

Press Release

Creating Conversations That Matter!

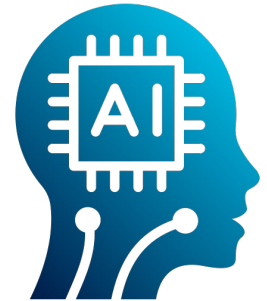


To: Area Media

From: Dean Halverson, CEO dean@leede.com

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Subject: Leede Testing Artificial Intelligence



Leede Research, the Wisconsin-based marketing research company with offices in Manitowoc and Minneapolis, has announced that it has begun testing and experimenting with the use of Artificial Intelligence (AI) in its research programs and services. "AI may be the hottest thing to hit marketing and marketing research in my career," said Dean Halverson, CEO of Leede, who celebrates its 41st year of service in 2023. AI is the buzz across many industries and job titles, with predictions indicating everything from work-related miracles to the elimination of jobs and positions. The reality is that no one knows quite yet how this tool will impact our work, but it is clear it will bring about a generational change.

Artificial intelligence (AI) is transforming the field of marketing in various ways. AI can help marketers analyze data, optimize campaigns, personalize content, generate leads, and improve customer experience. Here are some examples of how AI is used in marketing:

Data analysis: AI can process large amounts of data from different sources and provide insights for marketers to make better decisions. For instance, AI can help marketers segment customers, predict behavior, identify trends, and measure performance.

Campaign optimization: AI can help marketers optimize their campaigns by testing different variables and finding the best combinations. For example, AI can help marketers choose the best keywords, headlines, images, and calls to action for their ads or emails.

Content personalization: AI can help marketers deliver personalized content to each customer based on their preferences, interests, and behavior. For example, AI can help marketers create dynamic landing pages, product recommendations, or offers that match each customer's needs and goals.

Customer experience: AI can help marketers improve customer experience by providing faster and more accurate service. For example, AI can help marketers use voice assistants, sentiment analysis, or feedback systems to communicate with customers and address their issues or queries.

The options are as endless as the imagination, and in fact AI generated the above content! Leede's primary interest is in the use of this new tool in its data gathering and analysis programs. The goal is to be able to generate deeper information for its clients more efficiently and provide additional tools and options in using the related information.

Leede has begun running test projects with select clients to determine the process, output, and application of this in its work.

Leede conducts surveys that have open ended questions, where a respondent can freely share their thoughts, generating verbatim information. They also conduct qualitative research, often generating discussions ranging from 30 to 90 minutes. These interviews are often reviewed using transcripts that provide the full detail of the discussions. This information must be reviewed, summarized, and turned into useful output in the research process. Traditionally, this has been a very labor-intensive process and requires marketing experience and expertise to generate full value. "AI is proving to be an impressive tool in streamlining this process and generating deeper information from additional perspectives," said Halverson.

Leede has been using the tool to identify key themes within content generated in the research process. It has also been valuable in identifying consumer emotions and how they might react to products and services in the future. They have even experimented with suggestions for marketing messaging and content based on the results generated in their projects. As has been reported, the technology is not perfect and must be reviewed carefully for accuracy and perspective. It does appear to be a tool that Leede can use in the future in support of their client's information needs. It can also speed up the review process and provide additional perspective on information gained.

Leede is continuing the review process and is working with national industry partners to identify the best way to integrate this into their full operations. Testing will continue for at least the balance of the year before Leede determines the permanent role it can play.

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