Pureprofile unveils AI-powered video surveys for deeper, more nuanced insights

SYDNEY, 11 December 2024: Global data and insights company Pureprofile Limited (ASX: PPL) has today launched its AI-powered video survey capability to capture more nuanced consumer insights and enhance business decision-making.

Pureprofile's new video survey capabilities leverage AI-generated avatars to encourage respondents to deliver authentic, unfiltered feedback, capturing non-verbal responses, tone and emotional reactions that are missed by traditional, text-based surveys.

The video survey solution leverages a library of over 127 human-like or cartoon-style avatars covering over 170 languages. Once survey responses have been transcribed, they are then processed and analysed for sentiment by Pureprofile's AI coding tool. A video survey can be set up and delivered in the same amount of time as a traditional, text-based survey.

The launch of Pureprofile video surveys addresses the growing need for businesses to gain deeper, more nuanced customer insights while maintaining research efficiency and managing budgets effectively. By incorporating AI avatars and Pureprofile's AI coding tool, businesses can significantly reduce costs and time spent on survey creation and analysis, further streamlining the process.

Pureprofile Chief Product Officer Niamh Fitzpatrick said: "In the age of hyper-personalisation, brands need to meet consumers where they are more than ever. Pureprofile's AI-driven video survey capabilities elevate market research by appealing to our innate human need for interactive and engaging experiences, thereby making their feedback even more genuine, instinctive and emotive.

"Traditional surveys require written responses that may miss non-verbal cues and emotional nuances that add greater context. Video surveys enable brands to gather meaningful insights quickly, cost-effectively, and at scale in a privacy-safe way, empowering smarter decisions with richer, more efficient data."

Pureprofile's video surveys launch comes on the heels of establishing its product innovation team, dedicated to developing a pipeline of AI-powered data technology solutions.

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About Pureprofile
Pureprofile's vision is to deliver more value from the world's information.

We are a global data and insights organisation providing industry-leading online research solutions to agencies, marketers, researchers and brands & businesses.

Our research delivers rich insights into real human behaviour and provides the "Why" behind the "What" through our unique ResTech and SaaS solutions. We build in-depth profiles of consumers via our proprietary and partner panels and give businesses the ability to understand, target, and ultimately engage with their audiences.

The Company, founded in 2000 and based in Surry Hills, Australia, now operates in North America, Europe and APAC and has delivered solutions for over 850 clients.

Media contact:
Beroze Dubash for Pureprofile
beroze@kickercomms.com
+61 403 402 228