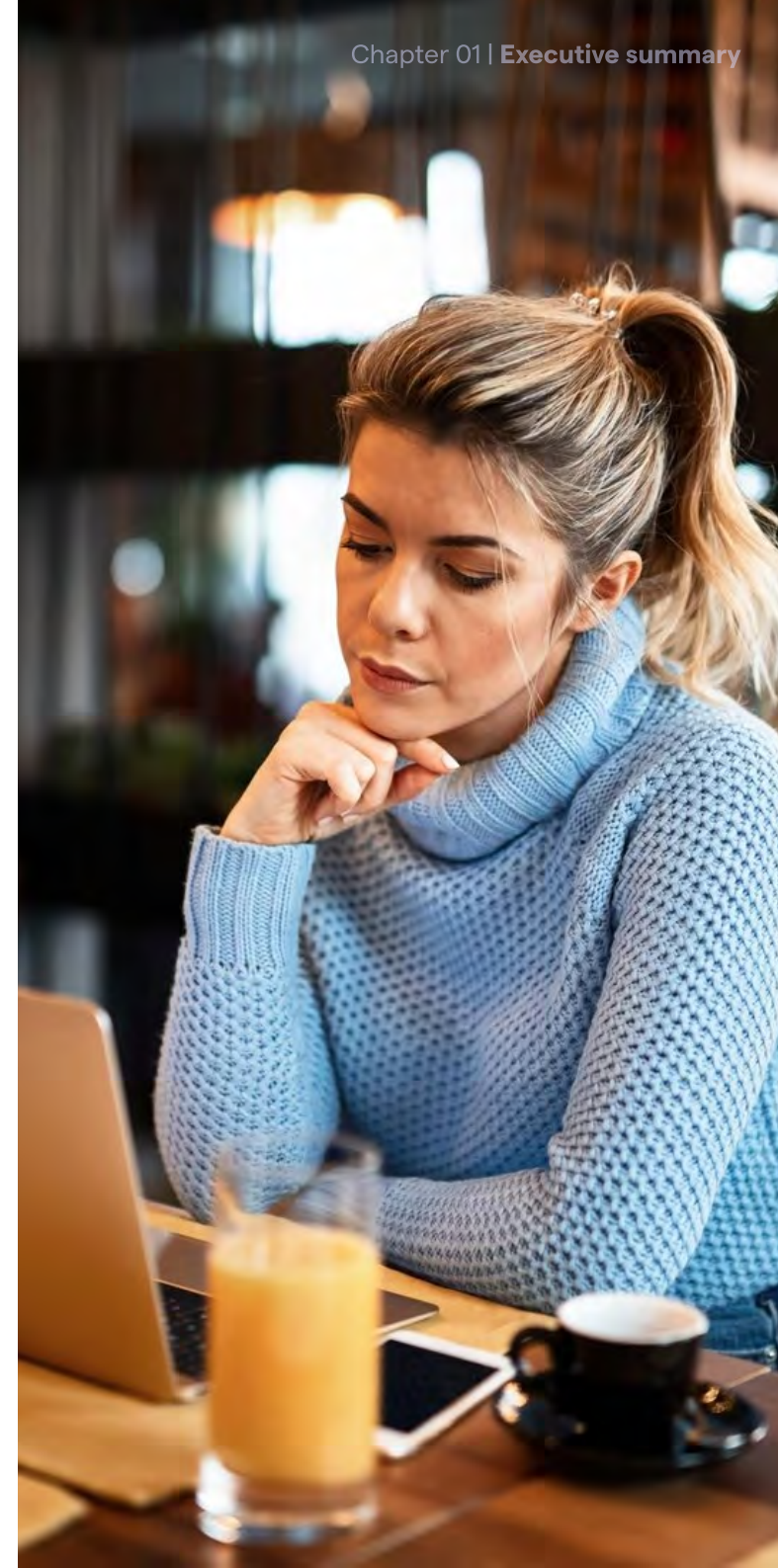
If this were achieved, product and marketing leaders are highly confident that it would improve commercial performance across six key business indicators: advertising impact, innovation volume, product launch success, market share, top-line revenue and profitability.

**So why is there a gap between the enthusiasm for consumer insights and the effective deployment of them?**

And how can this gap be closed?

***The answers lie in people, process, and technology. The most common way for product and marketing teams to access consumer insights is to engage with colleagues in market research or consumer / market insights (CMI) teams. 70% of teams engage in this 'manual' process at least weekly.***

Although the use of online dashboards is also widespread, technology for consumer insights is perceived as the number one barrier to improved insights effectiveness: systems are seen as poorly integrated into workflows and data is fragmented across different applications, formats, and teams.



## How to close the insights gap

By far the most requested changes to improve the effective use of insights are technology-related: integrated, centralized data and insights solutions; and better analytics and visualization tools. There is a clear upside to getting this right.



**Putting insights into product and marketing teams' workflows and applications strongly correlates with more frequent use of insights:**

those who use knowledge management (KM) platforms regularly (47%) base a higher share of their decisions on insights (65%) than those who do not. The size of the prize is significant: for US CPG innovation alone, using insights for more decision-making could unlock over \$25 billion in near-term value.



**Artificial Intelligence can further accelerate this if it is embraced effectively.** Those who already use AI Assistants for insights (34%) use all sources of consumer data much more frequently than those who do not. However, enthusiasm for the potential of AI is unevenly distributed: marketing teams are significantly less keen than product / innovation teams.

## How to build an insights-driven future

Looking ahead, there are clear implications for leaders who want their organizations to become more insights-driven. This approach will empower teams to make informed, strategic choices that drive sustainable growth and maintain a competitive edge.



**Marketing / brand leaders should overcome their wariness** and embrace AI's potential to help automate analysis, embed consumer data in their teams, and drive higher rates of insight-led decision-making.



**Consumer / market insight (CMI) leaders should focus on deploying systems that centralize access to insights** and connect outputs directly to the tools already used by marketing and product teams; they should also ensure that their support for product teams is as impactful as it is for marketing teams.



**Product / innovation leaders should invest in upskilling their teams** and equipping them with tools that provide easier access to consumer insights: their teams demonstrate strong enthusiasm for making better use of this data.



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# Methodology & definitions











## Survey methodology

This report is based on a survey of senior product and marketing leaders in large organizations, conducted in September 2024, about their attitudes towards and usage of consumer / market insights and data.

This is defined broadly to include:

- primary market research, published reports or consumer panel data
- data about consumer or user behavior based on website analytics, app usage or social media listening
- business performance data such as retail sales, audience metrics or subscriber activity.

Industry Vertical	Number	%
 Consumer Goods	51	26 %
 Retail	43	22 %
 Media and Entertainment	27	14 %
 Banking / Insurance	24	12 %
 Other	22	11 %
 Healthcare & Pharmaceuticals	19	10 %
 Hospitality / Leisure	7	4 %
 Travel and Tourism	7	4 %
<b>All Respondents</b>	<b>200</b>	<b>100 %</b>

## Respondent profile and sampling details

The survey was completed by 200 respondents, with the following breakdown:

Organization Size	Location	Marketing / Brand Managers	Product / Innovation Managers
Mid-sized corporates (1k-10k employees)	US / Canada	26	26
	Europe / UK	25	19
Large enterprises (10k+ employees)	US / Canada	25	26
	Europe / UK	27	26
<b>All Respondents</b>		<b>100</b>	<b>100</b>

The survey was conducted online with Emporia Research, a B2B market research platform that recruits LinkedIn-verified respondents. Representative job titles included in the two target groups include:

- **Innovation / Product Management**  
(VP, Directors, Head of, Chief Officers, Team Leads, Senior Managers)
- **Marketing / Brand Management**  
(VP, Directors, Head of, Chief Officers, Team Leads, Senior Managers)

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# Introduction

## Unlocking the value of consumer insights

Consumer insights can be a powerful source of competitive advantage and value creation. According to the latest research from BCG's Center for Consumer Insights<sup>1</sup>, effective use of consumer intelligence can add 10-20% in topline revenue growth and 15-20% in cost savings from optimized operations and activation.

### Consumer intelligence use can add:



# 10-20%

*in topline revenue growth*



# 15-20%

*in cost savings*

But it is rare to achieve this level of impact. The challenge for many organizations - especially large, complex businesses - is that 'data density' increases at a faster rate than the organization's ability to derive and act on the insights they gather.

Over time, the gap between the volume of data and the effective use of insights continues to grow.

These systemic problems are not confined to the consumer insights department, its tools or its outputs; rather, they stem from broad organizational challenges: fragmented data sources, limited cross-functional collaboration, and poorly integrated technology platforms.

To understand the nature and scale of these challenges, Market Logic Software and Insight Platforms conducted a survey of business users of consumer insights: marketing / brand and product / innovation management teams in mid to large consumer-oriented organizations across North America and Europe.

We explored their use of consumer insights and data; the ways they access information; the extent to which decisions are informed by consumer insights; the barriers to more effective use of insights; and specific changes that would enable more decisions to be driven by consumer data and insights.

This white paper lays out the results of this research and its implications for leaders in organizations aspiring to generate more value and competitive advantage from consumer insights.



