Pureprofile introduces three AI solutions to help brands decode online discourse

SYDNEY, 25 March 2025: Global data and insights company Pureprofile Limited (ASX: PPL) has today introduced a suite of three new products, powered by Quilt.AI, to help brands and marketers put a research lens to online chatter, adding a layer of insight to consumer sentiment and emerging trends.

Brands are navigating a sea of online data and grappling with interpreting vast amounts of consumer conversations, search data and the open web. With the digital landscape growing more complex, staying ahead of the noise and extracting meaningful direction has become harder than ever before. Accurately decoding these conversations and leveraging them for strategic decision-making is crucial for brands to remain competitive in an increasingly crowded market.

To address this challenge, Pureprofile has brought out three solutions that go beyond traditional social listening methods. The solutions filter through social media, news sites, blogs, search data and the open web and then use AI to decode and interpret consumer sentiment and cultural shifts through a research-driven lens. This reduces complexity by helping to make sense of this wealth of unstructured data to identify clear patterns and guide strategic decisions for consumer insights.

Social Meaning is an all-in-one AI analytics platform that turns unstructured online consumer data into actionable insights. By entering a query, users can leverage the power of advanced AI to seamlessly decode and interpret online, social and digital data through a research lens. This empowers researchers and brands to uncover insights that go beyond the surface of online consumer conversations, revealing deeper, more meaningful trends and patterns.

Emerging Consumer Trends helps organisations stay ahead by uncovering new online trends before they become mainstream. It uses advanced AI to analyse online conversations and track patterns across industries like Fashion, Food and Travel, such as highlighting emerging opportunities and insights for faster, more strategic decision-making.

Beauty Trends gives brands a powerful, data-driven solution to track emerging beauty movements across Australia and global markets. Using advanced AI, it analyses social media, search data, and online conversations to identify and validate key trends in fragrance, makeup and skincare so brands can stay ahead of the curve.

Niamh Fitzpatrick, Chief Product Officer at Pureprofile said: “So much of the modern consumer experience is shaped by online discourse, with the volume of raw consumer data being nothing short of astronomical – from the latest makeup look to viral recipes and self-care routines. Without a clear understanding of emerging trends across multiple markets, brands risk missing key opportunities, misallocating marketing spend, and failing to effectively engage their target audience.

“Our new solutions, in partnership with Quilt.AI, offer valuable insights into consumer sentiment, cultural shifts and trends before they enter the zeitgeist. Brands can track online conversation globally, and strategically prepare for product rollouts or targeted campaigns in Australia. By tapping into these tools, brands can make smarter, more data-driven decisions with confidence, ensuring they are ahead of the curve and responding to market dynamics in real-time.”

ENDS

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.

About Quilt.AI
Founded in 2018, Quilt AI uses proprietary multimodal AI technology to help consumer insights teams go from insight to action. Quilt AI works in a model of very high touch consulting powered by a robust self-serve software platform (sitting now on all major LLMs). Today, we ingest more than 6 million different sources of internet data (US & Asian platforms) in a GDPR compliant manner and use our text, audio, image, and video capabilities to make meaning out of billions of consumer conversations (in a hashtag independent manner). Our work ranges from online segmentation to content testing. More than 100 brands use us across the globe to support their marketing efforts.

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