PowerUp

Drive better decisions through faster consumer insights

Medallia

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Safe Harbor

This presentation may contain statements regarding our plans and expectations for the development of new or existing products, features, services, technologies and solutions. We have based these statements largely on our current expectations and assumptions and on information available as of the date of this presentation. However, these statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual development of new or existing products, features, services, technologies and solutions to be materially different from the plans and expectations set forth in this presentation. In particular, the feature sets and delivery dates set forth in this presentation are based on various assumptions and estimates and subject to change.
Driving organizational change is hard

- Information overload
- Limited time
- Multiple decision influencers
- Abundant data, limited insights
COVID-19 has changed the face of Market Research

But companies need to find a way to understand consumer needs more than ever

- **NO** Focus Groups
- **NO** Ethnography
- **NO** In-depth Interviews
Video-powered insights and online ideation are the path to improve insight impact
South Korea & Japan, First camera phones

2000

First camera phone in US

2002

First YouTube video

2003

Skype founded

2005

First iPhone - No video recording capability!

2007

2 billion+ videos served per day

2009

iPhone with video recording capability

2010

4 billion videos streamed per day

2012

Facebook launches Facebook Live

2015

500 hours of video uploaded every minute

2018

100m hours of video watched per day

2019

113 Million downloads in February alone

2020

200 million daily meeting participants in March

Facebook

Skype

Apple
Introducing the Medallia Insights Suite

Rich customer insights, fast analysis, powerful results

Leverage today’s growing virtual engagement and video adoption by:

• Capturing, analyzing, and sharing video
• Speeding time to innovation through pop-up communities & crowdsourcing

To help you drive growth, change, and revenue in your organization.
A simplified, end-to-end solution for video research

- **Capture** video, audio & images in a wide variety of ways
- **Automate** discovery & analysis of meaningful information inside content
- **Share** impactful stories and reports to humanize insight & drive action.
MEDALLIA CROWDICITY

Pop-up communities and idea discovery that have great impact

- Rapidly deploy **pop-up communities** to iteratively develop concepts
- Increase group **collaboration** and brainstorm creative solutions
- Foster a **culture of innovation** and drive employee engagement
- Quick, agile and **cost effective**
Demo
Why Medallia Insights Suite is different

- Deep Understanding
- Enterprise Grade
- Digitally Focused
- Resource Efficient
- New Insights
Airbnb records huge amounts of focus groups and online interviews with no easy way to review and analyse this video.

With LivingLens, all video resides in one video asset management platform. Researchers can search the spoken work, use AI to automatically surface key themes, and to create engaging showreels.
Del Taco needed to revamp their menu and needed a way to gather and analyse new products.

LivingLens ran mobile missions in 2 stores asking participants to order 3 new menu items and record themselves eating for first impression insights.

They got to see genuine reactions to their new products and discovered that the perceived value of the menu items was low and why - too small for the price!
Del Taco video placeholder
Customer Success Story

**IDEA GENERATION**

WWF Switzerland was hosting a series of Open Innovation Competitions around topics such as energy efficiency, milk production, and biodiversity.

Crowdicity was used to build pop-up communities of industry experts, and to generate ideas. The authors of the best submissions were able to collaboratively improve and further develop their ideas before being evaluated by an expert jury. The winning project/idea was selected to receive an implementation fund.
Key Takeaways

1. Video comms adoption is rocketing
2. Emotive stories can help you drive change
3. Use power of the crowd to accelerate innovation
Learn More

Request a Follow-Up

To request a conversation with your account team, type “call me” in the Q&A box.

Watch Other Sessions

Here are some additional topics you may be interested in:

• LivingLens
• Crowdicity
• Athena