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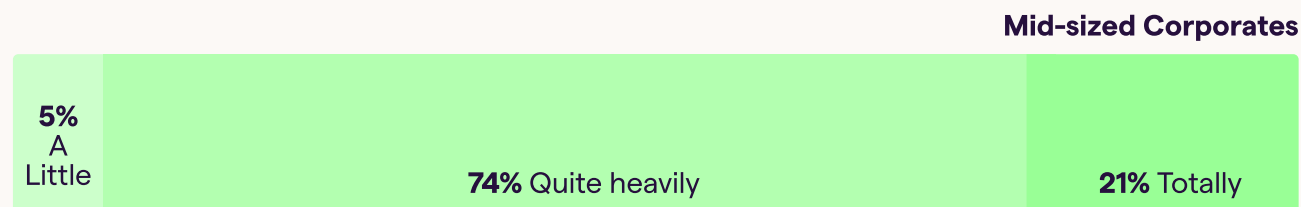
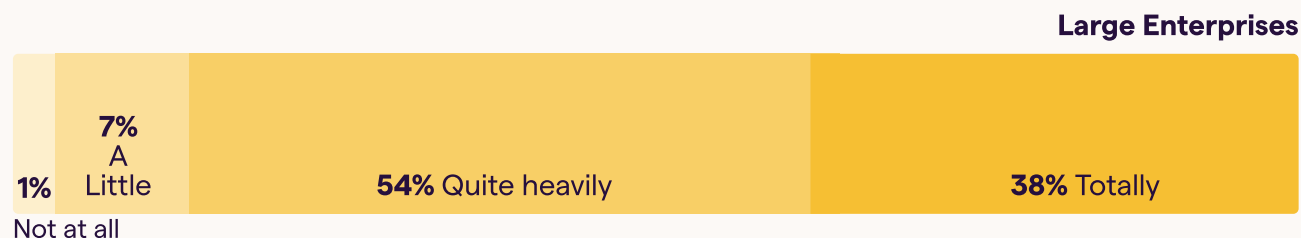
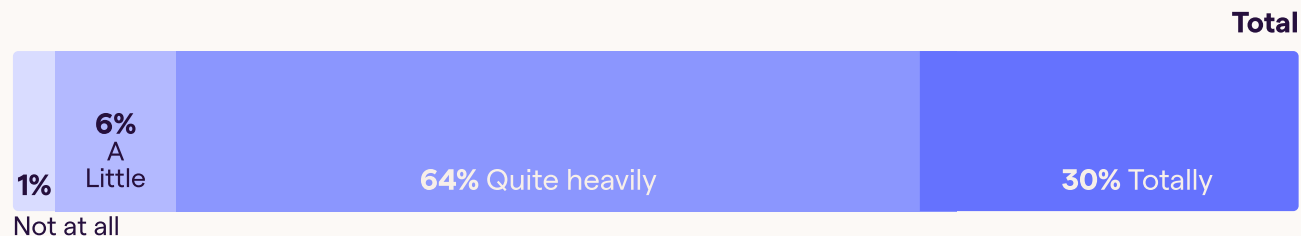
# The value of consumer insights

## 94% of product and marketing teams rely heavily on consumer insights

Consumer insights are a critical input for managers in marketing / brand and product / innovation teams: 94% say they are 'quite heavily' or 'totally' reliant on them for their work.



### How much do you rely on consumer/ market research, data and insights in your work?



The importance of consumer insights is even greater for the very biggest companies. Among large enterprises, 38% say they are 'totally reliant', compared to 21% in mid-sized corporates.

For brand and marketing teams, insights infuse the full spectrum of decisions from strategic planning (market analysis, segmentation, and pricing) through to tactical activities (content creation, campaign planning, and personalization).

**What are the most important decisions you take that are informed by consumer research, data and insights?**

***“Group strategy, offline and online communication, sales force priority; business trend, customer behavior analysis, customer needs based on market situations, all these insights are leveraged to bring insights to our sales force and set targeted actions.”***

Marketing / brand, Retail, mid-sized corporate,  
Europe / UK

***“New market opportunities (e.g. market size, revenue growth), we utilize trends to understand growth potential of existing businesses and inform commercial strategies; launch of new products, how well product performance is perceived in the market and the future potential to inform resources and investments.”***

Marketing / brand, Healthcare / Pharma,  
large enterprise, US / Canada





For product management and innovation teams, insights are key to informing product development strategies, understanding consumer needs and exploring user experiences.

***What are the most important decisions you take that are informed by consumer research, data and insights?***

***“Effectively all strategic and tactical decisions we make. Starting with long term product strategy and all the way down to very tactical decisions about bug fixes and minor features.”***

Product / innovation, Software,  
mid-sized corporate, US / Canada

***“My product assortment decisions are guided by consumer insights; we use data to identify which products are in high demand and which ones need to be phased out or replaced.”***

Product / innovation, Consumer Goods,  
large enterprise, Europe / UK

Despite the apparent dependence on consumer insights – 94% say they are totally or heavily reliant on them – only 60% of decisions taken in product / innovation and marketing / brand teams make use of insights.

This proportion drops even further in product / innovation teams to just 55%. Marketing / brand teams make a correspondingly higher share of insights-driven decisions - 67% - perhaps reflecting the relative maturity of consumer research and insights for marketing use cases such as market segmentation, advertising testing, and brand tracking.

**Of all the decisions you make in your role today, what percentage are you informed by evidence from consumer research, data and insights?**



**Brand/ Marketing Teams**

**67%**



**Product/ Innovation Teams**

**55%**



**only 60%**

**of decisions taken in product and marketing teams are informed by consumer insights and data**



**2/5**

**decisions are made without reference to data**





The most widely used sources of data and insights are those that can be internally generated or derived such as digital analytics, operational / business metrics and CRM data. Externally generated data - such as consumer trend forecasting, competitor intelligence or research reports - are far less commonly used.

### Percentage of respondents accessing data every week or more often





## Insights in marketing teams

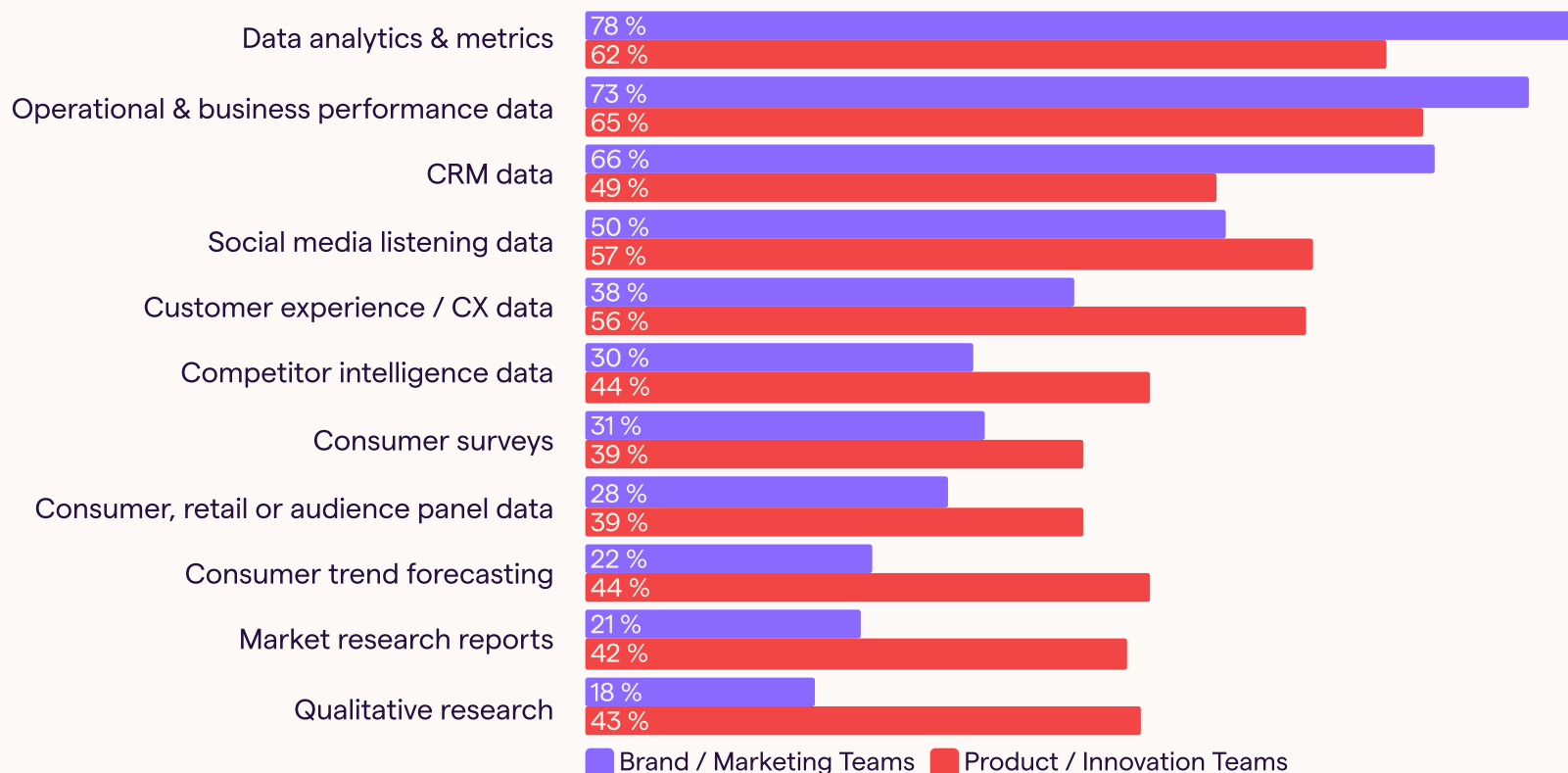
This bias to internal data sources is particularly pronounced in marketing / brand teams. Although they use insights to inform a higher share of decisions, these teams are much more likely to rely on a narrower range of data sources - namely digital analytics, and operational and CRM data. Trend forecasts, surveys, research reports, and panel data are far less widely used.

