



Accelerated Insights - How Automation is Saving Research

Room 1 | 5:00-5:30 | Tuesday, February 12, 2019

Surveys Waste Good Respondents

Respondents have to take numerous surveys before they see any reward.

33% Wasted sample
1,861 respondents

8% Conversion

And to launch a survey takes...

35 Emails

150 Man hours

12 Staff members in a minimum of 4 organizations

Automation is Better, Faster, Easier

Through this industry shift, it is becoming clear that automation is the future of market research.



Through end-to-end automation, the PureSpectrum system is constantly reading buyer quota info and updates suppliers connected via API, so sample is only sent where it is needed.

This means...

3% Wasted sample
32 respondents

29% Conversion



STOREFRONT

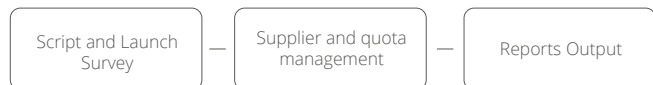
An Insights E-commerce platform from PureSpectrum.

- Automated data collection generates insights faster
- Scale with improved quality, speed and execution
- Your customers interact with your brand

User Flow



System Automated



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