AI-Powered Meta-Analysis

Unlock hidden patterns and track market shifts.

Traditional qualitative research captures valuable consumer perspectives, but connecting insights across multiple projects can be slow and inconsistent.

Meta-Analysis changes that, enabling brands to run AI-powered analysis across past research, identifying trends and making every new project impactful.

TRUSTED BY

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Smarter Analysis, Stronger Insights

Every dataset contains untapped potential. Meta-Analysis allows you to bring past research back to life by integrating transcripts, survey data, trend reports and external market analysis. The more information you feed in, the more precise and meaningful your insights become.

Bring Qual & Quant Together

Upload survey results, sales data or other structured datasets to enrich your analysis and create a more complete view of consumer behaviour.

Track Market Shifts Over Time

Compare consumer behaviour across different time periods, regions and demographics to uncover trends and evolving preferences.

Chat with Your Research

Ask Meta-Analysis a question and instantly retrieve insights from past studies, qualitative transcripts and uploaded files.

Automated Analysis & Visuals

Meta-Analysis streamlines complex data, identifying patterns and generating easy-to-read reports with tables, charts and summaries.

Dynamic Personas: Smarter, More Flexible Consumer Understanding

Understanding consumers means more than just categorising them into broad demographic groups. With Dynamic Personas, brands can create audience profiles built from real research, responding dynamically to new data, evolving over time and providing richer, more strategic insights.

Custom Personas Built from Real Data

Every consumer segment is unique. With Dynamic Personas, you can upload past research in text, Excel or PPT. Whether it's chat transcripts, surveys, trend reports or studies, to create richer, more accurate profiles.

For example, imagine you're a plant-based food brand aiming to understand vegan consumers. You could create a Vegan Shopper Persona using past studies, purchase data and plant-based trend reports.

AI-Driven Insights

Ask your persona what drives product choices, key barriers to adoption and what influences their loyalty.

Live Persona Interaction

Test messaging, product ideas and brand decisions in real time, without waiting for new research.

Market-Specific Comparisons

Compare personas across countries, demographics or lifestyle segments to refine global strategies.

With every new study, Dynamic Personas learn, adapt and evolve, helping brands track shifting motivations and emerging trends over time.

Scan the QR to find out more

See it in Action

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