Conversely, product / Innovation teams tend to use a broader set of data and insights sources - despite basing fewer decisions on them. Compared to marketing / brand teams, they are more than twice as likely to make regular use of consumer trends, research reports and qualitative data.

This difference in use of insight sources may reflect a variance in the objectives and time horizons of these two teams.

Marketing teams tend to have many short term targets for tactical initiatives – such as seasonal promotions, lead generation initiatives or subscriber acquisition campaigns. While product and innovation teams also have near term objectives, they frequently skew toward longer term thinking for future consumer needs, market expansion and product development roadmaps.

### Percentage of respondents accessing data every week or more often



## Access to research and insights data remains a highly manual process

The most common way to access consumer insights and data is to work with colleagues in the research or insights department. The survey uncovered that 70% of product and marketing teams do this at least every week.

Online dashboards are a close second, reflecting the widespread use of digital and operational data for insights.

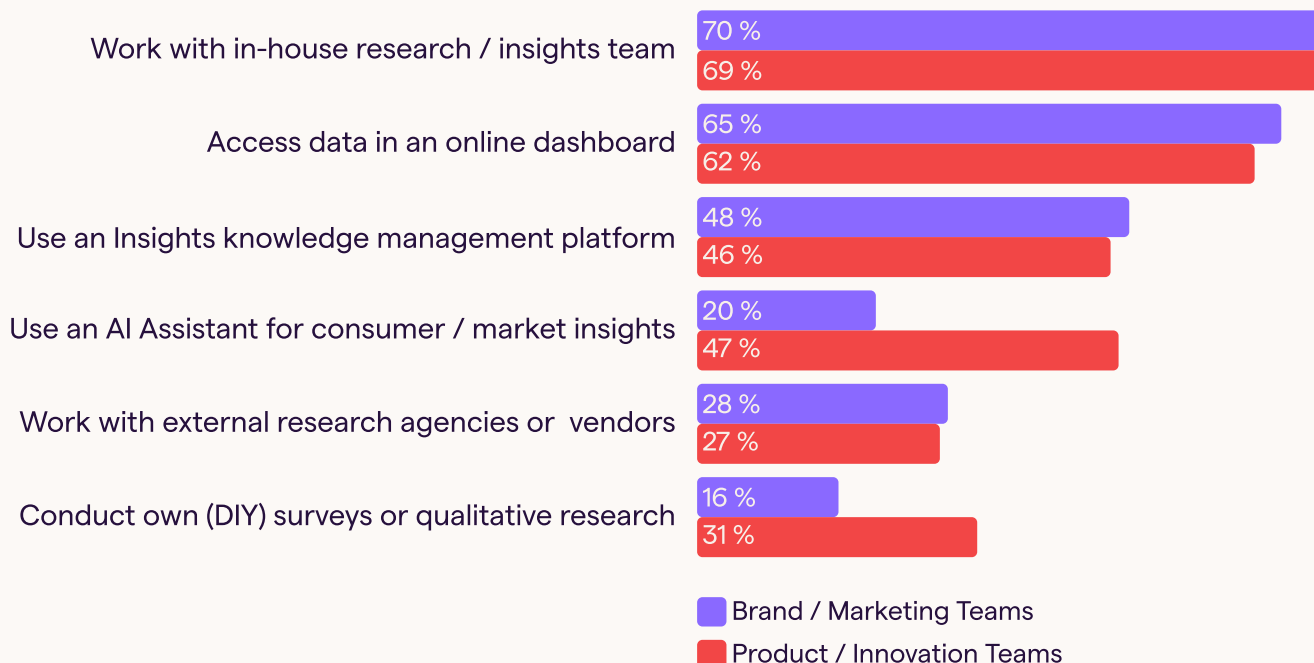
Just under 50% regularly use a knowledge management platform for insights; the characteristics of this group are explored in the following graph, and subsequent section.

## Insights in product and innovation teams

Product / innovation teams display some unique characteristics in two important areas:

- They are more than twice as likely as marketing teams to use AI Assistants for consumer insights and data
- They are twice as likely to conduct their own 'hands-on' surveys or qualitative research.

### Percentage of respondents accessing data every week or more often



In the first instance, it may be the case that innovation teams are more enthusiastic about the potential of Generative AI for ideation, concept writing and image generation. The comparative eagerness to conduct DIY surveys and qualitative research may reflect 'design thinking' cultures in product teams where iterative test-and-learn cycles and early prototype feedback are highly valued.

### Europe vs. USA

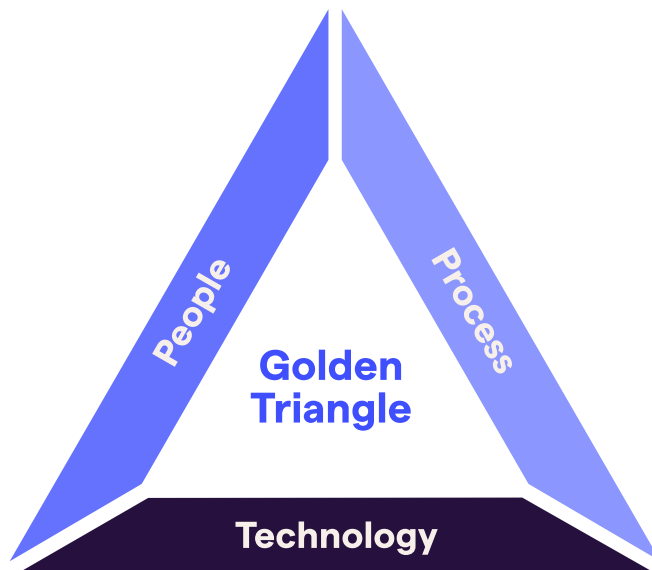
Transatlantic differences are evident in frequency of insights data usage. European teams engage with consumer / market insights more often than their North American counterparts to a noteworthy degree. In particular, they make much more use of consumer trends and social listening data than their North American counterparts; and they are significantly more likely to use insights knowledge management solutions and conduct their own DIY surveys or qualitative research.

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# The barriers to insights activation

33% of marketing / brand decisions and 45% of product / innovation decisions fail to make use of consumer insights and data.

This activation gap results from a variety of barriers that can be viewed through the lens of the Golden Triangle, a long-established framework for mapping organizational change processes.



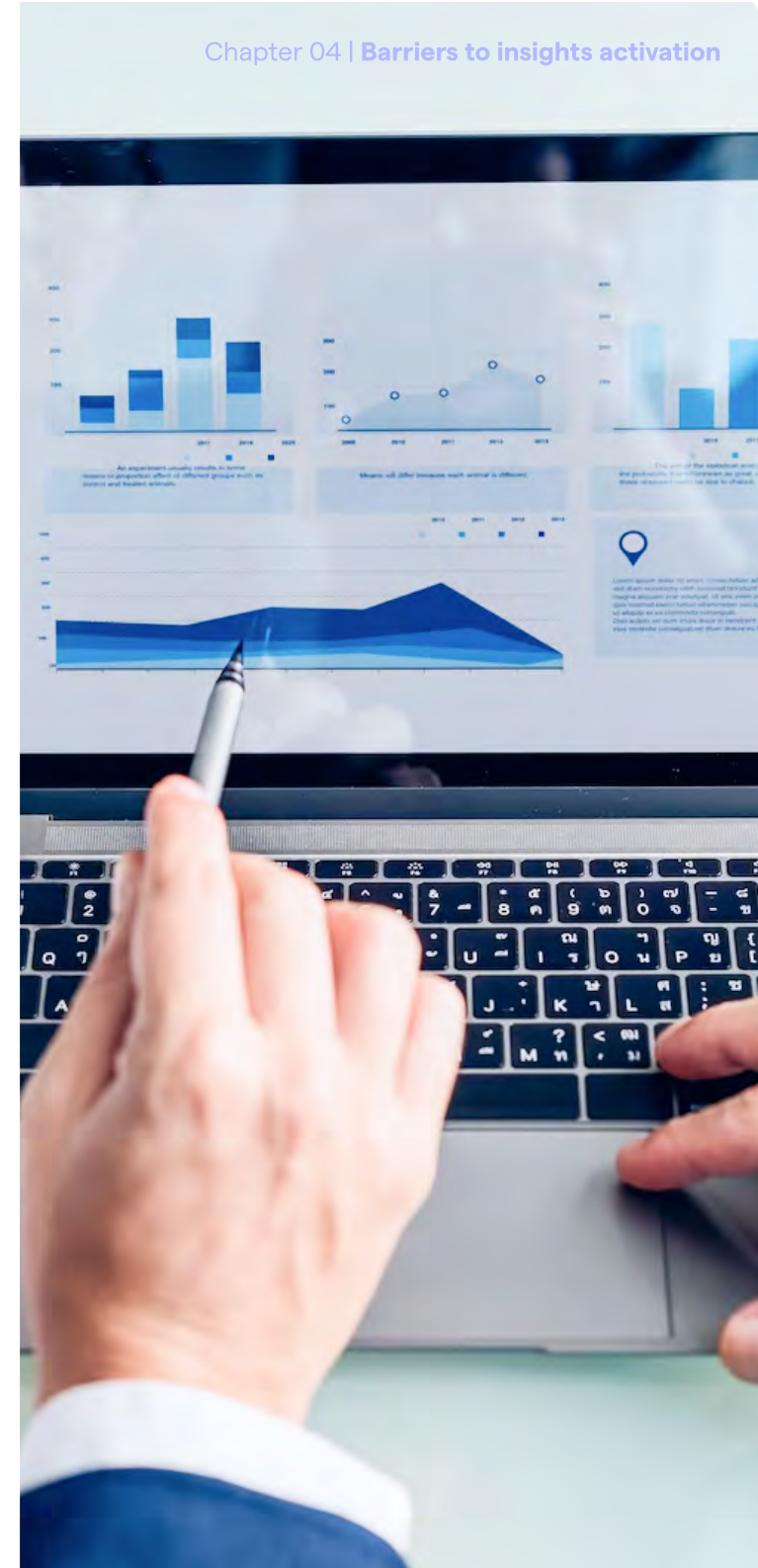
**Process barriers** may include structural issues, where organizational 'silos' create separation between consumer insights, marketing / brand, and product / innovation teams. Communications, priorities, incentives, and deliverables may all be — adding friction to the flow of insights through an organization.



