



PRESS RELEASE

To: Area Media & Industry Publications

From: Dean Halverson – CEO

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Subject: Leede Research Continues AI Journey

Leede Corp HQ – Manitowoc, WI: Leede Research, the full-service marketing information company with offices in Wisconsin and Minnesota has announced that it will both continue and expand its development of Artificial Intelligence tools for use in its research programs and services to clients. Leede has been an early adopter of these tools and has been working for recent months to test both their use and security issues in a variety of market research settings. They have monitored AI use in the market research field and the areas that leading companies have selected for development.

AI is becoming a significant factor in market research, being used in both qualitative and quantitative environments to cut time, reduce costs and deepen information deliverables. Leede has been testing different tools and partnerships to make sure their clients have the best information possible. They are currently working with a firm in the UK on an AI tool designed to speed the turnaround of information from focus groups and in-depth interviews (IDIs). This tool allows for the secure upload of video files for full review and analysis. Full transcripts are generated in minutes and all information is available for review and analysis. AI provides a query and chat function and recordings can be tagged with participant information allowing for targeted review. There is targeted emotion analysis and the ability to extend findings into the marketplace.

Leede is also in the early stages of creating a custom Chatbot, called Leede Market Insider, which will be designed specifically to work with market research information and deliverables. Custom Chatbots create a secure environment and will generate better results over time as it learns about Leede's specific needs and customer types. This will be used in the review of open comments and verbatim information in a variety of settings. It will also be used to create summaries and key findings of work completed by Leede. The AI can extend those findings into the marketplace, suggesting product features, competitive strengths and weaknesses, marketing messaging and more. This will be factored against Leede's 40 years of information experience to give the clients the best of both worlds.

"While we all know AI is not going away, understanding where and how to use it is critical in the marketing space", said Dean Halverson, CEO at Leede. "We want to bring the strengths of the new tool to clients, while protecting them from common pitfalls." Leede will continue to monitor the latest tools and trends in the AI space and help clients find the best solutions for their information needs.

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