

YouGov

Bring AI into your Insights:

Balancing innovation & integrity

Living consumer intelligence | yougov.com/business



Today's speakers



Jonathan Van Parys

Chief Platform Officer
YouGov



Paul Röttger

Postdoctoral Researcher
MilaNLP Lab at Bocconi
University



Ari Popper

Founder and CEO
SciFutures



Kathryn Topp

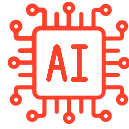
Founder and CEO
Yabble

AI in Market Research: Current Landscape and Future Outlook



What got us here?

Two big shifts

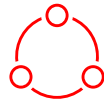


From domain-specific ML to general purpose AI

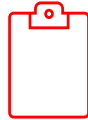


From machine language to human language

What does this mean for market research?



Increased human-AI workflow collaboration



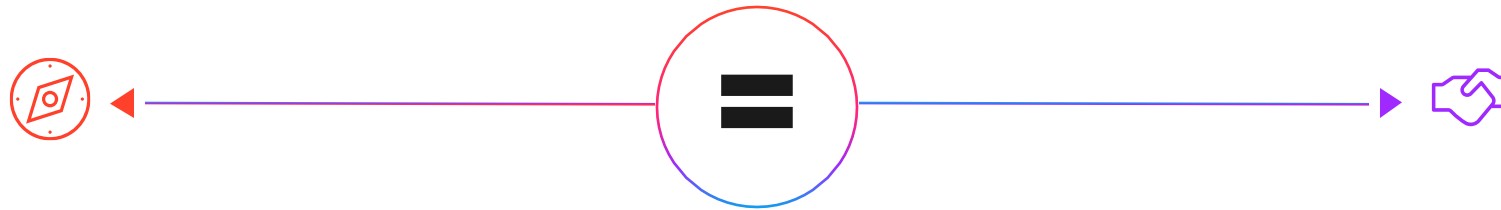
Richer source data for your research



Get better insights from your data

Balancing

Innovation & Integrity



Combining

Exploration & Validation

Explore many LLM use cases...

LLMs can be useful along the **entire market research pipeline**.

Ideation

Text analysis

Survey generation

Simulation

Writing

...

We are early in the process of figuring out **how to best use LLMs**.

Model selection

Prompting strategies

Tool use

...



... but validate LLM accuracy!

We are **not ready for full hands-off automation**.

LLMs still make unexpected mistakes and suffer from subtle biases.

The most immediate gains are from **human-LLM collaboration**.

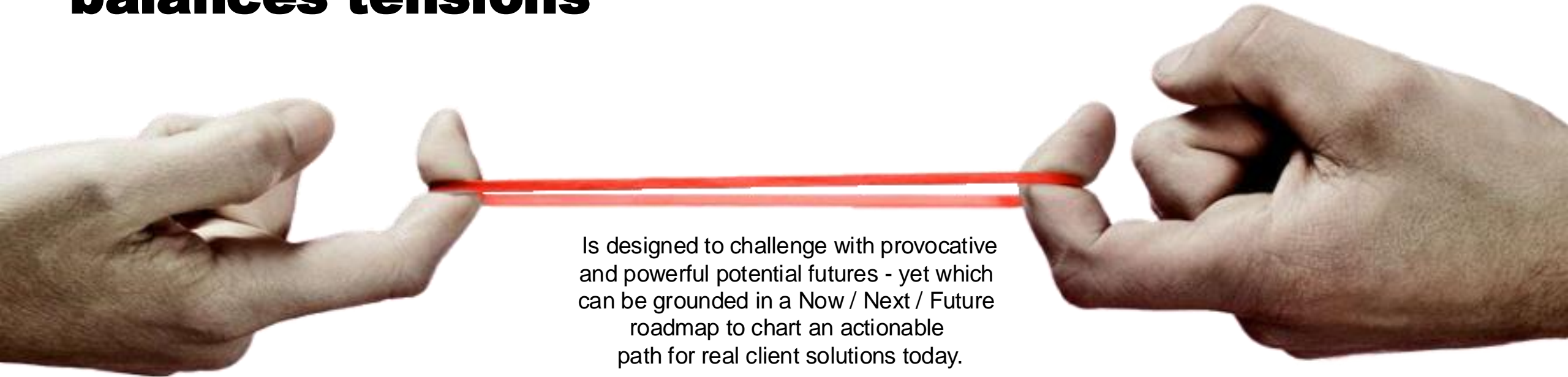
LLMs are great tools. But for critical use cases, they require validation.