**People barriers** include organizational leadership, culture, and skills. Senior executives may not attach sufficient value to consumer insights and data; they may under-invest in the teams, tools and skills required; and this can lead to a broader culture of decision-making without customer or consumer evidence.



**Technology and data barriers** include a lack of data and insights applications; limited access to relevant, recent and high-quality data; and poor integration of that data into marketing / product management workflows.

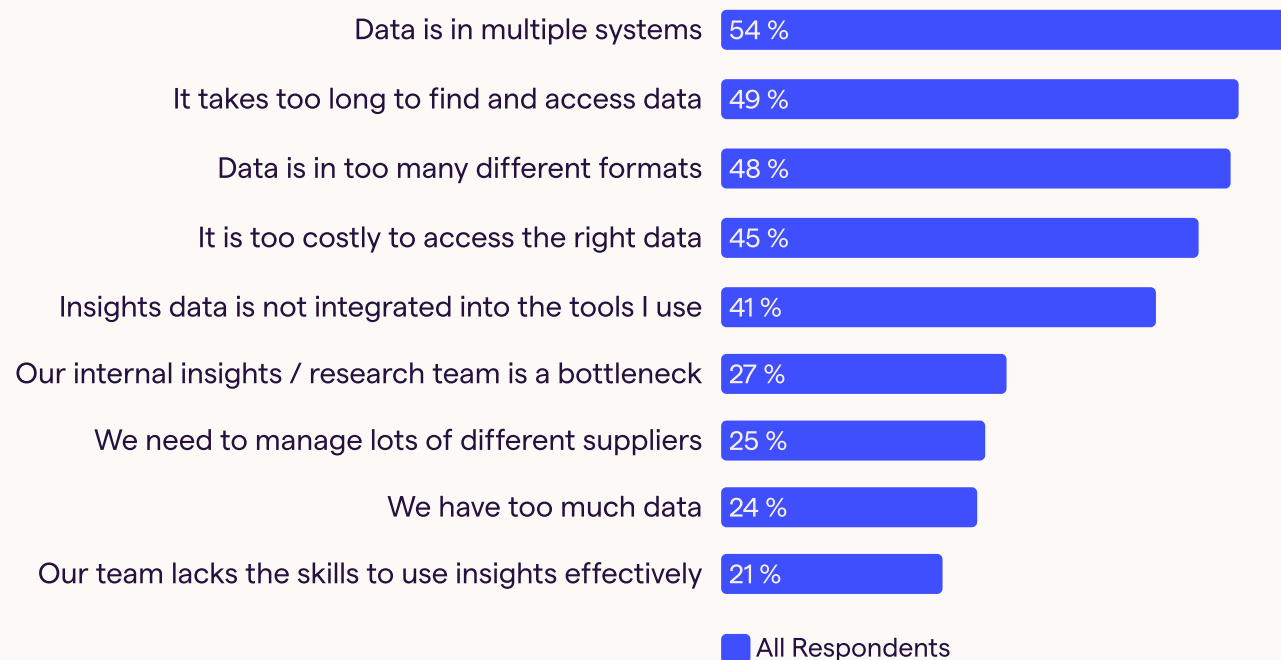




***Fragmented data, systems and formats are the greatest barriers to using data and insights***

The survey data tell a clear story: technology and process barriers have by far the biggest impact on wider adoption of consumer insights for decision-making:

**Respondents answering which factors are a major barrier for accessing consumer research, data and insights**



The principal barriers to greater use of consumer data and insights all relate to technology: **the separation of data in multiple systems (54%), data residing in too many formats (48%)** and **a lack of integration of insights into the tools used by marketing and product teams (41%)**.

These barriers have knock-on implications for efficiency and budget: 49% say that it takes too long to find and access data, and 45% say that it is too costly to access the right data. There are some noteworthy differences between marketing / brand and product / innovation teams.



# 49%

*of those surveyed say that it takes too long to find and access data*

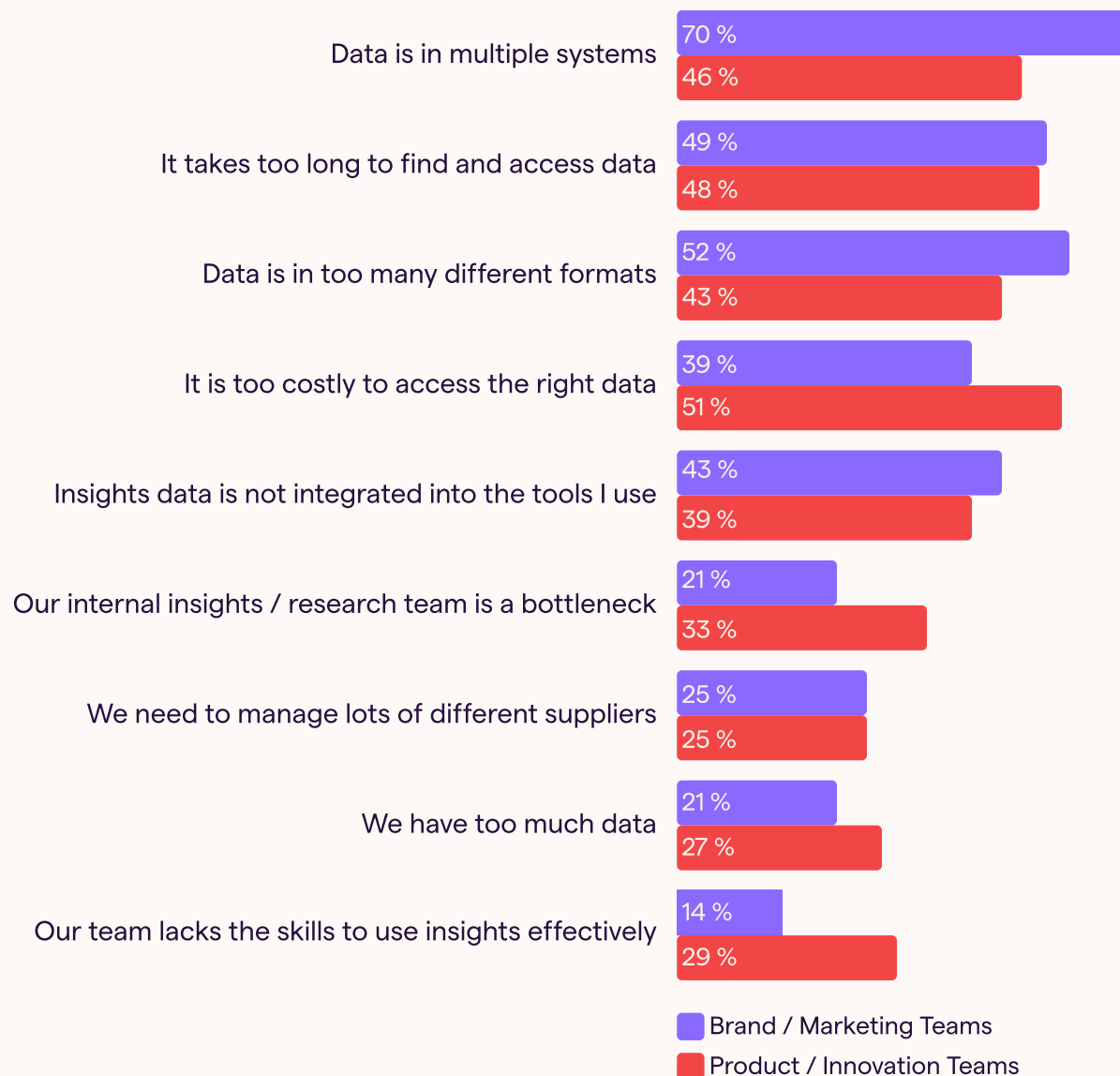


# 45%

*of those surveyed say that it is too costly to access the right data*



## Which of these factors do you consider to be a major barrier for accessing consumer research, data and insights?



**In marketing and brand teams, the challenge of fragmented data – in too many systems (60%) and formats (52%) – is much more pronounced.**

This may reflect the phenomenon of ‘stack overload’ in marketing teams, where the average large enterprise has nearly 100 different cloud marketing tools<sup>2</sup>. The volume of applications and lack of integrated data appear to be significant limiters on the use of consumer insights for decision-making in marketing teams.

