

The Renaissance of Qualitative Research

RICK KELLY
SVP, PRODUCT

The Leading Enterprise Research Platform

Community

The Leading Enterprise Research Community

| CoRe Platform |
|-----------------------|
| Discussion |
| Surveys |
| Live Chats |
| Progressive Profiling |
| Diary Studies |
| Analysis |

Mobile App

| |
|--------------------------|
| Geolocation |
| Video IDs & Focus Groups |
| Push Notifications |

Exchange

Extend Insights Capabilities

| FCX |
|---------------------|
| UX Testing |
| Sentiment Analysis |
| Video Insights |
| System 1 Insights |
| Research Automation |
| Prediction Markets |

Panels

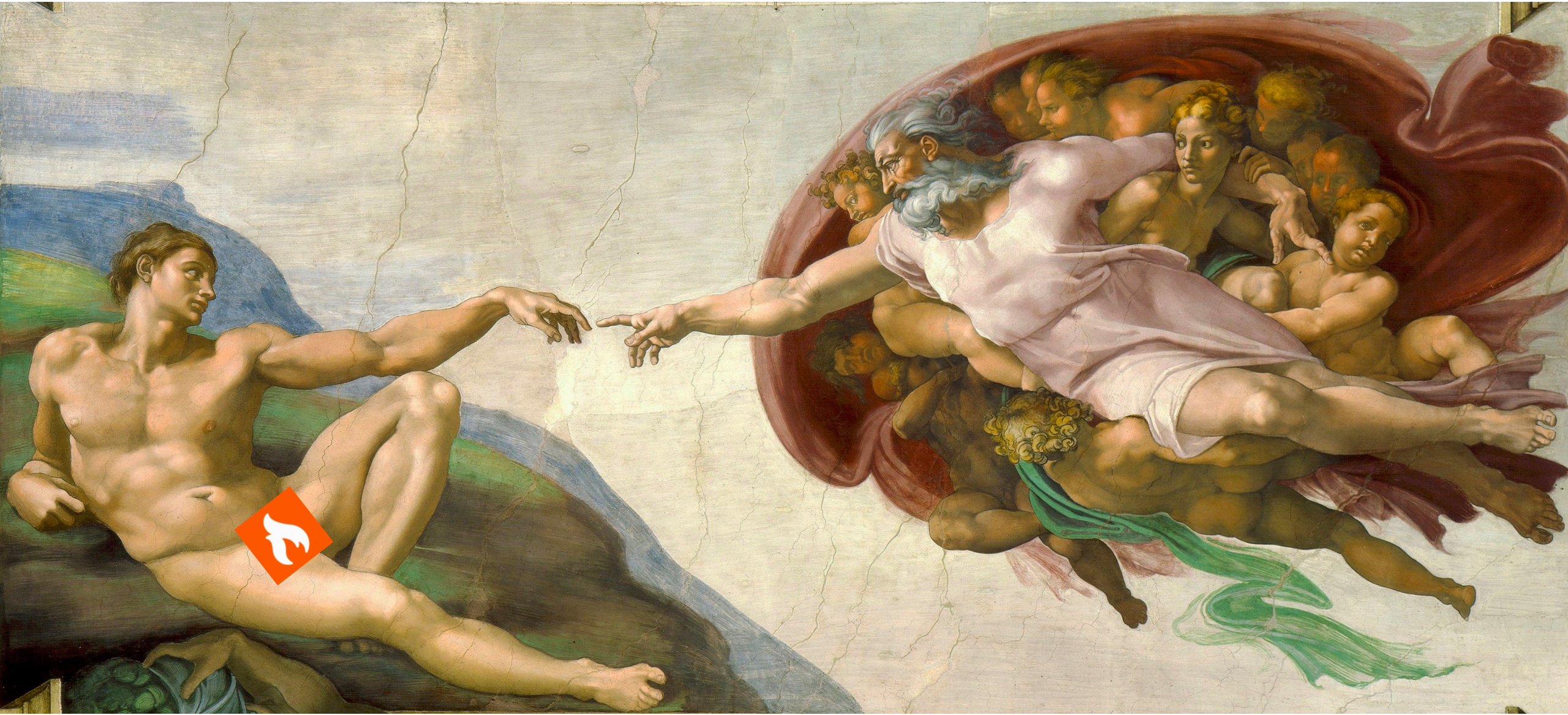
Find the Audience You Need

| Non-Customer Panel |
|----------------------|
| Benchmarking |
| Market Sizing |
| Global Research |
| Large-N Requirements |
| And More... |

Connectors

Unite Your Insights

| Connectors |
|----------------------|
| CRM |
| Marketing Automation |
| And More... |