In the meantime, **LLMs are still getting better**.

And we are only beginning to optimise LLMs for market research.



“Stretching the rubber band” creating transformative organizational strategies balances tensions



Is designed to challenge with provocative and powerful potential futures - yet which can be grounded in a Now / Next / Future roadmap to chart an actionable path for real client solutions today.

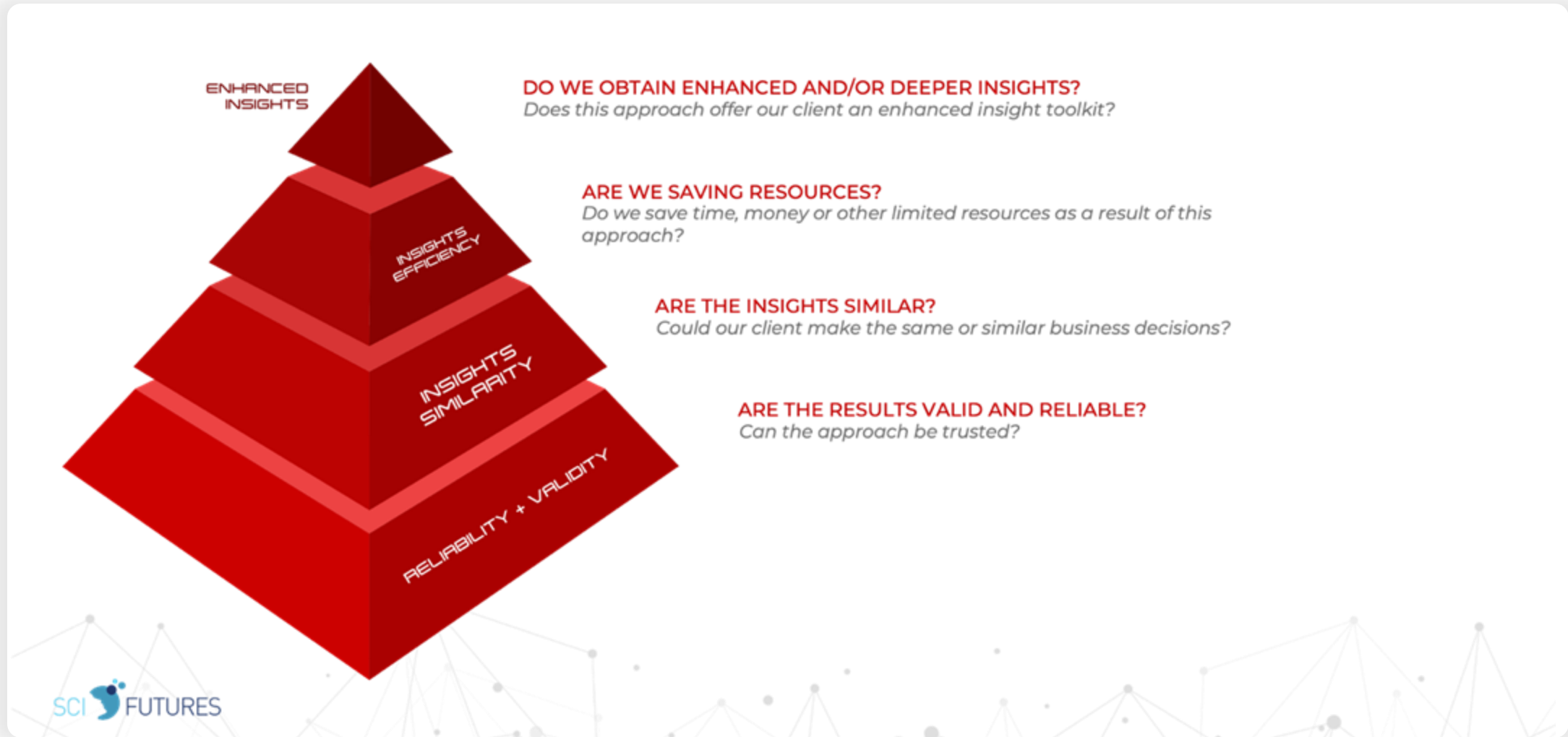
If we don't pull enough...