**For product and innovation teams, the picture is slightly different. The main barriers are the costs of accessing data and the time it takes to find it – closely followed by poor data and systems integration.**

However, two other issues stand out for this team: they are more likely to view the insights / research team as a bottleneck (33% vs. 21%); and more than twice as likely to say that consumer insights skills are a barrier (29% vs. 14%).

Both issues may reflect a common structural artefact: in many organizations, the consumer insights department reports into the marketing function, and is frequently more engaged in supporting, coaching, and building skills for that team.



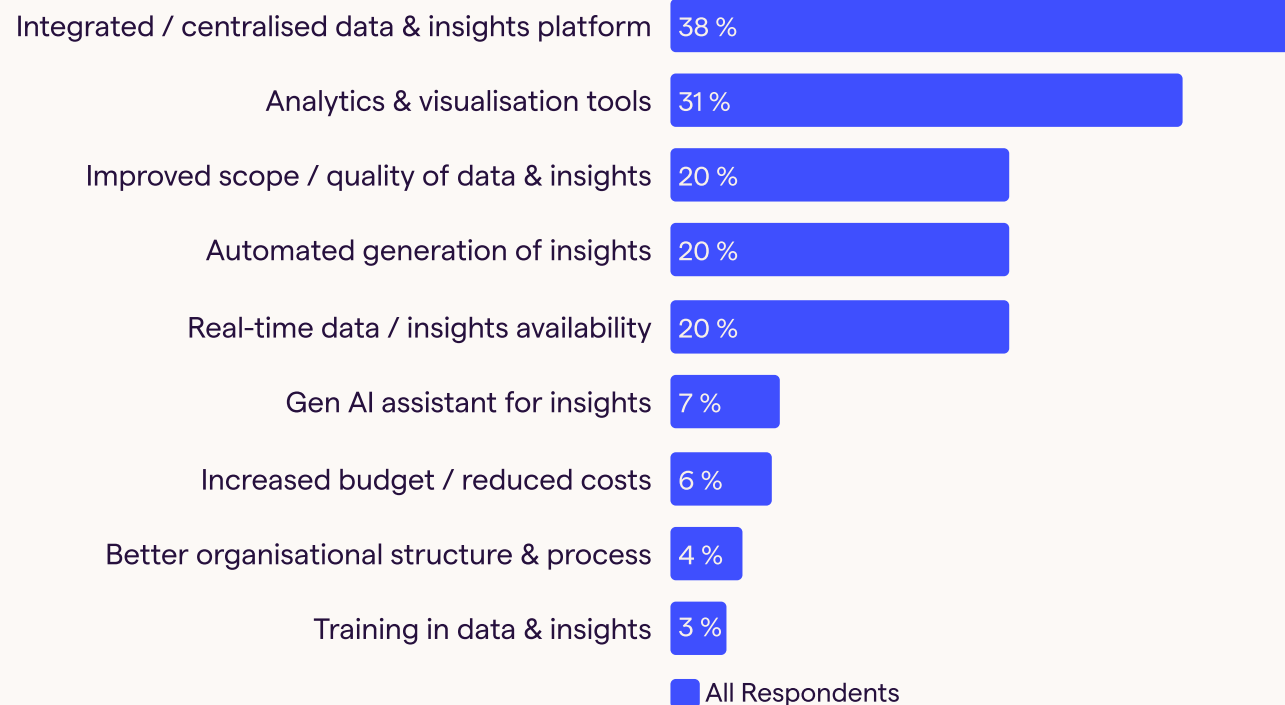
*"[We need more] regular touch bases with our internal consumer research, data, and insights team to stay informed."*

Product / Innovation, Large Enterprise,  
USA / Canada

**Technology-based solutions are seen as having the greatest impact on scaling use of insights**

To address these barriers, the most frequently identified solutions are technology-based: an integrated and centralized platform for data & insights (38%) and improved analytics / data visualization tools (31%).

### What changes would help you to use consumer research, data and insights in more of your work?



## What changes would help you to use consumer research, data and insights in more of your work?

***“An easy-to-use platform with all data at my fingertips; the ability to type in a question and have it provide the answer rather than me having to analyze the data myself.”***

Marketing / Brand, Consumer Goods,  
Large Enterprise, USA / Canada

***“More integration with AI and daily used software; Make more decisions faster and more efficient, saving time dedicating routine tasks to AI.”***

Marketing / Brand, Consumer Goods,  
Mid-Sized Corporate, Europe / UK

***“More integrated systems and ease of accessing information; Would like to have consumer panel data integrated with market data for our own brands and items as well as that of the competition.”***

Product / Innovation, Consumer Goods,  
Mid-Sized Corporate, USA / Canada

***“When all teams have access to the same data, it confirms that consistency and allows for more comprehensive analysis. That is why improving data integration across different departments is difficult. Usually, a centralized data management system would be a significant improvement. This would ensure that all departments have access to the same up-to-date information that ..{helps in}..., reducing discrepancies and improving collaboration.”***

Product / Innovation, Consumer Goods,  
Large Enterprise, USA / Canada



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# The impact of integrated insights platforms



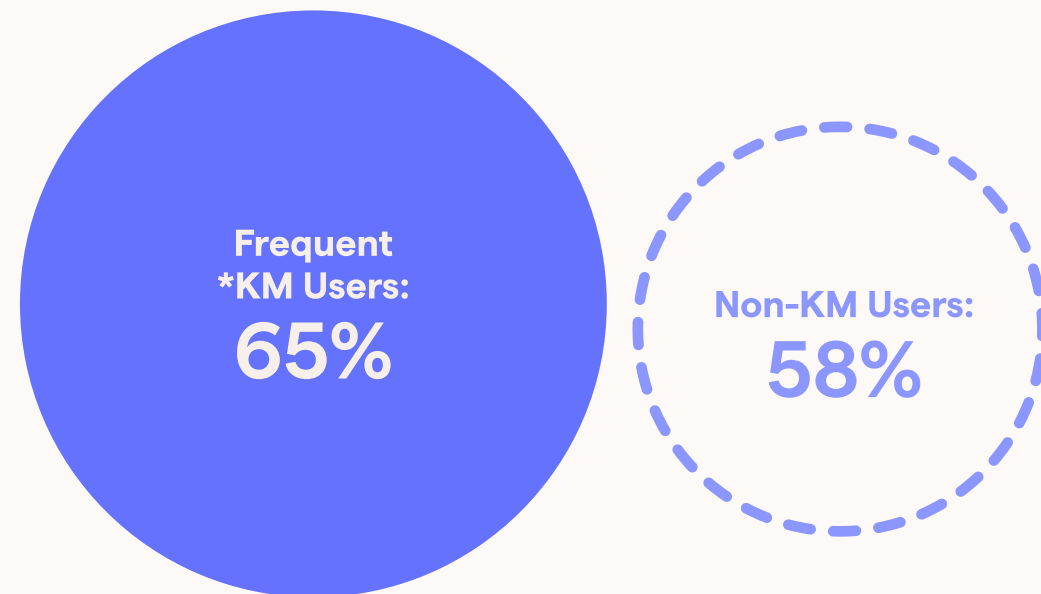
Consumer data and insights are captured, analyzed and reported in an ever-growing array of software tools. There are more than 1,500 research and insights applications and a further 11,000 marketing technology SaaS products, many of which provide user or consumer data and analytics.

Integrated insights or **knowledge management (KM) platforms** help to unify disparate sources of data, democratize access to consumer knowledge and empower product and marketing teams to use consumer insights quickly and easily in their day-to-day activities.

The data in our survey demonstrates how impactful these tools can be. Those who use knowledge management platforms for consumer insights consistently demonstrate more frequent and more effective use of insights.

