

Does Market Research need a revamp?

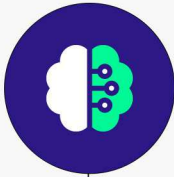
We run our lives on technology, so why aren't we running our brands in the same way?

Market Research has been the go-to for consumer intelligence, helping brands to find the right strategies, decide what to do with their marketing assets and navigate their category dynamics.

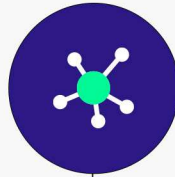
Yet, the way this data is collected, the nature of the data itself, and its actionability are all problematic.



Why Market Research is falling short:



Surveys, interviews and focus groups can't accurately access how humans really feel and think.



Marketers have to synthesize data from numerous sources before deciding which actions to take to grow their brands



Marketers wait weeks for results and have to find big budgets.

To discover more limitations of Market Research, [download the full guide here.](#)

In today's fast-paced world, brands need better research. Research that goes beyond risk mitigation. Research that can tell them how consumers feel and think -turning data into action.



Here's some features to look for when deciding on your next research solution:



Always-on data

To keep your brand on the pulse of consumer needs and category trends



Segmentable data

To understand how different consumer groups respond to your activations



Actionable data

To know what to do next to grow your brand



Aggregated data

To assimilate multiple data sources in one place and save time



Asset Testing

To pulse check ideas with consumers before going all in on your creative development

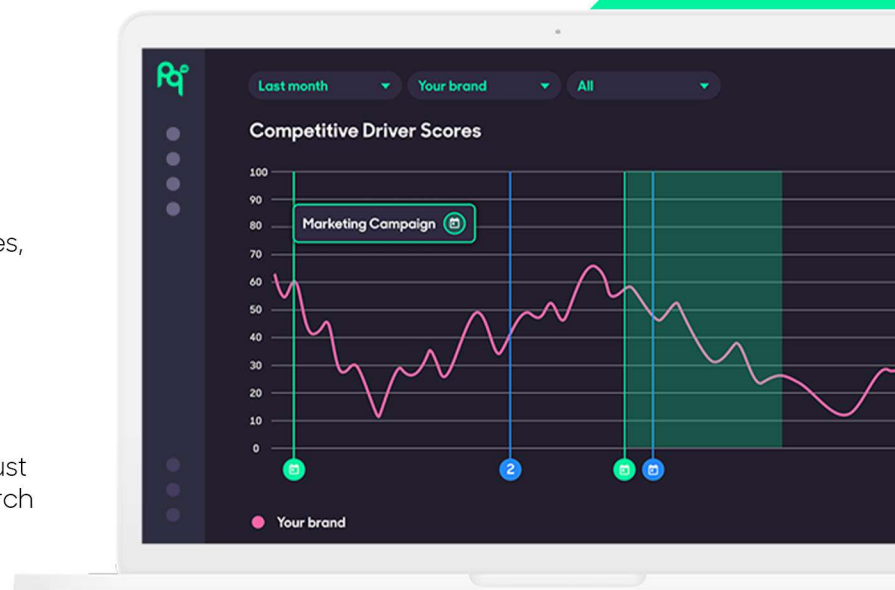
To discover more features to look out for, [click here](#).

The relevance of AI within consumer research

AI is so valuable for marketers – saving time and money, synthesizing vast amounts of data, and showing brands exactly what to do to grow.

It provides marketers with more accurate analyses, the ability to immediately action their data, and certainty that what they're doing will result in positive outcomes.

ProQuo is the world's first and only Brand Management platform which uses AI to give marketers more certainty. The platform doesn't just provide data, it outstrips traditional Market Research by also equipping brands with tangible ways to action this data.



Here's 3 things you gain with ProQuo AI:

Neuroscientific data

ProQuo AI's research emulates how the human mind works - using a blend of System 1 and 2 to retrieve consumer responses. Since it has been proven that humans make decisions based on their feelings (System 1) and then confirm these decisions with their thoughts (System 2), this data is a more accurate indication of real consumer behavior.

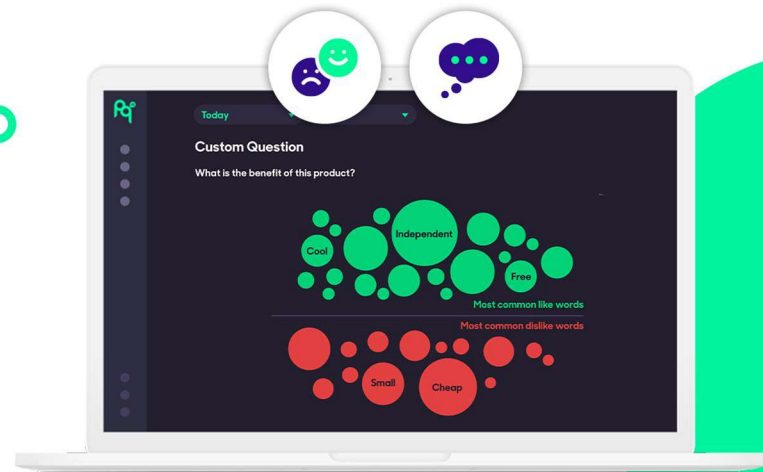


Real-time updates

The live platform interacts with people daily, monitoring what they need from categories and brands. This type of data is invaluable to inform strategies, innovate new ideas, optimize in-market activities, and prove the value of marketing to stakeholders.

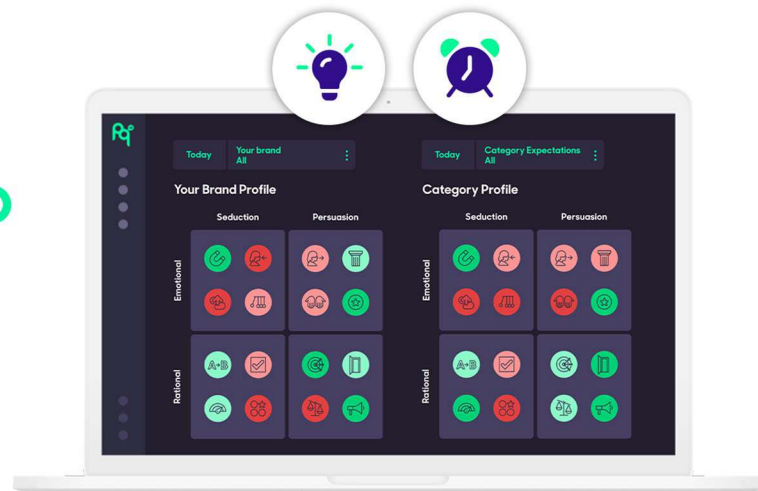
To see what else you can get on ProQuo

[Explore](#)



Affordability and aggregation

One platform which provides awareness data, brand data, creative testing, and step-by-step guidance to help brands action this data - all in one place.



Download the full Market Research guide

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