quantilope

FULLY AUTOMATED & CUSTOMIZABLE METHODS

Conjoint

Implicit Tests

MaxDiff

TURF

Key Driver Analysis

Penalty Reward

Van Westendorp

A/B Testing

NPS®

Personality AI

Brand Tracking

PLATFORM CAPABILITIES

Easy-To-Use Platform

Panel Agnostic

Automatic Data Analysis

Instant Visualizations

Fully Flexible & Custom

Multi-Language

The Insights Automation Platform

Enabling brands to unlock high performing insights processes rooted in speed, substance, and empowerment.

Speed

quantilope's end-to-end Insights Automation platform connects the entire market research process from the project set up, to professional panel management, in-depth analysis, and data visualization to deliver full results in **as little as 1 – 5 days.**

Substance

quantilope automates 11 advanced research methodologies that are flexible and fully customizable to provide high-quality insights to all of your research questions.

Empowerment

Supported by a team of certified research consultants, quantilope provides on-going project support to empower insights teams with the expertise and skills to get the most of out the platform.

OUR CLIENTS

FlowersFoods   pepsi   DANONE   sodastream

T · ·   Nestlé   Ritter SPORT

quantilope is an Insights Automation platform automating advanced research methodologies including Conjoint, MaxDiff, TURF, Implicit Association Tests, Tracking, and more. Our end-to-end platform connects the entire market research process from the research question to the questionnaire design, professional panel management, live reporting, in-depth analysis, and data visualization. The average project turnaround time is 1 – 5 business days.

An Insights Automation Platform that delivers Speed, Substance, and Empowerment all at once.

Insights teams can receive a **319% ROI** over 3 years with quantilope

A Forrester Consulting Total Economic Impact™ study commissioned by quantilope reveals that insights teams can receive a 319% ROI & $2.7M in net benefits for their market research budgets over three years when using quantilope's Insights Automation platform.

Sample Client Questions

What product features are the most relevant for my target group?

What packaging is the most appealing to consumers?

What is the willingness to pay for my product/service and what are the potential price thresholds?

What are the implicit associations with my category, my brand, and my communications?

How can I track my brand and advertising performance over time?

How can I optimize my product line to maximize market share?

What Our Clients Are Saying

"With quantilope, I was able to program an entire conjoint in an hour! The programming was super easy and the quantilope team was amazing in terms of getting it out. We were able to turn the conjoint around over a weekend."

Planterra FOODS

Meghan Liefeld Director of Category Management & Insights

"With quantilope, we're able to conduct research at a fraction of the cost of fielding with outside vendors and get results within a week. In 6 months, we've been able to do 38 projects which probably would have cost us about a million dollars using a non-DIY platform."
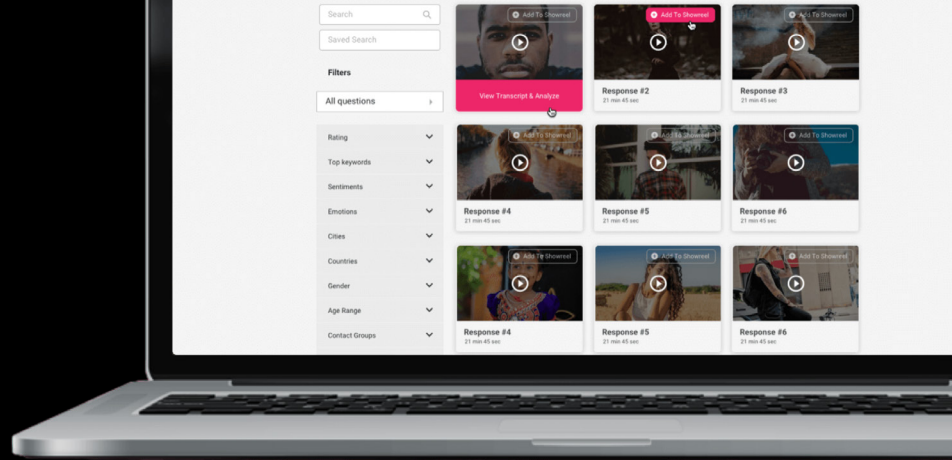
Flowers Foods

Andy Smith, VP of Consumer Insights

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quantilope inColor

AI-DRIVEN QUALITATIVE INSIGHTS

What is quantilope inColor?

quantilope **inColor is an AI-driven online video research solution** with survey and storytelling tools, automated AI text transcriptions, and automated AI sentiment analysis. It is a one-stop shop for quickly creating, collecting, analyzing, and editing consumer video responses.

With quantilope **inColor,** you can bring real consumers into the boardroom to drive impactful strategic conversations.

Why the need for quantilope inColor?

quantilope **inColor** will enable researchers to capture real-life moments, at scale, in consumers' own words to:

*   Explore and discover new areas to unlock growth opportunities.

*   Find the deeper "why" to elevate insights.

*   Bring consumers into the boardroom to increase impact.

When should you use quantilope inColor?

Use quantilope **inColor** to amplify consumer feedback and understand their wants, needs, and desires. *For example:*

*   Launch bigger and bolder innovations on unmatched needs.

*   Deeply understand the drivers & barriers of your concepts and packaging.

*   Explore shopping, unboxing, and user experiences with your products and services.

What are quantilope inColor's key features?

*   AI-driven Text Transcription

*   Multiple AI-driven Analyses: Sentiments, Keyword Trends, and Facial Emotions

*   Advanced Data Filtering Tools

*   Video Showreel Deliverables

*   Panel + Device Agnostic (mobile, desktop, tablet)

*   Available Anywhere (no internet needed to record responses)

inColor in 4 Simple Steps:

Step 1

Ask consumers questions via video and receive video responses back.

Video responses can capture many different types of insights, such as a consumer's **initial reaction** to a product concept, their **reasoning around willingness to buy,** how they **shop, use, and interact with products,** and much more.

Step 2

Review video feedback instantly using **AI-driven features** such as overall video sentiment, keywords, and facial emotions.

Step 3

Track performance in **real-time**, such as number of invitations sent, open rate, response rate per day, and average video length.
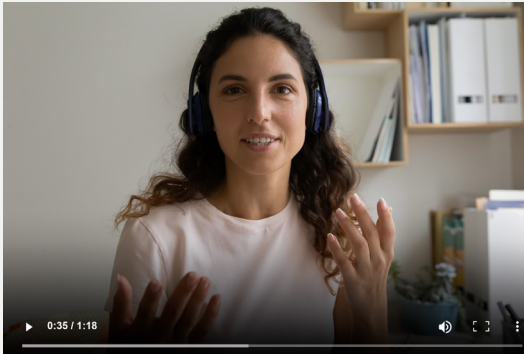
Step 4

Manage clips (filter on sentiment, keywords, tags, etc.) and create your **final video showreel deliverable** with the most insightful clips from each video response.

Outcome

Generate **outsized impact** for your organization by bringing consumers into strategic conversations through robust, AI-driven qualitative insights.

Check out an inColor Showcase Study