Regular KM platform users inform a greater share of their decisions with insights, as seen in the graph on the right:

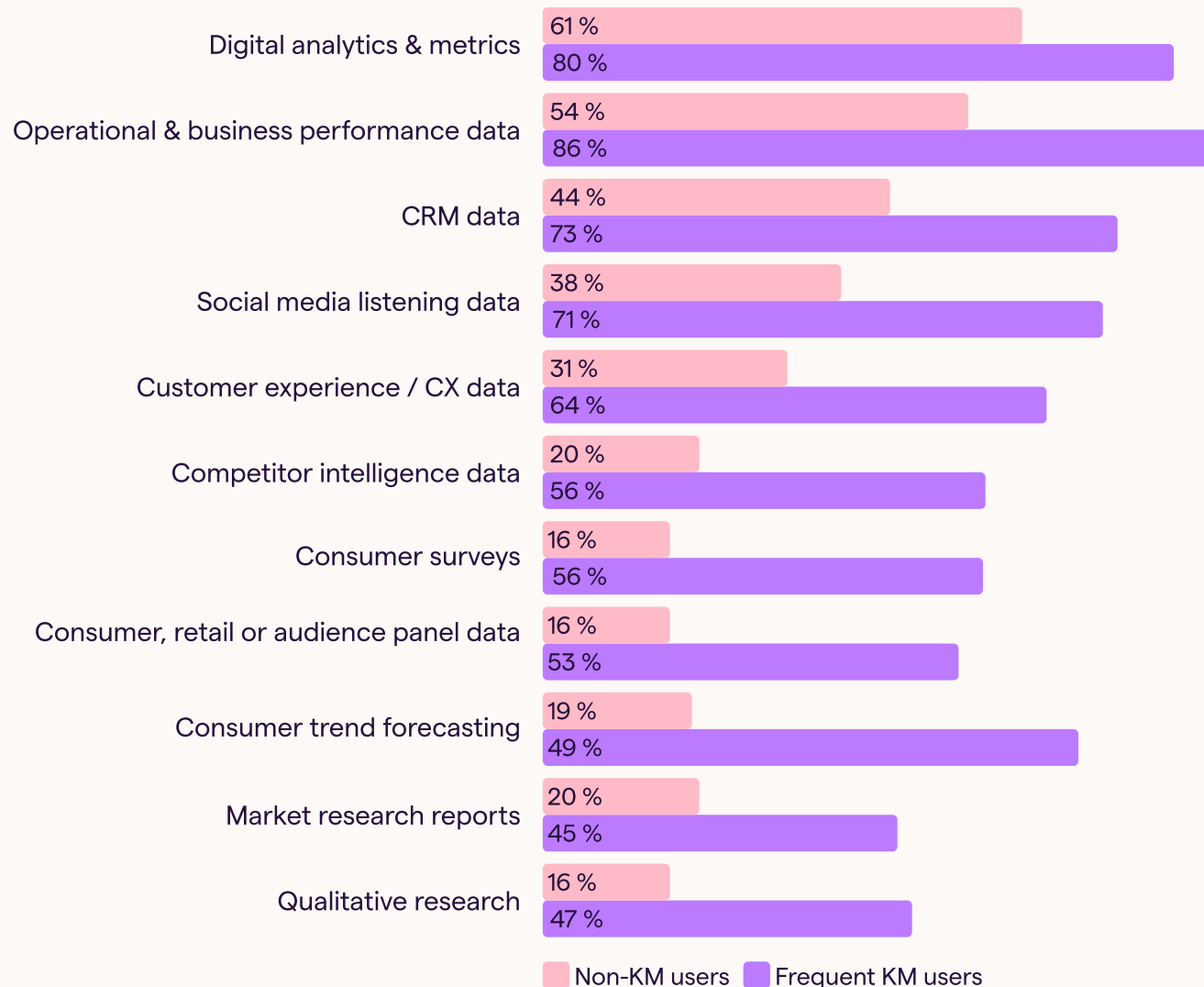
**Of all the decisions you make in your role today, what percentage are informed by evidence from consumer research, data and insights?**



\*KM = knowledge management platforms

Frequent KM users benefit from more regular access to consumer insights, as seen below:

### How often do you use each of these types of consumer research, data or insights?



Frequent KM users are also much less likely to identify slow access to data as a major barrier:

### How much of a barrier are each of the following to using consumer research, data and insights more?

(Respondents answering 'a major barrier')



**Non-KM users**

**59%**

***It takes too long to find and access data***



**Frequent KM users**

**36%**

***It takes too long to find and access data***

⑥

# Hyperscaling insights: the size of the prize



## High potential for greater business impact

***Most companies see clear commercial impacts from improved access to consumer insights***

Today, only 60% of decisions taken in product and marketing teams are informed by consumer insights and data. These teams are at the leading edge of their organizations' engagement with consumers – and yet two out of every five decisions are made without reference to data.

The good news is that there is strong belief in the potential of consumer insights; and there is clear headroom to increase the share of decisions that they influence.

Across six key areas of commercial impact – from topline growth to bottom-line margin – large majorities of executives believe that faster, easier access to insights would make a positive difference to their organizations.

### How much do you agree or disagree that faster, easier access to consumer insights will help you to ...?

(Respondents answering 'Agree/ Agree Strongly')



On average, respondents currently inform 3 in 5 decisions with consumer data and insights.

When asked what potential there is to increase application of this data to their workflows, the number rose to 4 in 5 decisions overall. For marketers the target percentage of decisions was 83% and for product leaders it was 74%.

### In an ideal world, what percentage of your decisions would be informed by evidence from consumer research, data and insights?



**Brand/ Marketing Teams**

**83%**



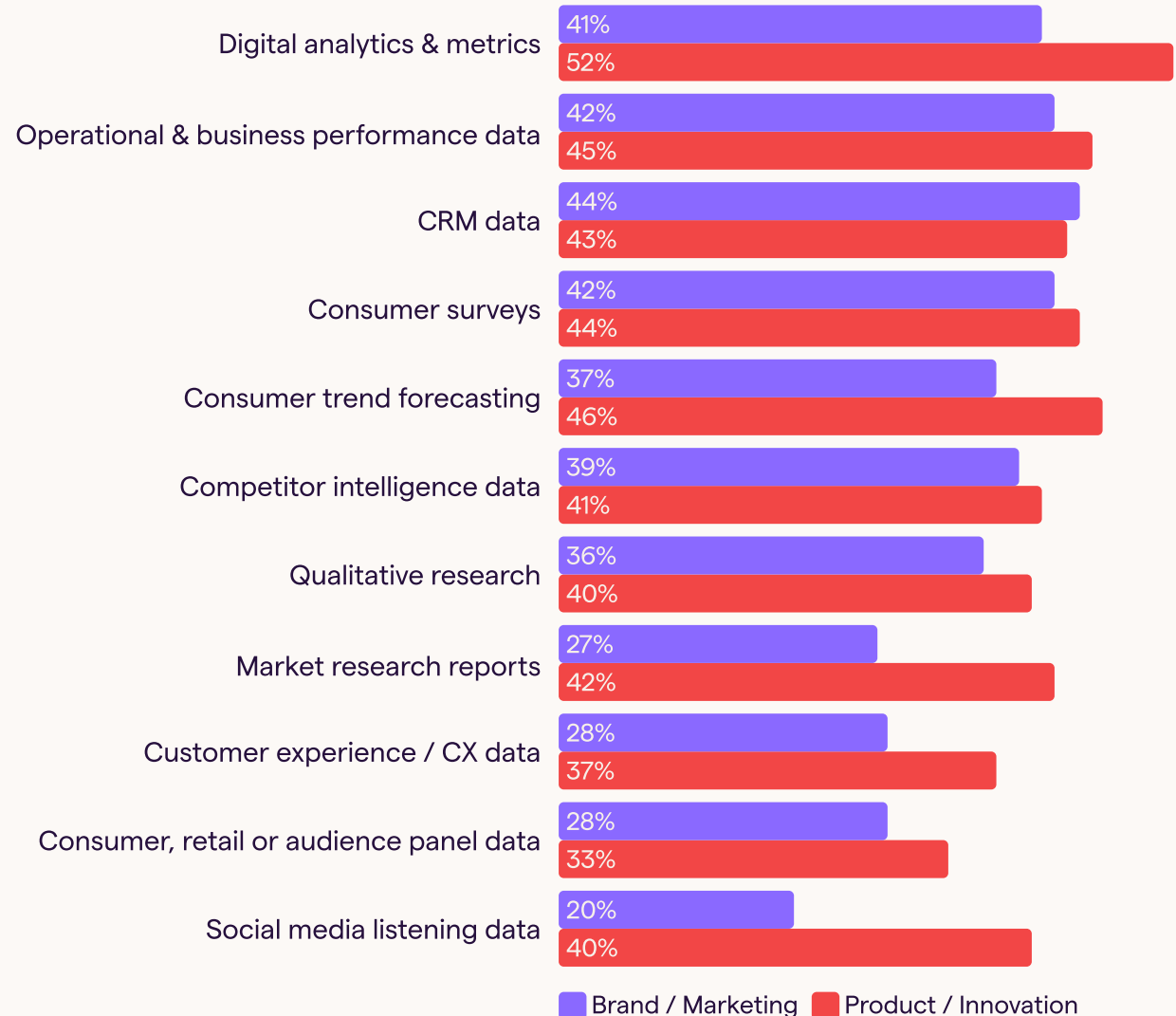
**Product/ Innovation Teams**

**74%**

And there is a clear appetite to use more of every source of consumer insights and data. The preferences for which data would be most beneficial to use more often are different amongst marketing and product teams.

### If all the barriers to accessing consumer insights were removed, how would it change your use of these data sources?

(Respondents answering 'I'd use this source much more')



This desire to use insights is particularly pronounced among product / innovation teams. This may be because these teams are starting from a lower base — compared to marketing teams - and perceive more barriers to accessing insights, such as bottlenecks in research teams and a lower level of insights-related skills.

However, they also demonstrate greater appetite for a broader range of insights sources than marketing / brand teams. For example, they are keener to make better use of social listening data, trend forecasts and market research reports.

If the latent demand for insights in product / innovation teams can be met, the share of data-driven decisions will grow significantly.



## Unlocking \$25 billion in CPG

### *Transforming product launch success rates*

The Consumer Packaged Goods (CPG) industry is an innovation powerhouse, launching 30,000 new products annually in the US alone<sup>5</sup>, generating approximately \$150 billion in year one sales<sup>6</sup>.

