

Industries Report

DEMONSTRATING THE BUSINESS VALUE OF QUID

AI Powered Consumer and Market Intelligence

EXECUTIVE SUMMARY

Quid delivers deep consumer and market intelligence for industries, while helping companies grow their market share, enter new markets and innovate.

Quid intelligence supports businesses to understand peoples' behavior and preferences. This ability has enabled new product designs in 33% of businesses, such as an award-winning brewer identifying trending beer flavors among millennials.

A strategic market research firm was able to expand their portfolios for healthcare, pharmaceuticals, finance and electronic devices, **growing their revenue by a factor of three.**

One of the big 3 management consulting firms was able to show to their clients that they were using a **data-driven approach** for strategy and investment consultation. **Their department had the highest proposal win rate in the company.**

Quid supports companies to:

- Identify trends and transform intelligence into action
- Help industries find insights fast in a cost-effective manner
- Understand consumer needs, improve campaigns, product launches, customer care and loyalty
- Inform corporate strategies & investment decisions
- Support a wide variety of ways to gather intelligence
- Deliver business value, with an average net promoter score (NPS) of 60
- Provide the foundation for consumer and market intelligence

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Essential benefits of Quid

QUID DELIVERS
DEEP
CONSUMER
AND MARKET
INTELLIGENCE
FOR INDUSTRIES



Everyone interviewed agreed that Quid accelerated their speed in identifying insights or intelligence. Businesses migrated to Quid, typically because their existing solution didn't meet their needs.

Benefits of Quid



”
The speed to insight, being able to get a holistic view of the data rapidly, is where the tool really adds value.

Senior Director, Big 3 Management Consulting Firm

”

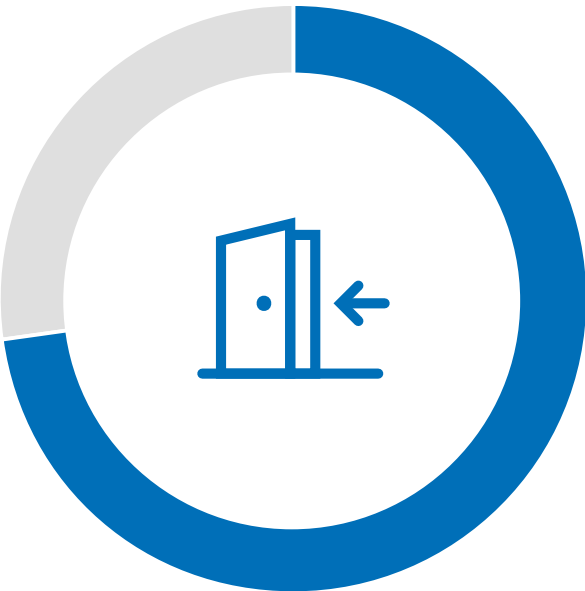
Quid is an industry standard, and best in class for us.

Founder and President, Strategic Market Research Firm

Essential benefits of Quid

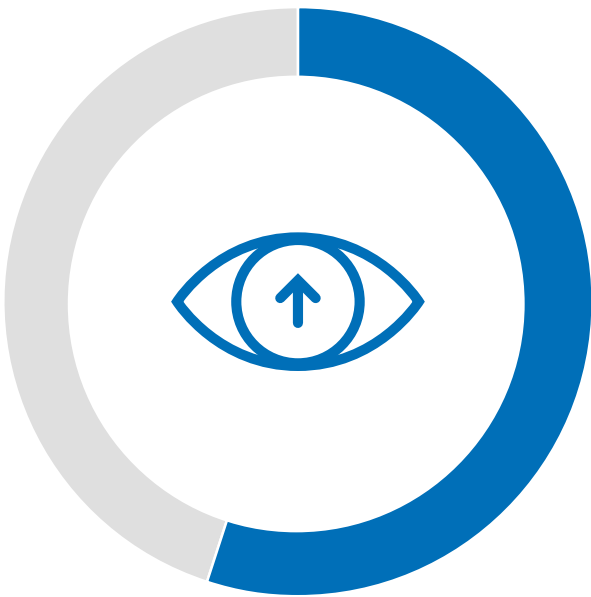
GROWTH AND INNOVATION

Data-driven insights using Quid supports growing market share or entering new markets in 73% of businesses. Quid also boosts brands ' competitive advantage. **Quid insights help businesses to understand people’s behavior and preferenc-es, supporting new product development in 55% of businesses.** e.g. A strategic market research firm was able to enter health-care, pharmaceuticals, finance and consumer electronics markets, increasing their revenue by a factor of three.