No meaningful action or change results.

If we pull too hard...

The effort "snaps" and we lose everyone.

Our criteria for success



What does Generative AI offer your insights team?



Speed

1000 x faster than a human*



Productivity gains

upward of 70%



Freedom

To move at the speed of thought



Democratises access to high quality business intelligence



Actionable, timely customer experience improvements



Encourages rapid innovation



* Based on using the Yabble platform

Things you can do today with Yabble and YouGov...



AI for Insights

Data creation



Persona Building,
Instant Insights

Data Analysis & Story Telling



Automatic
theming and
coding



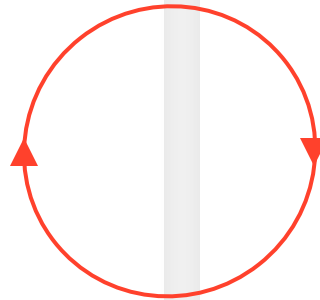
Data
Summarization



Natural
Language Data
Mining



Visualize
your
insights



Data for Insights

Living data



An ever-growing source of connected
consumer data – 10 years +

YouGov Panel



A rich, diverse, high quality global panel
of millions of consumers,
capturing what the world thinks

The rise of knowledge lake

You the Insight Professional



Augmented data models

Virtual consumers

Sales data

Customer data

Synthetic data

Survey data

Social data

Market data

Support data

Lakes of knowledge that are infinitely learning

"Hey Yabble, give me the latest trends in Retail"

Cutting through data at lightning speed, using:

- AI agents
- AI knowledge retrieval,
- AI report generation
- AI data mining
- AI generated data

The AI gives you...

A set of AI-generated personas that are representative of your audience to answer your survey questions, and to 'live chat' with for further insight



Alex 'Digital Native'

Age range: 17-24
Gender: Non-binary
Location: Urban - Tokyo, Japan
Personality traits: Tech-savvy, innovative
Pain points: Frustrated by slow adoption of new technologies in some stores
Behaviors: Primarily shops online, frequently uses AR/VR for shopping, prefers stores with cutting-edge technology
Goals: Wants innovative and high-tech shopping experiences



Carlos 'Experience Enthusiast'

Age range: 35-50
Gender: Male
Location: Urban - Madrid, Spain
Personality traits: Experience-driven, social
Pain points: Dislikes sterile and non-interactive store environments
Behaviors: Prefers in-store shopping for experiential and social aspects, engages with pop-up activations and community spaces
Goals: Enjoys shopping as a social activity and seeks unique store experiences



David 'Convenience Seeker'

Age range: 30-45
Gender: Male
Location: Suburban - Sydney, Australia
Personality traits: Convenience-oriented, practical
Pain points: Frustrated by complex returns process and lack of flexible delivery options
Behaviors: Shops both online and in-store, values quick and efficient service, uses contactless payments
Goals: Prioritizes convenience and efficiency in shopping



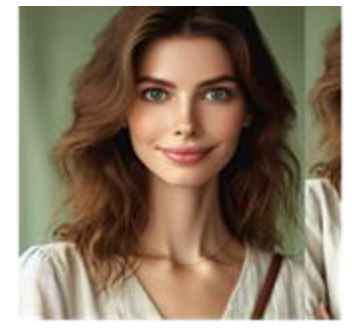
Linda 'Traditional Shopper'

