



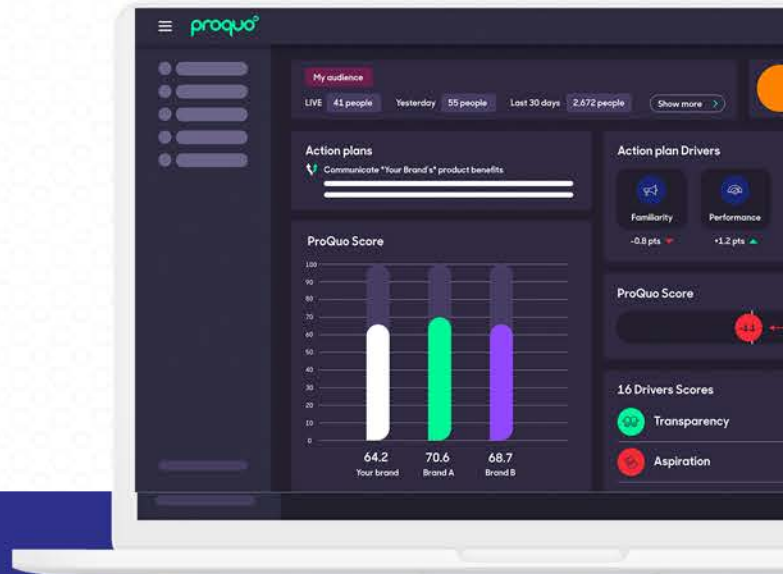
How to ensure your consumer insights are actioned by your marketing team.

It's frustrating to discover your research isn't being actioned fully.

After hours of analysis, the last thing you want to uncover is that the marketing team went in a different direction.

You know your recommendations will have a positive impact on the brand. But how can you make your marketing team see eye-to-eye?

If you want to ensure the insights you provide are used every time, keep reading.



Why new technology is the answer

Live consumer intelligence platforms, like ProQuo AI, provide daily insights on brands, their categories and their competitive sets.

Think of ProQuo as the interface between Insights and Marketing teams.

Insights teams are given the chance to roll up their sleeves and dig into the details of the data. While marketing teams are given access to quick answers that are simple to understand and easy to action.

No more being asked questions about your brand or category that you don't have the data to answer. With ProQuo's live intelligence, you're never left wondering "what", "how" or "why".

On the platform, insights teams have full control over their data. Because they can access the back end of the platform, they're able to get underneath the hood of this data to ensure it's:

- Gathered in the right way
- As unbiased as it possibly can be
- Nationally representative and statistically significant

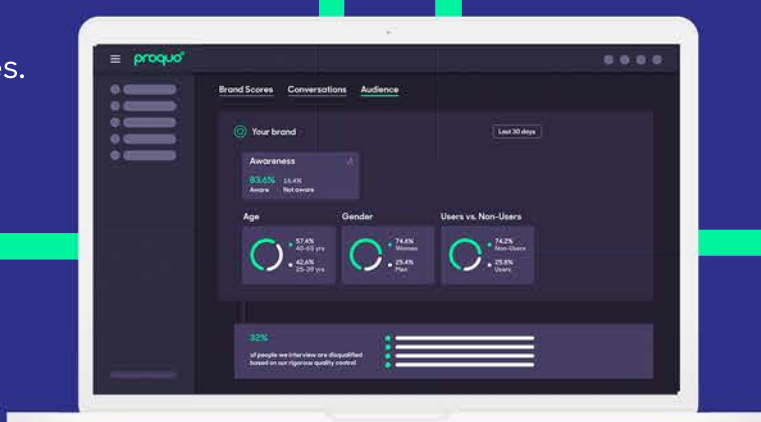
To ensure this data is actioned, ProQuo translates these insights into an accessible format, which marketers can easily interpret and understand on the front end of the platform.

On ProQuo, Insights teams get:

- **Control over the end-to-end data process** – with complete visibility into how their insights are being actioned by Marketing.
- **Speed to market** – being able to conduct consumer research on any idea, new product, or campaign in under 72 hours.
- **24/7 reads on macro-level category trends** – For immediate foresight into category disruption opportunities.

On ProQuo, Marketing teams get:

- **Data that's quick** to understand and easy to action
- **Simple data visualisations** which transform your insights into actions
- **Straightforward reports** which influence progress with stakeholders



If you're interested in seeing how ProQuo can help you to ensure your insights are actioned

[Click here](#)