73%

use Quid to enter new markets
or grow market share



55%

leverage Quid for future
product or service innovation

”

By showcasing data-driven insights, our department had the highest win rate within the company.

Senior Director, Big 3 Management Consulting Firm

”

Quid helps us identify trending flavors across

the food and beverage category, specifically the trending flavors of beer among millennials, who are the most prominent on social media as well.

Strategy and Insights Analyst, Award Winning Brewery

Essential benefits of Quid

TREND AWARENESS AND REACTION

Industries used Quid to monitor trends and sentiment along with tracking influencers and key opinion leaders (KOL). During PR crises, Quid helps businesses respond through an understanding of the conversation including audience, sentiment and size of the conversation. For example, a global non-profit organization monitored how anti-gen Covid tests were perceived by the public, following a viral negative tweet from an influencer. Being proactive mitigated the impact of the crisis.

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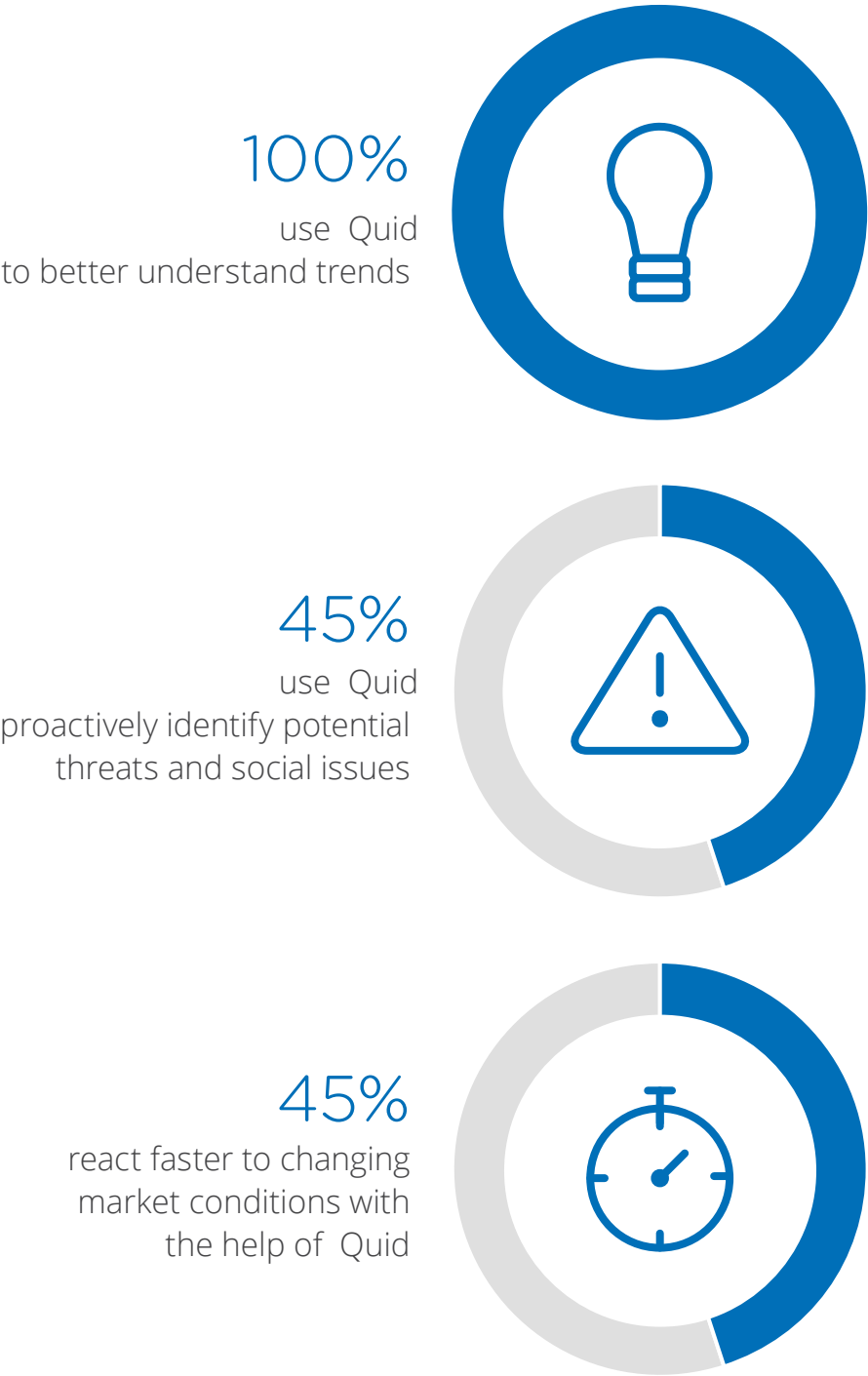
If something is going to impact our local operators in the country, we can prepare them [for] how to respond to the situation.

