



# DeepSights

*Extract powerful market insights in an instant*

Introducing DeepSights™, the revolutionary AI assistant from Market Logic, designed to transform the way you access insights. Built with insights professionals, marketing managers, and product management experts, DeepSights™ leverages generative AI technology to provide instant answers to your business questions, and generate concise insights reports on-demand.

## **No more drowning in data**

In today's data-driven business landscape, insights teams find themselves overwhelmed, battling resource constraints, and facing relentless pressure to deliver actionable insights at lightning speed.

DeepSights™ empowers your business with game-changing market and consumer insights consistently and efficiently.

Say goodbye to the daily struggle of sifting through endless data and free yourself to focus on driving business impact.



## **Address common knowledge-sharing challenges at scale**

- 1. Automate content uploads**  
DeepSights™ removes the need for manual tagging and classification of content pulled into your knowledge base.
- 2. Extract relevant data instantly**  
Surface the most relevant data to answer questions easily without sifting through thousands of documents, reports, and articles.
- 3. Create summary reports on-demand**  
Release hours a day for insights experts to focus on high value analysis, instead of compiling summary reports. DeepSights™ assembles and synthesizes information that answers specific questions into concise reports within minutes.
- 4. Benefit from intuitive interactions**  
Avoid the need for training on complex tools. Just ask DeepSights™ questions in natural language straight from your standard collaboration tools, such as Microsoft Teams and Google Chat.
- 5. Maximize knowledge investment use**  
Every time it answers questions and generates reports, DeepSights™ scales effortlessly to check 100% of knowledge assets for relevant insights.
- 6. Get trustworthy information**  
Eliminate risk of AI hallucinations or human bias. DeepSights™ draws accurate, relevant information only from trusted sources.



## Transform the way you access insights

Liberate your insight team from the burden of managing reactive information requests.

Change the way you work by bringing trusted insights smoothly into every step of your research and go-to-market processes.

Spot and take advantage of market opportunities faster by equipping business leaders with the data and insights they need to accelerate, smarter decisions.

## Time-saving ROI

- Save 17 minutes every time DeepSights™ answers a question\*
- Save 2 hours or more each time DeepSights™ generates an insights report on demand

## Knowledge investment ROI

- Use 100% of your knowledge base every time
- Remove risk of missing key data

*\*Source: [Case Study - "Philips put Generative AI to the test with DeepSights™" \(click to read\)](#)*

## What makes DeepSights™ different to other AI solutions

### AI specially trained for insights

DeepSights™ is specially trained to understand the meaning and context of insights information. Operating with six unique layers of AI analysis, DeepSights™ reliably extracts only the relevant, factual information from your knowledge base, that addresses the specific questions you have about the market.

### AI-assisted reports generation

DeepSights™ AI automatically augments requests for reports with additional questions to ensure it collects all relevant data together. Specially adapted generative AI then synthesizes material into a concise summary of key insights ready to download and share.

### Reads visual data

DeepSights™ unique ability to read visual information like graphs, charts, and infographics means no insight is left behind, setting new standards for comprehensive insights discovery AI solutions.

### Connects a wider range of sources

DeepSights™ allows users to access all trusted sources of knowledge from a single entry point. Assets in company knowledge bases can be combined with access to trusted secondary sources and trusted public news feeds.

### Accessible from business tools

DeepSights™ makes 24/7 self-service access to insights part of your daily business workflows. Ask questions directly via common collaboration and email tools including Microsoft Teams, Google Chat, and Slack.

### Secure enterprise-grade AI

DeepSights™ AI is built to meet your enterprise data and compliance standards. Retain full control of data governance by configuring DeepSights™ to fit your internal policies and frameworks.



# How DeepSights™ is trained to answer your market insights questions



## Stage 1 - Trusted content and data

DeepSights™ is specifically trained to understand the market and consumer insights knowledge — housed in the vast amounts of proprietary reports and data that is stored in your company's knowledge base. Widen the pool of knowledge you can access by connecting your trusted subscription data partners and public news feeds to DeepSights™

## Stage 2 - Findings extraction

DeepSights™ extracts "findings" or relevant nuggets of information from the assets and sources it can access. These findings represent essential pieces of knowledge that can be used to answer business questions.

## Stage 3 - Semantic search

Rather than relying on traditional keyword search, DeepSights™ employs AI-driven semantic search, which understands the context and meaning behind the questions asked. This approach enables the system to identify relevant findings that best address the business questions at hand.

## Stage 4 - Deep evidence analysis

To ensure that the retrieved findings are contextually accurate, DeepSights™ performs a deep evidence analysis. The AI assesses the question and the evidence, determining whether a specific piece of evidence genuinely speaks to the context and is qualified to provide an answer to the question.

## Stage 5 - Contextual answer generation

After deep evidence analysis, DeepSights™ uses natural language generation technology, to generate a clear, and contextually accurate answer.

## Stage 6: Report generation

DeepSights™ automatically augments requests for reports with multiple related questions. These additional queries are used to assemble a comprehensive body of relevant information, which is then synthesised into a concise summary report. Full citations and links to original sources are embedded in the report, and available for fact-checking.



## Getting started with DeepSights™

DeepSights™ is user-friendly, thanks to its intuitive, natural language interface. Simply chat online with DeepSights™, as you would with a colleague, and receive fully synthesized answers or generate concise reports complete with clear, verifiable citations.

### Setting up DeepSights™ is easy:

1. Connect DeepSights™ to your established Knowledge Base with ready-to-use connectors for Microsoft SharePoint and other storage systems. Alternatively, drag and drop your documents directly into DeepSights™.
2. Integrate trusted secondary data sources, to draw information from your subscriptions with respected data providers.
3. Add real-time updates from trusted news feeds.
4. Link users to DeepSights™ through common tools such as Microsoft Teams and Google Chat or use direct them to your online DeepSights™ portal.
5. Start asking questions in plain language. No user training necessary.

Existing users of Market Logic's insights platform can connect DeepSights™ to their existing Insights Hub.

### Why choose DeepSights™

Award-winning DeepSights™ stands apart from other AI solutions by extracting reliable, verifiable insights from your company's knowledge base. Focused on market intelligence and insights exploration, it benefits from Market Logic's 15+ years of experience supporting top global brands like Dyson, Tesco, Vodafone, Colgate-Palmolive, and Mars.

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