But the picture could be much healthier. Only 30% of new products sustain or grow sales in year two; fewer than 3% generate annual revenue of more than \$50 million; and the share of true innovations – as opposed to brand extensions – is in marked decline<sup>7</sup>.

In our research, nine out of ten product / innovation teams agreed that easier, faster

access to consumer insights and data would increase product launch success rates.

Delivering on this demand requires a platform to aggregate all data sources and provide a single point of integration.

Some modest assumptions of the impact of better insights show how valuable this could be: Year one sales: increasing from 3% to 4% the share of new products generating sales of \$50m+ could add \$15bn - \$20bn in incremental revenue.

Year two sales: increasing the share of new products sustaining or growing sales in year two from 30% to 35% could add nearly \$10bn in new value.





## More effective advertising

Global advertising industry revenue is forecast to be nearly \$1 trillion in 2024<sup>8</sup>, and for consumer-facing companies, advertising is a significant expense. In the CPG category alone, between 5% and 20% of sales revenues are reinvested in ads<sup>9</sup>.

Opportunities to make better use of consumer insights for advertising are widespread: to stimulate campaign creative; to understand audiences for media planning; to help digital marketers optimize spend by channel; and much more.

90% of marketing / brand teams agree that faster, easier access to consumer insights would help them create better advertising; and better ads have been shown to correspond to both short and long-term increases in sales.

In a trillion-dollar category, giving marketers easy, quick access to consumer insights could add up to big differences in cost efficiency and revenue generation.

**How much do you agree or disagree that faster, easier access to consumer insights will help you to...?**

(Respondents answering 'Agree/ Agree Strongly')

**Create better advertising:**



**Brand/ Marketing Teams**

**90%**



**Product/ Innovation Teams**

**86%**

5 . NIQ (Nielsen) article - Bursting with new products, there's never been a time for better breakthrough innovation

6 . Derived from NIQ data on product launch success rates and sales performance

7 . Mintel - The Role of innovation in the future of the CPG industry

8 . GroupM 2024 mid year forecast

9 . GroupM, 2023 data

## AI's role in hyperscaling insights

One third of product and marketing teams currently use an AI Assistant for consumer / market insights.

### Percentage of respondents using an AI Assistant for consumer/ market insights



Total

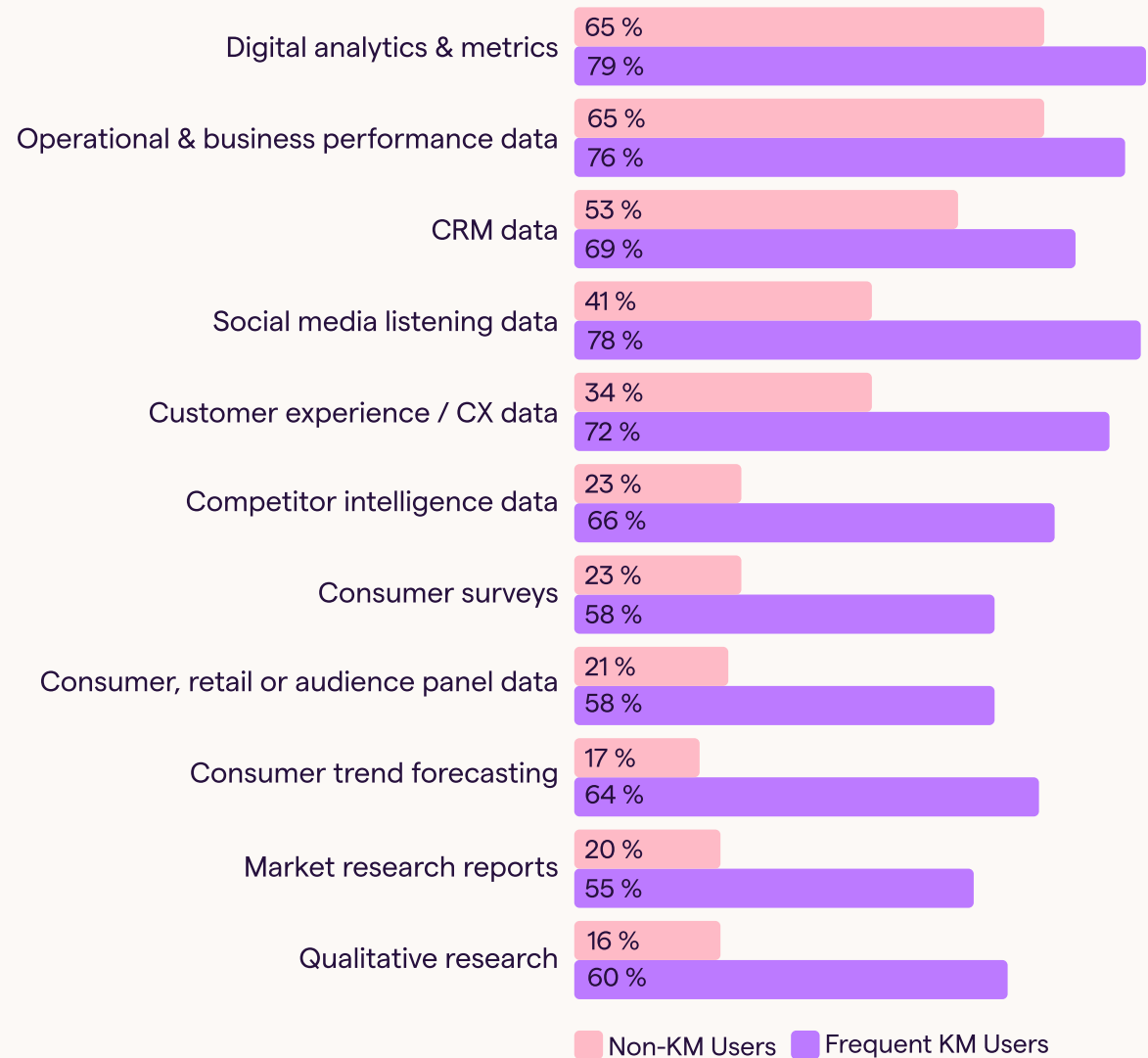
**34%**

The use of AI Assistants is strongly associated with more frequent use of consumer insights and data - to an even greater degree than the use of knowledge management (KM) platforms.

Across every type of data, those who frequently use an AI Assistant are significantly more frequent users of consumer insights and data.

### How often do you use each of these types of consumer research, data or insights?

(Respondents answering 'Every Day/ Every Week')



However, there are significant differences in adoption of AI for insights between marketing and product teams. Product / innovation teams are much more likely to use AI Assistants for consumer / market insights than their colleagues in marketing / brand teams.

### Percentage of respondents using an AI Assistant for consumer/ market insights every day or week



*Brand/ Marketing Teams*

**20%**



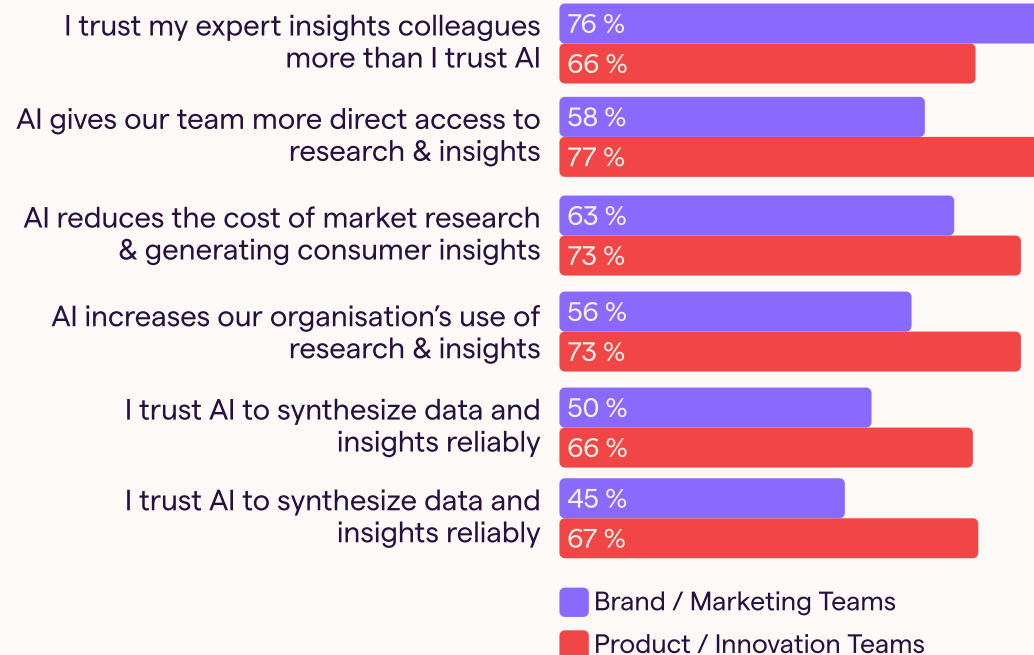
*Product/ Innovation Teams*

**47%**

These differences can further be seen in the attitudes of these teams to the impact of AI for insights and data. Universally, product / innovation teams are more enthusiastic about AI's potential to give more direct access to insights, reduce costs, increase use of insights, synthesize data reliably and integrate it into other business decisions.

### How much do you agree or disagree with each these statements about the AI's impact on consumer/market research, data and insights?