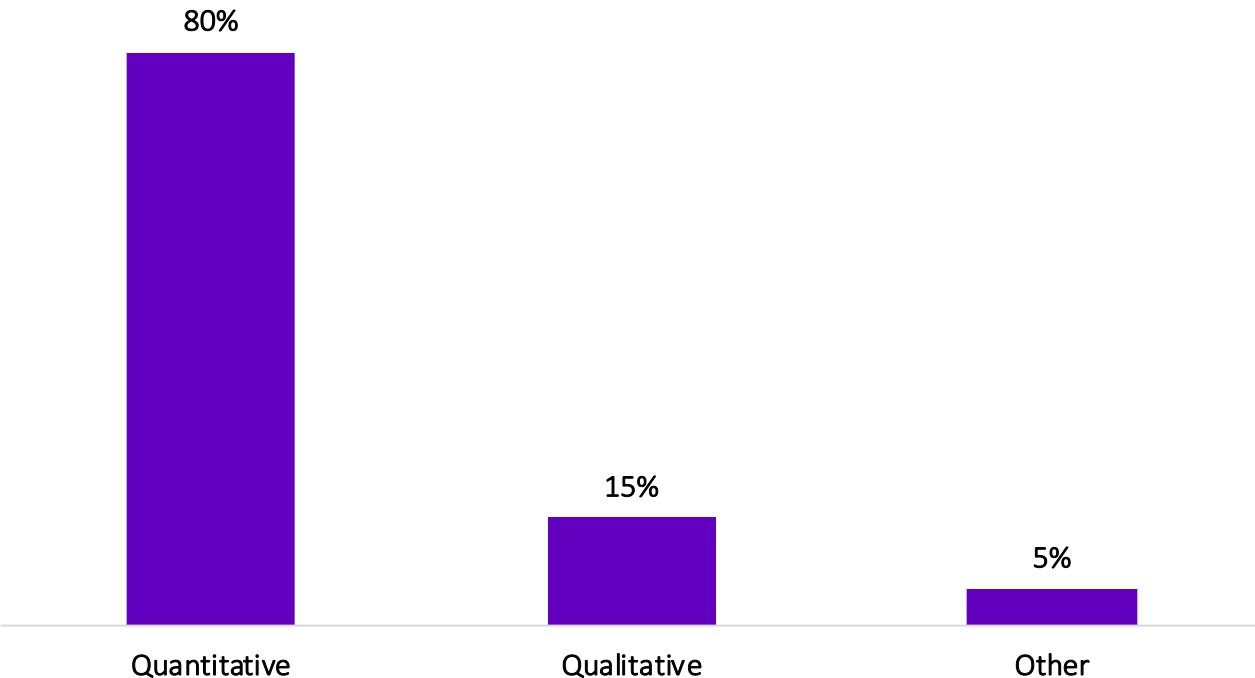


THE FUTURE
OF QUAL

What things can qualitative research do that surveys and quantitative research can't?



Share of Research Spend, USA (2018)



Why is Qualitative Research...

More expensive?
Harder to do?

WHAT DOES PREVIOUS GENERATION QUAL LOOK LIKE?

In-person

Laborious

Lots of coding



WHAT HAS CHANGED?

- Smartphones
- Machine Learning



WHAT NEW USE CASES DO THESE ENABLE?

- Analyze large corpus of text
- Process images
- Connect with respondents wherever they are for IDIs and focus groups
- Summarize diary studies

FUEL CYCLE | Discovery | Community | Panels | Exchange

Qualitative Reporting
Crosstabs
Moderator Management

Activity Name

COLOR KEY: Keywords | Entities

Sort BY: Response Date | FILTER BY: All | Search

158 RESPONSE

Sentiment Score
0.775002

username, 32, male
mm/dd/yy at hh:mm

i love trying new skincare products, the latest inventions in skincare. i also love perfume samples. i read Elle to find out what the latest new things are in skincare and products. i am

username, 32, female
mm/dd/yy at hh:mm

Wow !! I would be so very grateful to have the opportunity to try and get one of anything above and the possibility of getting more than that is staggering ! Wonderful, generous.. I feel like what can I do for you and I will work hard, do my best, have fun and be

Chat with 9 | Duration: 00:15:03

FUELCommunity | Dashboard | Activity & Moderation | Activities | Members | Surveys | Video Analysis | Gamification | Social | Exports | Batch updates | Utility Jobs | Community Settings | Moderator Management

ACTIVITIES | MEMBER POSTS | CATEGORIES | TOPICS | MEMBER FORUMS | FEATURED & SORTING | **FC LIVE** | LIVE CHATS | ASSET LIBRARY

FC Live

INTERVIEWS | UPCOMING SESSIONS | COMPLETED SESSIONS

Members will reserve an available time slot from the activity page. You can manually assign a member to an available time or hover over a username and remove or change the assigned user. When ready to start the session click the "Launch Chat" button. A member cannot join the chat until you launch from this page.

| User | Interview Title | Start Time | Duration | Mod Assigned | Status |
|----------------|-------------------|------------------------|----------|--------------|-----------------------|
| Username1 | Interview Title 2 | 9/20/18 at 12:00pm PST | 00:30:00 | Moderator1 | CHAT IN SESSION |
| Username2 | Interview Title 1 | 9/20/18 at 01:30pm PST | 00:30:00 | Moderator2 | On Deck LAUNCH CHAT |
| Username3 | Interview Title 2 | 9/20/18 at 03:00pm PST | 00:30:00 | ADD | On Deck LAUNCH CHAT |
| Username4 | Interview Title 2 | 9/20/18 at 04:30pm PST | 00:30:00 | Moderator1 | Scheduled LAUNCH CHAT |
| Username5 | Interview Title 2 | 9/21/18 at 09:00am PST | 00:30:00 | ADD | Scheduled LAUNCH CHAT |
| ASSIGN TO USER | Interview Title 1 | 9/21/18 at 10:30am PST | 00:30:00 | ADD | Available |
| ASSIGN TO USER | Interview Title 1 | 9/21/18 at 12:00pm PST | 00:30:00 | ADD | Available |

Grocery Video Shopalong

Author: fc_mod
9/16/18

Want to join you as you grocery shop video shopalong and you'll get 250 for participating!

please click the button next to the you can join below.

