

UNCOMMON REVOLUTION

Case Study

DECISION INTELLIGENCE

We're reimagining decision-making.
Here's how.

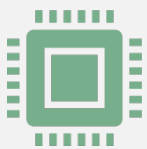




GOAL: Make data-based decisions quicker, faster with a common corporate goal based on common KPIs.



Challenge: Use high-frequency data and predictive analysis to produce rich, rigorous insights on target consumers in as little as 48 hours (or even less).



Solution: Develop a unified intelligence platform that allows insight professionals to convert datasets from disparate systems based on a common metric that compares data across various markets.

Driving behavioral change based on insights that maximize value and minimize risk

Insights with enough time to act

Most global market research is stale by the time you get results. By contrast, our high-frequency data technology produces meaningful intel within days of the initial request.

A strategic roadmap — not just a readout

We don't simply hand over survey results. Our data scientists and analysts find the story in the data, helping your team turn our predictive analytics into actionable strategies.

Cloud-based platform designed for taking action

Data experts and novices alike can easily collaborate in our Intelligence platform. Our proprietary API allows users fast and seamless access to data — no need to submit a request.