Social Analytics, Issues Management & Research, Major Quick Serve Restaurant Chain

”

We didn’t want to get people doing irresponsible things in our community by promoting travel during the pandemic, nor be late with our advertising. We caught the right time to start promoting on social media.

Research Director, Major American Tourism Marketing Organization

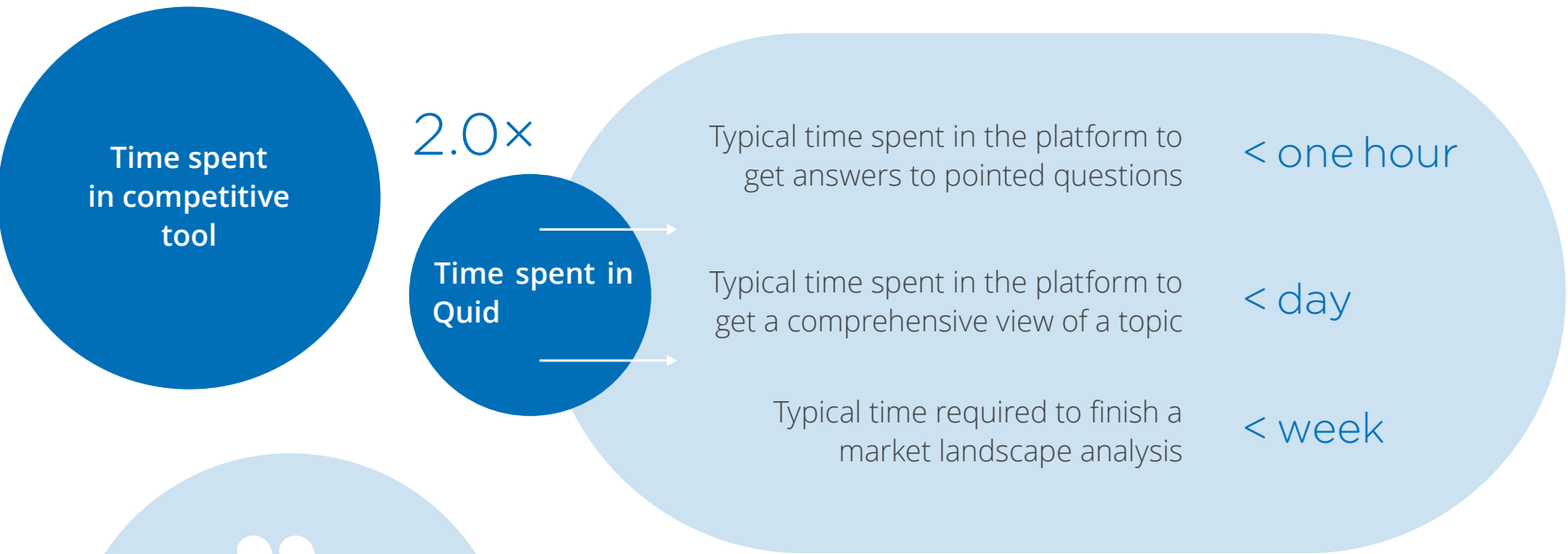


Essential benefits of Quid

FASTER TIME TO INSIGHTS AND MORE COST EFFECTIVE

Everyone interviewed cited accelerated time to insight with Quid as a key benefit. Quid also helps clients save on re-search and agency costs. A Fortune 500 life sciences firm saved significantly with Quid. They no longer required market research reports, whose average cost was about \$70–80k. The life sciences firm also saved thousands a month in primary research, as Quid replaced surveys, which are relatively expensive and time-consuming in the life sciences industry, to obtain patient insights through conventional methods.

