



Leading natural language understanding for next-level client deliverables



The challenge

MAi Research is a full-service market insights firm that solves a variety of business challenges for clients. Focused on strengthening brand-consumer connections, MAi Research helps brands craft impactful messaging and products for leaders across a variety of industries, including companies like Kimberly-Clark, Nestlé, Target, and Revlon.

In response to the growing need for impactful insights, MAi Research set out to create a customized solution to help drive effective decision-making for clients, uncovering insights not obvious using traditional methods.

For market-leading consultation MAi needed:



Cutting-edge natural language science to identify target markets, and differentiate resonant versus polarizing messaging



Comprehensive drivers analysis to quantify the importance of text and closed-ended responses, and simulate the impact of changes to driver performance

The solution

MAi developed a separate division called Pathfinder Analytics as the solution for clients' needs, providing an innovative set of approaches for answering "the why" inherent in business challenges.

To incorporate the latest in natural language science, MAi uses Luminoso to power a solution called Pathfinder Text Science, providing MAi an edge for surfacing insights that would otherwise be undiscoverable. When paired with MAi's unique storytelling approach to analytics, both surface the hidden associations consumers or shoppers make between brands and a specific concept, message, or product.

The benefits



Leading science for improved decision-making



Faster analyses for timely client deliverables



Concept-Level Sentiment analysis for nuanced scoring

“Concept-Level Sentiment is integral to text analytics. Text contains a range of emotions, so other AIs are not only unhelpful, but dangerous to a brand’s ability to recognize benefits or issues.”

- Rob Pascale, President, MAi Research

The results

With Luminoso ingrained in Pathfinder Analytics, MAi researchers:

-  Paired human expertise with cutting-edge AI for market-leading insights
-  Delivered hundreds of client deliverables across thousands of domain builds
-  Attracted top talent in market research to use cutting-edge AI



MAi Research then conducted and presented an analysis around Elon Musk’s controversial Neuralink, which would grant users the ability to connect their brains with the technology around them.

Exploring scenarios across branding, packaging, and pricing prior to high-risk in-store testing, MAi discovered segmentation around laziness, specifically that one group embraced it, while others were concerned about its greater impact on society.

See Luminoso in action at luminoso.com/demo.

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