Age range: 50-65
Gender: Female
Location: Rural - Vermont, USA
Personality traits: Traditional, skeptical of new technology
Pain points: Finds new technology overwhelming and prefers face-to-face interactions
Behaviors: Primarily shops in-store, values exceptional customer service, hesitant about using AR/VR
Goals: Seeks user-friendly and straightforward shopping experiences



Sophie 'Tech Enthusiast'

Age range: 18-25
Gender: Female
Location: Urban - New York, USA
Personality traits: Tech-savvy, early adopter
Pain points: Wants seamless integration between physical and digital experiences; concerned about data privacy
Behaviors: Frequent in-store and online shopper, uses AR/VR for try-ons, prefers contactless payments
Goals: Seeking personalized and immersive shopping experiences



Emily 'Sustainability Advocate'

Age range: 25-35
Gender: Female
Location: Urban - London, UK
Personality traits: Environmentally conscious, ethical shopper
Pain points: Dislikes brands that do not disclose their sustainability practices
Behaviors: Shops both online and in physical stores, prefers brands with strong sustainability credentials, engages with community spaces
Goals: Wants to support ethical and sustainable brands

The AI gives you...

Market insights and trend reports, with sources

Created with Yabble AI



Retail Experience Innovations

July 30, 2024

Market Trends

Integration of Emerging Technology in Retail Stores

Phygital Retail

The concept of "phygital retail," which blends physical and digital shopping experiences, is gaining traction. Retailers are increasingly integrating augmented reality (AR) and virtual reality (VR) to create immersive shopping environments. For instance, IKEA's Place app allows customers to visualize furniture in their own homes before making a purchase. Sephora's Virtual Artist app enables customers to experiment with different makeup looks using their smartphones (2).

AI and Machine Learning

Artificial intelligence (AI) and machine learning are transforming retail operations and customer experiences. Retailers are using AI-powered chatbots and virtual assistants for 24/7 customer support and personalized recommendations. Data analytics are also being applied to optimize store layouts and product placements, as seen with Walmart (6). AI

Market Insights

Innovations in Retail Store Experience

Engagement- and Inspiration-Driven Spaces

Retailers are increasingly focusing on creating spaces that foster a sense of community and inspiration. Post-pandemic trends highlight the importance of community stores that build brand loyalty through a sense of belonging. Stores like Tiffany Landmark in NYC are examples of spaces where customers can spend hours, emphasizing the value of inspiring customers (1).

Technology Elevating Omnichannel Performance

Retailers are integrating technology to support omnichannel services such as Buy Online, Pick Up In Store (BOPIS), ship-from-store, and seamless returns. Mobile-enabled workforces and augmented reality (AR) are enhancing customer interactions and the fitting room experience (1). Nike's use of AR for a unified commerce experience is a notable example (2).

AI-Powered Personalization and Automation

AI is being leveraged to deliver personalized shopping experiences through machine learning algorithms that analyze customer data to predict behavior and recommend products. Amazon's use of AI for product recommendations and chatbots exemplifies this trend (2). Automation in retail includes self-checkout terminals, electronic shelf labels, and cleaning robots, which

The AI gives you...

Key insights about your specific topic, insights by persona, insights by question, and themes & sentiment per question, as well as the ability to mine your data using natural language

Sophie 'Tech Enthusiast'



- Sophie, a tech-savvy young female aged 18-24, enjoys immersive shopping experiences, frequently using AR/VR for virtual try-ons.
- She prefers seamless integration between online and offline shopping (e.g., Online, Pick Up In-Store) and easy returns.
- Sophie's retail sector preferences include smart mirrors, AR for makeup try-ons, and VR experiences.
- While she enjoys the convenience and personalization, she is also concerned about data privacy and the potential for over-personalization.
- She is influenced by social media and reviews, but remains cautious, often cross-checking information.
- Sustainability is of moderate importance to her, and she values brands that combine technological advancement with ethical practices.