Time to insight using a competitive tool vs. Quid



”
The biggest benefit is being able to understand market conditions on the fly.
Research Director, Major American Tourism Marketing Organization



100%
see Quid accelerating time to insight

”
It takes us one day to create a network mapping report (for C-level or client pitch) using Quid, whereas without it and using other mapping software it would have taken at least three days.
Consultant, Big Three Management Consulting Firm

Essential benefits of Quid

IMPROVING UNDERSTANDING OF CONSUMERS AND BRAND LOYALTY

Quid intelligence enables 82% of businesses to understand their customers by identifying needs, emotions, and behavior. Understanding their audience led to more effective campaigns and product launches, better customer care and more loyal customers. **e.g. In 2020 a tourism marketing organization helped a major U.S. city outperform national averages for occupancy by 20%, and beat their forecasted occupancy by 6% using intelligence from Quid to improve advertising effectiveness.** A global non-profit improved share of voice, and became the second most “talked-about” organization in its category between 2017 and 2021. Joining and reacting to trending conversations identified in Quid help drive this result.



82%

of respondents see Quid helping them build a better customer relationship

”

We use Quid to see what type of content resonates with our audience, and what messages to include to create engagement and awareness among them.

Social Listening & Insights Consultant, Fortune 500 Life Sciences Firm

”

The audience function in Quid that allows us to look at our targets, legal drinking age drinkers, who are the most prominent group on social media, has been very helpful.

Strategy and Insight Analyst, Award Winning Brewery

”

Customers who have worked with us, when they move from one organization to another, they rapidly and repeatedly come back to us.

CEO, Strategic Market Research Firm

Essential benefits of Quid

INTELLIGENCE TO GUIDE BUSINESS STRATEGY AND EXECUTION

73% of Quid clients present intelligence and reports from Quid to C-level management, where it drives strategic decision-making. Quid enables major consultancies to drive engagement with their clients around strategic decisions like entering new markets and making investments. Quid helps companies identify acquisition targets, using news, company information and sentiment to refine the list of potential targets.

”

We use Quid to identify new business initiatives [we want to drive], and monitor our potential software or hardware partners.

Global Sales Leader, Fortune 50 Technology Company

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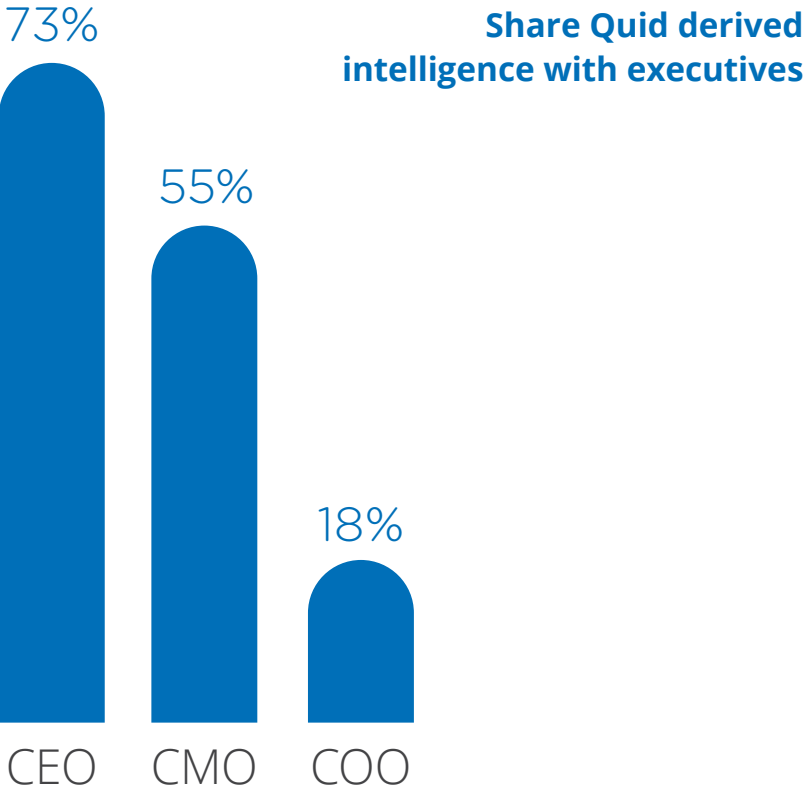
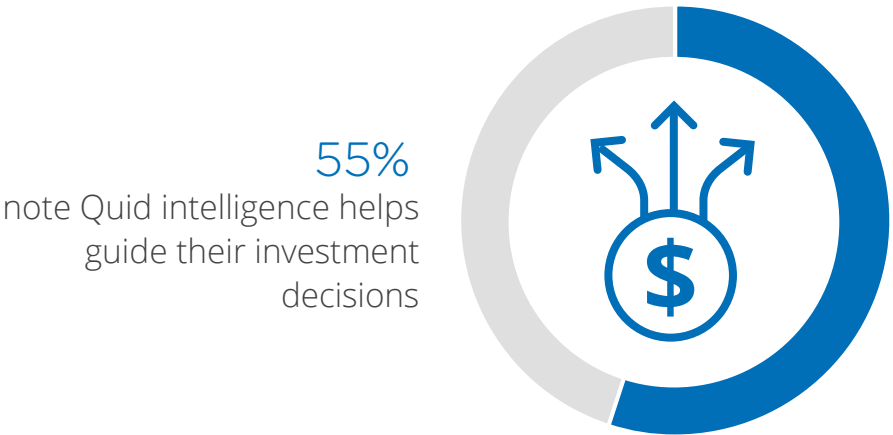
We share a weekly insights report and ad-hoc research results, based on Quid, with our executive level.

