



LUMINOSO +



TRANSFORMING MARKET INSIGHTS WITH ADVANCED AI

THE CHALLENGE

MAi Research, a full-service market insights firm, needed to enhance their ability to provide impactful insights and effective decision-making for clients.

They aimed to uncover insights that were not apparent through traditional methods, helping brands like Kimberly-Clark, Nestlé, Target, and Revlon strengthen their brand-consumer connections.

SOLUTION

To address this challenge, MAi Research created Pathfinder Analytics, a specialized division designed to tackle complex business questions. They incorporated Luminoso's natural language science to develop Pathfinder Text Science.

This integration allowed them to surface hidden associations and insights from consumer text data. By combining Luminoso's cutting-edge AI with MAi's storytelling approach to analytics, they provided a deeper understanding of consumer sentiments and behaviors.

"Concept-level sentiment is integral to text analytics. Text contains a range of emotions, so other AIs are not only unhelpful, but dangerous to a brand's ability to recognize benefits or issues."



Rob Pascale, President, MAi Research



Leading science for improved decision-making



Faster analyses for timely client deliverables



Concept-level sentiment analysis for nuanced scoring

RESULT

The implementation of Luminoso's technology in Pathfinder Analytics led to significant improvements for MAi Research:

- Enhanced decision-making capabilities through advanced natural language understanding.
- Accelerated analysis processes, enabling timely client deliverables.
- Nuanced sentiment analysis at the concept level, offering more detailed insights.
- Attraction of top talent in market research, leveraging the latest AI advancements.
- Successful delivery of hundreds of client projects across various domains.

MAi Research's analysis of Elon Musk's Neuralink showcased their ability to identify and segment consumer attitudes, revealing key insights that guided branding, packaging, and pricing strategies before high-risk market testing.



HOW DOES AWS HELP?

Amazon Key Management Service (KMS)

Protects sensitive client data by managing encryption keys, ensuring that MAi Research's analyses are secure and compliant with data protection standards.