(Respondents answering 'Agree / Agree Strongly')





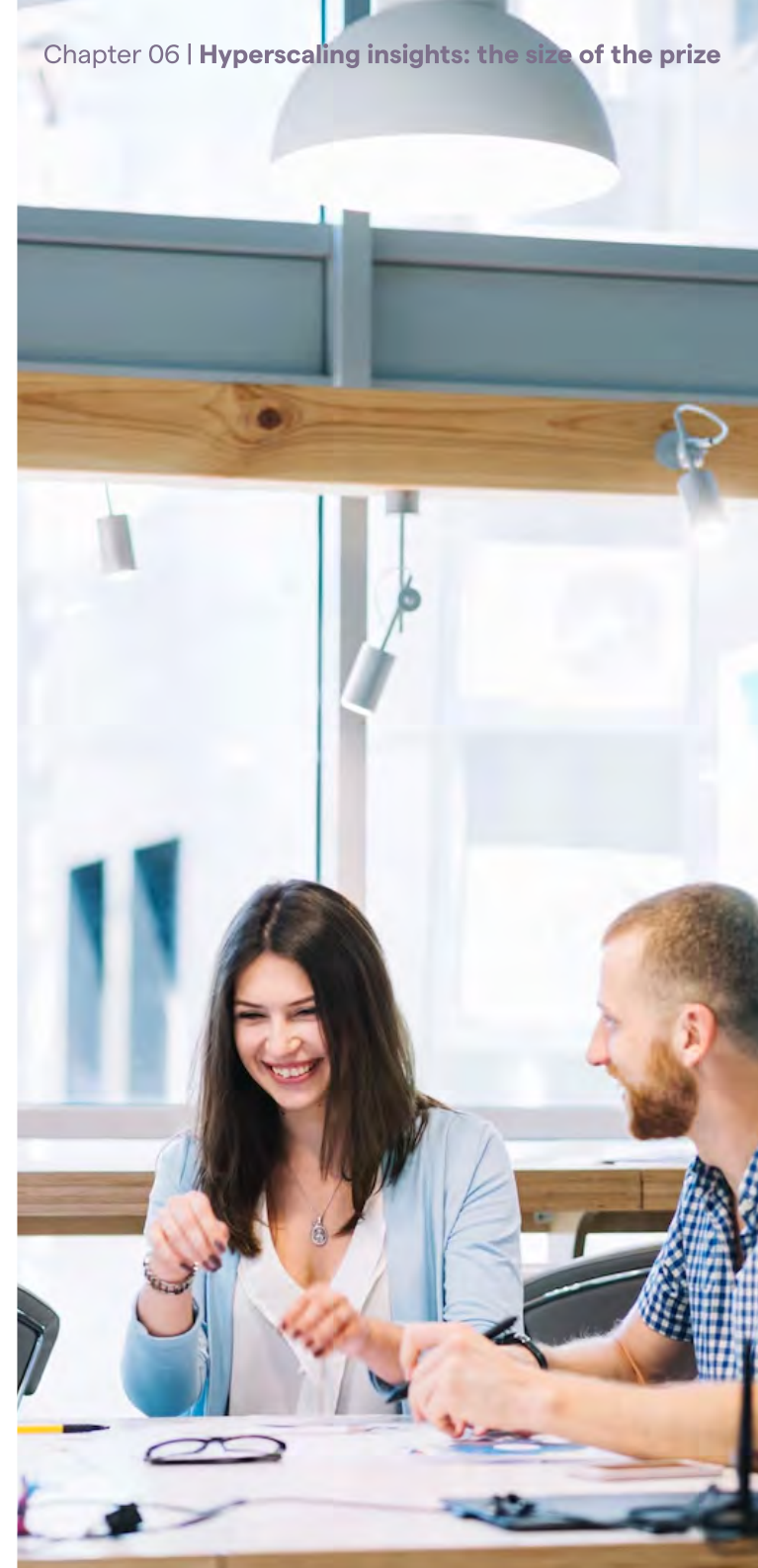
Marketing teams are also more inclined to trust their expert insights colleagues over AI. This may reflect the comparatively better levels of support that marketing teams get from their CMI partners; it may also be the case that marketers feel more vulnerable about the impact of AI on their function, given strong use cases for AI tools in copy and content generation.

Despite the slight wariness amongst marketing teams, there is a strong latent desire for AI tools across both teams. When asked to identify changes that would drive up the use of data and insights in their work, a sizeable minority of respondents spontaneously mentioned 'automated generation of insights' - some of which referenced AI specifically - and some even described a 'Generative AI for insights' capability.

### What changes would help you to use consumer research, data and insights in more of your work?

Automated generation of insights 20 %

Gen AI assistant for insights 7 %



***“Ease of accessibility and distillation of research into actionable insights; An AI tool that has learned all of our existing research and could answer questions based on all the research that we've done. We have a tendency to only work off the most recent research, so a truly comprehensive look at all the work that we've done would be great”***

Marketing / Brand, Healthcare / Pharma,  
Mid-sized Corporate, US / Canada

***“More variety and more tailored reports; AI copilot dedicated to market research”***

Product / Innovation, Banking / Insurance,  
Large Enterprise, Europe / UK

***“Having a ChatGPT-like bot that can do the research for me by absorbing various data sources and condensing it for me, would be great; Yes”***

Marketing / Brand, Retail,  
Mid-sized Corporate, US / Canada

Overall, AI Assistants have a strong potential to drive greater use of insights and data in product and marketing teams when they are connected to a centralized repository of insights and data.

They make interactions much easier through conversational interfaces - reducing the challenge of skill deficiency, which is apparent in product / innovation teams.

They are quick to provide answers: speed-to-data is one of the greatest barriers in the currently fragmented insights landscape.

Plus, AI Assistants are effective at synthesizing complexity: a strong desire exists amongst marketing and product teams for analytics tools that can help surface answers automatically.

For insights leaders, the opportunity is clear: increasing levels of trust and enthusiasm for AI will drive the adoption of tools that can reduce bottlenecks, increase velocity, and drive up the share of decisions that are powered by consumer insights. Harnessing AI will enable them to put in place a supercharged, end to end insights process that fully integrates human and artificial intelligence.



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# Next steps



## Implications for product and marketing leaders

The evidence is clear.

Business performance improves when decisions are grounded in consumer insights and market data. Too few decisions are made this way today. Marketing and product teams agree that this must change.

The question is how can organizations power more decisions with insights?

Current models based on expertise, coaching, and best practice are reaching their limits: they cannot scale to meet ever-increasing demands for rapid, integrated, and impactful use of insights.

Hyperscaling consumer and market insights will need systems whose reach continues to grow without proportionate increases in underlying cost and headcount.

Organizations aspiring to scale insights-based decision-making efficiently must adopt a programmatic mindset and focus on building appropriate platforms, data, and process assets. This five-step journey can act as a guide for CMI, Marketing, and Product leaders

## Key takeaways

**Five-step journey to guide CMI, marketing, and product leaders through a hyperscaling insights strategy**

### 1.

## Determine the baseline

Review current processes to learn how consumer and market insights are used in your organization today.

Which sources are commonly used – and which are neglected? How do teams interface with data and insights – through tools, in-house experts or external providers? What share of decisions are taken with insights – and where are the gaps?

Establish current behaviors and agree on the performance metrics to measure over time.

## 2.

### Identify the points of decision

Understand precisely where marketing and product teams make decisions in their workflow.

What types of decisions are made – tactical, strategic, intermediate – in different use cases? What are the specific deliverables needed in a campaign, brand planning, or innovation process? How frequently are these decisions made? What software tools and systems are used? How might better access to consumer or market data change the decision process?

Create a flow-map of decision-making for teams, roles, and processes on which insights can be overlaid.

## 3.

### Map decisions to sources of insight

Take the ‘decision points’ framework and identify where there is scope to increase the use of consumer and market insights.

What types of data will improve decision support? Where will the data come from? How can it be integrated into the workflow and tools currently being used? Which sources and integrations are low-hanging fruit – and which offer long-term value?

The outcome will provide a clear focus to prioritize those data sources and insights that should be connected to business users’ tools and processes.



## 4.

### Create the roadmap

Identify the platforms, skills, data assets, and process changes that will be required to implement change.

Which knowledge management solutions are optimized for insights data? How will they integrate with business users' tools and workflows? Does the current team have the skills to implement and manage such a platform? What new skills are required to coach and advise business users? Which data sources can be connected? How will business users need to adapt the way they interface with insights?

Build the roadmap for change based on these answers and set clear objectives and success measures that build on current performance metrics established in the first step.

## 5.

### Implement for hyper scale

Connect all market data, knowledge assets and consumer insights into your chosen knowledge and insights management platform. Roll out to pilot teams, monitor the impact, and adapt with learning; build case studies and success stories.

In this new world, consumer and market insights are no longer fragmented, disconnected or mediated solely through a specialist department. They become the energy flowing through the organization: a strategic capability, delivered programmatically, creating tangible value.

***Start generating and capitalizing on insights using AI. Learn more about how Market Logic can help you become an insights-driven enterprise. [Contact us](#) or email [info@marketlogicsoftware.com](mailto:info@marketlogicsoftware.com) to book a free consultation with a member of our team.***







## 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](http://www.marketlogicsoftware.com)  
[info@marketlogicsoftware.com](mailto:info@marketlogicsoftware.com)

### Europe

Franklinstrasse 28,  
10587 Berlin,  
Germany

### North America

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

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