Social Analytics, Issues Management & Research, Major Quick Serve Restaurant Chain

”

We use Quid to detect the flow of money in markets, see where a lot of innovation is happening, and find out the next real game-changer.

Senior Director, Big 3 Management Consulting Firm



How industries use Quid

QUID SUPPORTS DATA- DRIVEN DECISION MAKING ACROSS ORGANIZATIONS

Quid products are used in a variety of ways in companies, the most popular ones being: social media listening (91%) and monitoring markets, trends and competitors (82%). Other popular use cases are monitoring consumer insights (64%) and using in-sights for product innovation (55%).

Main Uses of Quid



” Quid provides the foundation of all our research and is the basis to understand consumers and categories.

President, Strategic Market Research Firm

”

We are building a center of excellence based around Quid for our company and growing our social analysis team.

Social Listening & Insights Consultant, Fortune 500 Life Sciences Firm

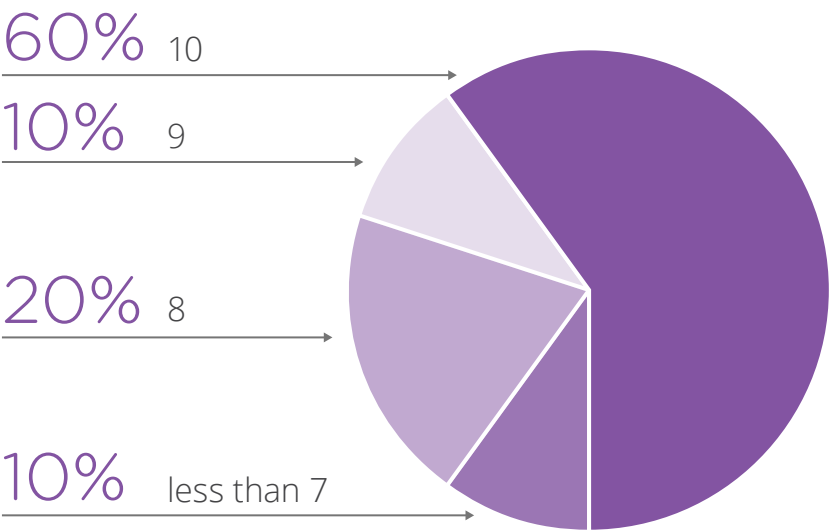
” We don’t have to go in with any existing assumptions about what people are talking about. Quid Social surfaces the conversations, then we can dive deeper into those themes.

