

Promote valuable knowledge with a Market Logic Insights Platform

Promote your valuable insights to marketers and product managers to be sure they make customer-centric decisions.



Push strategic content to stakeholders

Market Logic's Insights Platform connects all your market data – primary research, syndicated content, panel data, social media, customer videos and newsfeeds. Our cognitive search engine reads and understands data in any format, from PDFs and PowerPoints to tweets, MPEG files, SPSS and Excel. As a result, you spend less time on the past, and more time where it's needed – proactively guiding business partners and uncovering fresh insight.

Promote strategic topics

Promote knowledge and insights in engaging knowledge zones – beautiful online magazines you can effortlessly layout with infographics, social content and videos, and a live Q&A area where stakeholders can reach out to your subject matter experts.

Answer business questions with one click

Ask a question and get all the answers in one report. No more opening documents, searching inside spreadsheets, re-running videos or looking up different databases. Concept and copy tests are also organized to leverage past experience.

Self-service intelligence

Set up self-service intelligence dashboards for your stakeholders with curated newsfeeds from all your syndicated and public sources. Cognitive algorithms cut through the noise to deliver personalized, relevant information for each user.

Always up to date with fresh insights

Auto-tag and upload content in an instant, and task your agencies to do the same with new research results. Experts get alerts when relevant new content enters the system. Subscribers get alerts when their content is refreshed and ready for use.

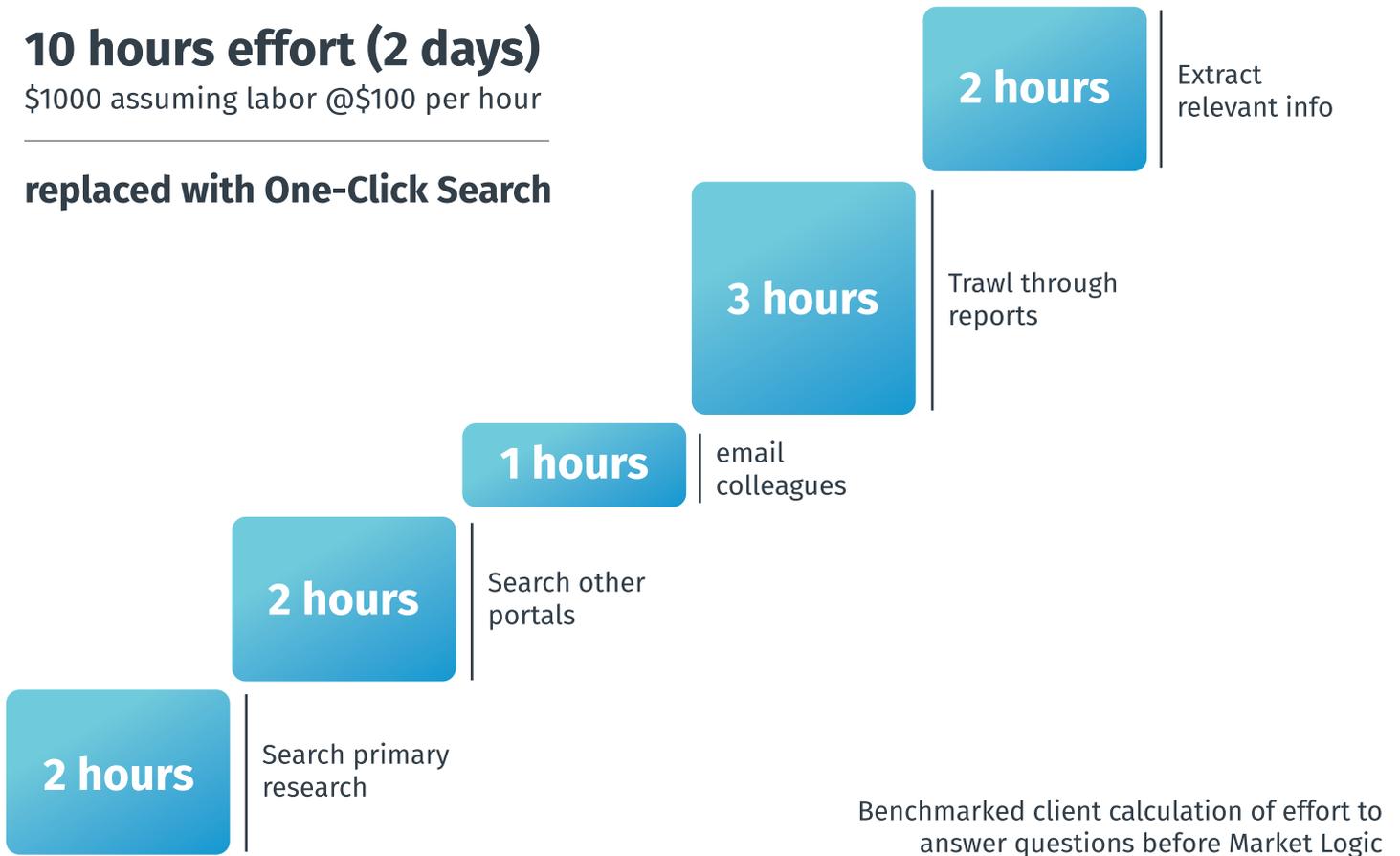
Roll out in 30 days

We'll configure your platform to suit your ways of working, with best practices from the world's leading insight teams. We'll also apply your branding to promote your team and configure security levels with SSO for easy adoption and use.

Return on Insights

Market Logic platforms reduces time to insights from hours to minutes. Stop reacting to requests so you can spend time where it's needed – proactively guiding marketers to customer-centric decisions and uncovering fresh insight.

From searching to knowing with a marketing insights platform



In conversations with our clients at the world's top consumer brands, we discovered that the common complaint was that researchers and marketers spend an unwieldy time looking for answers to marketing questions. So much so that researchers and marketers simply commission new research; duplicating spend and research around specific business questions that have already been asked.

It takes at least 10 hours for a researcher to answer a straightforward business question. That is two hours spent searching primary research, one-hour emailing colleagues, three hours trawling through reports, and two hours extracting relevant information. If we say for example that this comes at a cost of \$100 per hour, that means each answer costs the business \$1000.

To put expensive insights into the hands of those who need it most, insights platforms allow marketers to self-serve answers to their questions. Now, when a marketer asks, "what do we

know about millennials and snacking?” they find the answer in seconds. The insights platform delivers search results from multiple categories and regions, as well as past learnings from similar concepts and campaigns.

With an innovative insights portal, marketers can within minutes, compile real, data-supported insights – something that would have taken hours and even days saving cost and time in doing things the old fashioned way.



“Market Logic goes such a long way to keeping consumers at the heart of what we’re doing here. All our research is in one place, which is amazing, and such a time saver - I know I’m getting a comprehensive view.”

Emily Williams, Director of Consumer Insights



“The Abbott 'Insights Hub' was essential to unify our new brand across silos and regions after our transition from the pharmaceuticals sector to healthcare”

Carlos Hernandez Jnr, Head of Insights APAC



“Market Logic is really a pleasure to work with. They are super-fast, they are super pragmatic, and they did a really outstanding job setting up the system.”

Wolfgang Weixelbaumer, Director of Commercial Insights

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