AVAILABLE SESSIONS

| | |
|---------|------------|
| 9/15/18 | VIEW TIMES |
| 9/16/18 | VIEW TIMES |

NEW QUAL EXPANDS
OUR ABILITY TO DO
QUALITATIVE
RESEARCH.

It is not a perfect substitute
for previous generation qual

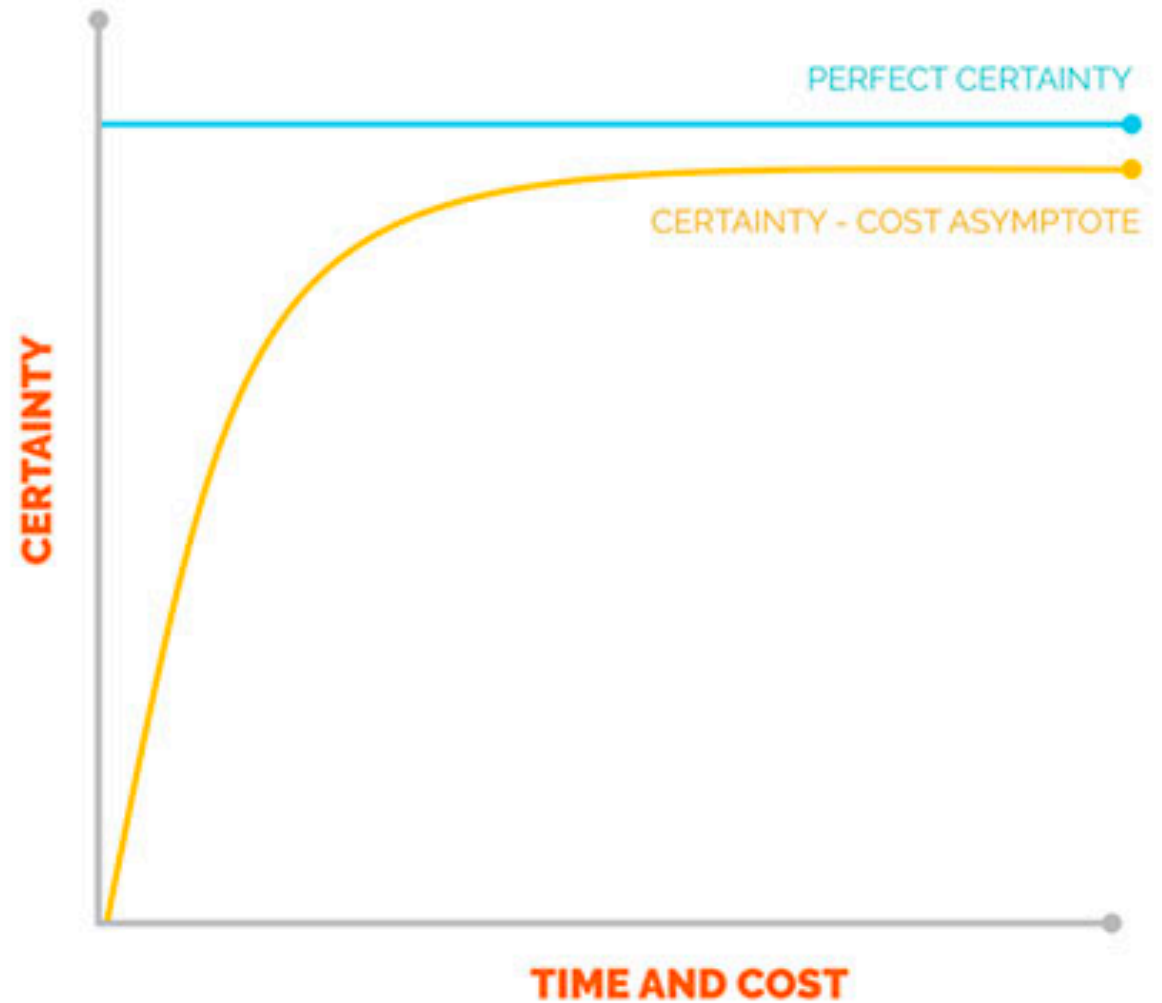
NEW
WORLD

Old
World



As machine-driven online qual becomes more common, researchers (rightly) raise questions about the efficacy of this type of research over more traditional, human-centric approaches.

THE RESEARCH CERTAINTY-COST ASYMPTOTE





QUESTIONS





Thank You!

info@fuelcycle.com