Research Director, Major American Tourism Marketing Organization

Industries rely on Quid

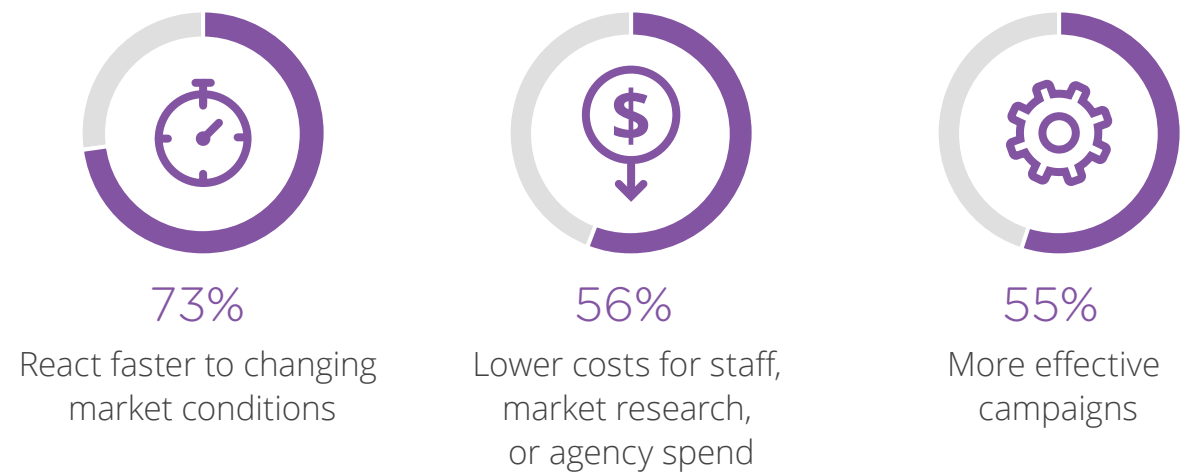
QUID DELIVERS BUSINESS VALUE, WITH AN AVERAGE NET PROMOTER SCORE (NPS) OF 60

Likelihood of recommendation to others



Quid has a Net Promoter Score (NPS) of 60, with 90% highly recommending the platform. Looking forward, 81% of clients expect that Quid will increase revenue or reduce costs. Users appreciated Quid visualizations and the network diagram capability. Customers often cited excellent support and customer service in interviews.

Reasons for revenue increases or cost reductions



“ We are trying to use Quid for overarching industry and global trends that could affect our business down the road, such as climate change or the future of third-party deliveries. ”

Social Analytics, Issues Management & Research, Major Quick Serve Restaurant Chain

“ I’ve recommended Quid three times in about six business days. ”

Consultant, Big 3 Management Consulting Firm

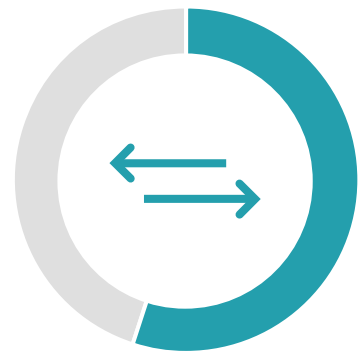
“ Quid will decrease our advertising budget, as we will be able to narrow down our targeting and reach the right audience. ”

Digital & Social Media Manager, Global Non-profit



Quid usage

QUID PROVIDES THE FOUNDATION FOR CONSUMER AND MARKET INTELLIGENCE

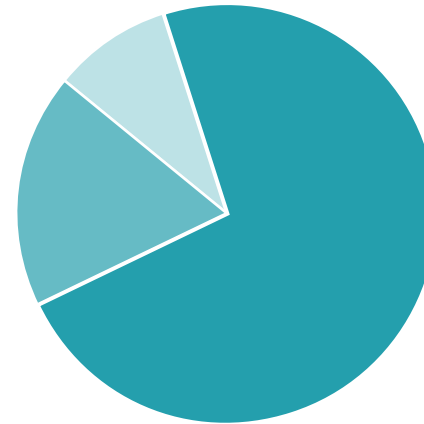


55%
of those interviewed switched
from a competitor to
Quid

”
People love the Quid
network maps. They’re
really intuitive.

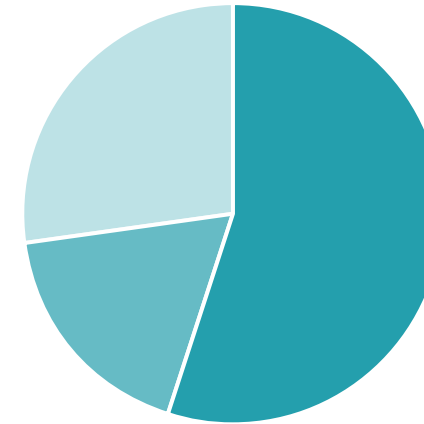
Consultant, Big 3 Management Consulting Firm