Generated with Yabble AI

Retail Experience

Market Insights + Virtual Audiences

Virtual Audiences

Emerging Technology Integration in Retail

- Retailers are increasingly adopting augmented reality (AR) for virtual try-ons, providing a more interactive and engaging experience. AR is being used for virtual try-ons, product visualization, and personalized recommendations.
- Artificial intelligence (AI) is revolutionizing customer service through chatbots and personalized recommendations, though they sometimes lack the personal touch of human interaction.
- Contactless payments and mobile app integrations are becoming standard, offering convenience. However, technical glitches and data privacy concerns remain.

Retail Store Design Innovations

- Smart mirrors and digital fitting rooms are enhancing the in-store experience by allowing customers to try on clothes virtually, saving time and effort. The use of AR and VR in store design is also gaining traction.
- Stores are adopting seamless omnichannel strategies, integrating online and offline shopping for efficiency and customer satisfaction. Real-time inventory tracking and personalized offers are becoming more common.
- Sustainable store designs and eco-friendly initiatives are leading the way with circular economy models, appealing to environmentally conscious consumers.

Can you describe a recent retail experience? What specific technology? What specific tech experience?

- Augmented Reality (AR) and Virtual Reality (VR) are being used in grocery outlets, providing immersive shopping experiences. These technologies are missing the tactile, personal aspect of in-store shopping.
- Smart Mirrors and Interactive Displays in clothing and beauty stores, allowing customers to try on different styles and colors. These innovations make the shopping experience more personalized and engaging.
- AI and IoT for Personalization and Inventory Management, and smart shelves that track inventory levels and suggest products. However, shoppers are concerned about data privacy and the potential for over-personalization.
- Mobile Apps and Contactless Technologies for Streamlined Shopping Carts, making the checkout process faster and more convenient. Benefits, many consumers miss the tactile experience of in-store shopping.
- Sustainability and Ethical Practices, such as zero-emission stores and ethical sourcing. These practices resonate well with environmentally conscious consumers.
- Global Adoption and Consumer Reaction, showing how these technologies are spreading from Europe to Asia and Australia. While consumer reactions vary, many appreciate the convenience and personalization offered by these technologies.

Top 10 Themes & Sentiment

THEME

In-store Interaction

Technology Implementation

Efficiency

Shopping Experience

Sustainability

Overwhelming Technology

Personalization

Smart Mirror Technology

Privacy Concerns



Sophie 'Tech Enthusiast'

Hi there! How can I assist you today?



Kathryn Topp

Tell me what makes a great retail experience for you?



Sophie 'Tech Enthusiast'

For me, a great retail experience is one that is immersive and personalized. I love using advanced technologies like AR and VR for virtual try-ons, and I appreciate when retailers integrate their online and offline shopping experiences, allowing me to buy online and pick up in-store. However, I am always cautious about my data privacy. I believe the future of retail lies in a seamless integration of these technologies, with a focus on AR for product visualization, smart mirrors for virtual try-ons, and contactless payment options.



Kathryn Topp

What stores or brands give a great experiences



Sophie 'Tech Enthusiast'

I really enjoy shopping at brands like Nike, Apple, IKEA, Sephora, H&M, and Amazon. They all integrate technology into their shopping experiences, making them more immersive and convenient. For instance, Nike uses augmented reality for virtual try-ons, and Apple's interactive displays make my shopping habits more convenient and enjoyable. IKEA's Place app and Sephora's Virtual Artist app make my shopping habits more convenient and enjoyable. These brands offer a seamless and immersive shopping experience that I truly value.



So, is this the end of "The Researcher?"

No, but a new set of tools are here that rapidly accelerates speed to insight.

The choice is complementary rather than binary

- New cost-effective options
- Faster insight creation
- More insight creation
- Easy access to previously hard to mine data
- Easy data augmentation
- Allows junior staff to add value from day one
- All data now has permanent ROI



What's coming? Future Landscape



General to Specific



Tool to Companion



**Interaction to
Immersion**

Bring AI into your insights

- Be curious and embrace the freedom
- Explore and validate

Want to speak to YouGov about AI?

Book your demo here



Thank you

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