Frequency of use



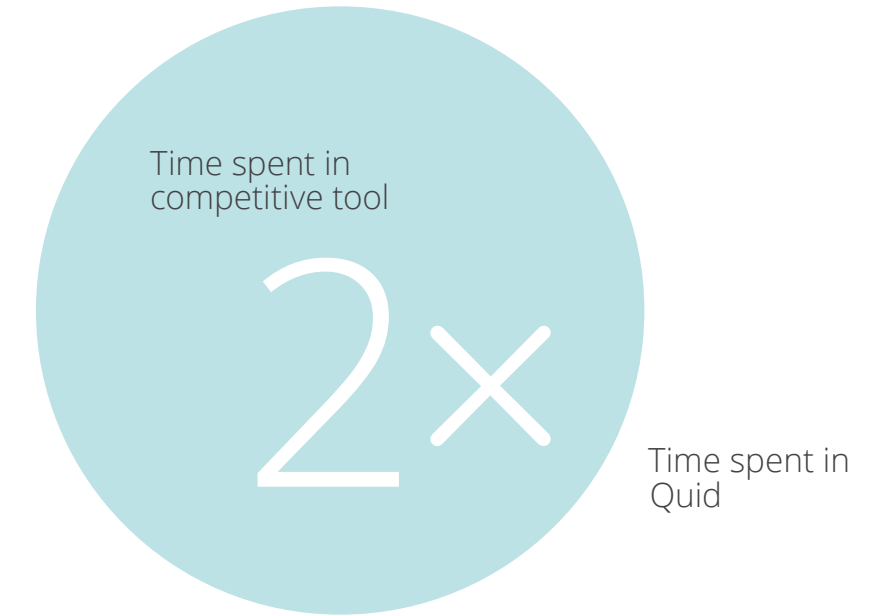
73% ● Daily
18% ● Weekly
9% ● Less than
once a month

What respondents used before



55% ● Competitive tool
18% ● In-house solutions
27% ● No solutions

Time to insight in competitive tool vs. Quid



” We were not getting the most out of our former tools, we felt disappointed with their customer service and were concerned about the privacy compliance issues, whereas Quid was hands-on.

Research Director, Major American Tourism Marketing Organization

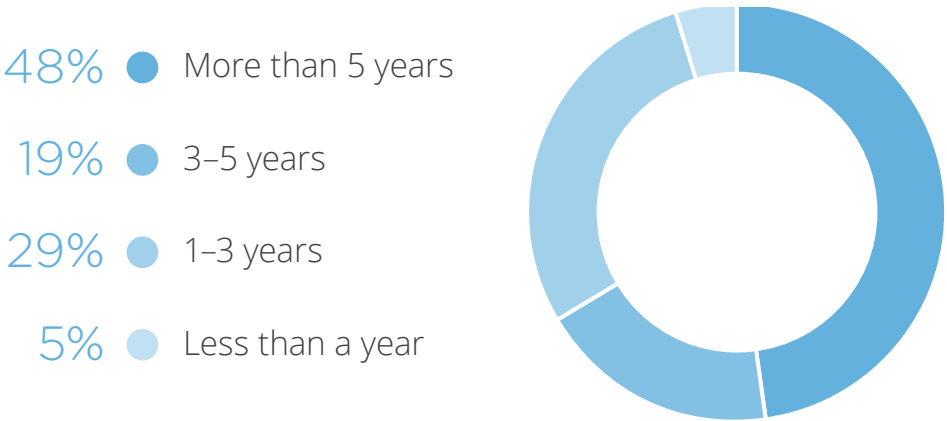
STUDY METHODOLOGY

In total, 21 individuals from 18 different agencies and industry clients of Quid were interviewed. For the content of the industries report, 11 individuals from 8 industries were interviewed by telephone, through Computer Administrated Telephone Interview (CATI) method. The respondents were all among clients of Quid, where some used Quid, or Quid, (hereby referred to as Quid) at the time of the interview. This report encompasses the opinion of clients which were categorized under industries, of whom 89% has been using Quid more than a year. The interviewees were asked for their opinion on the uses, benefits, potential cost savings or revenue generation delivered by Quid for their business. The interviews were conducted between September 14 and October 1, 2021.

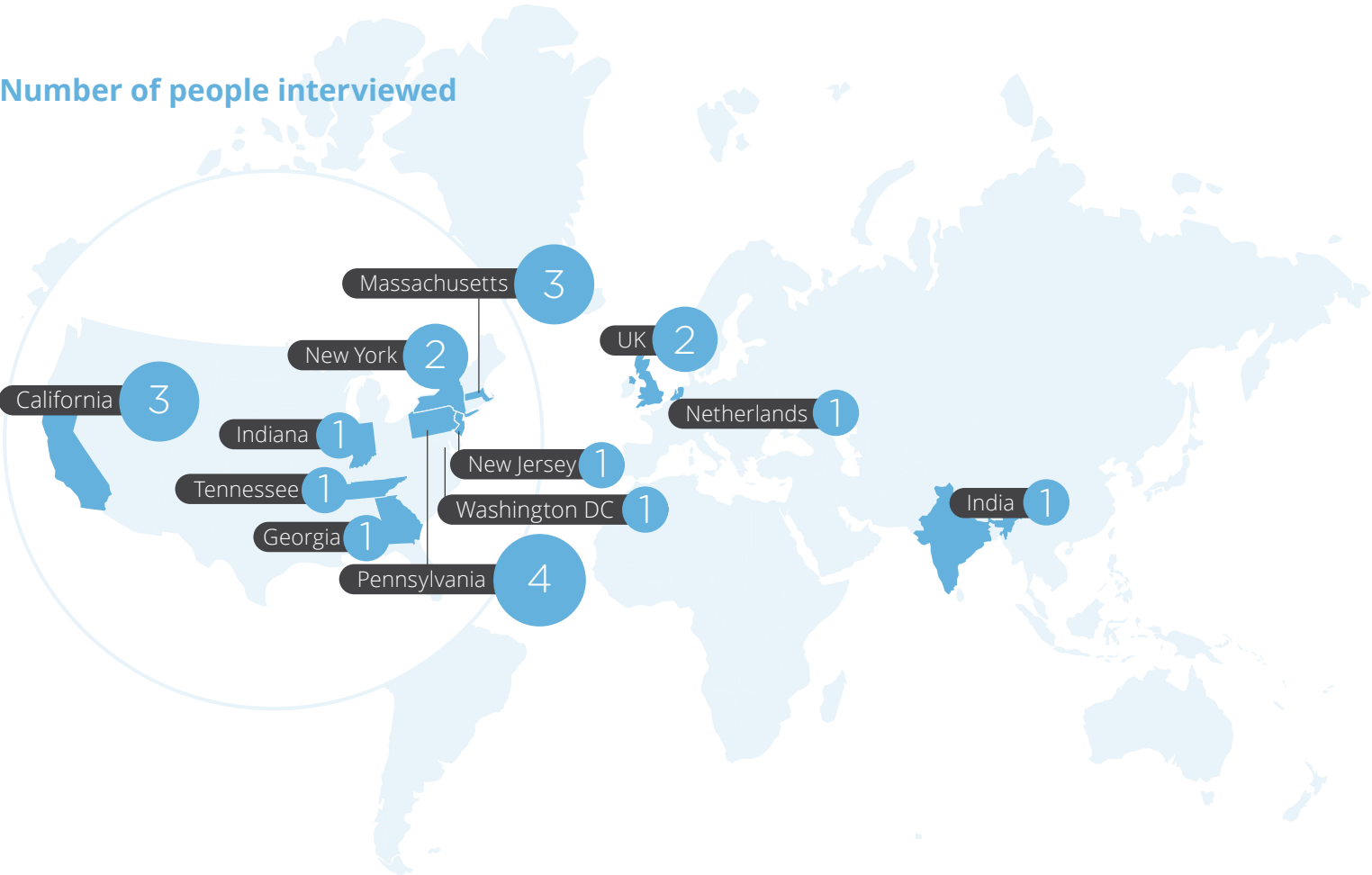
List of interviewed businesses:

- Fortune 500 Life Sciences Firm
- Big 3 Management Consulting Firm
- Fortune 50 Technology Company
- Major Quick Serve Restaurant Chain
- Strategic Market Research Firm
- Major American Tourism Marketing Organization
- Global Non-profit
- Award Winning Brewery

Usage distribution in the clients interviewed



Number of people interviewed



QUID

We deliver AI-powered consumer and market intelligence to enable business reinvention in a noisy and unpredictable world. Our platform uses advanced artificial intelligence to process billions of indexed resources across all forms of structured and unstructured data, empowering brand, agency, and consulting services customers to make smart, data-driven decisions accurately, quickly, and efficiently.

We are the trusted partner of Ogilvy, T-Mobile, United Airlines, YUM! Brands, Walmart, Hyundai, Wunderman Thompson, Microsoft, BCG, and The New York Times.

Learn more at **www.quid.com**