

sens

AI-Powered Market Research

Making sens
for Media





sens revolutionises market research by integrating both verbal and non-verbal consumer feedback analysis into a single digital platform.

This innovation not only enhances data reliability but also streamlines the research process. Compared to traditional methods, **sens** offers a faster, more cost-effective, and highly scalable solution. It provides access to high-quality insights in significant volumes.

With **sens**, every aspect of consumer feedback is measurable, showcasing a new standard in data analysis and research efficiency.

empowering businesses with actionable data:

sens' AI-powered platform provides businesses of all sizes with the tools they need to:

Uncover hidden truths about their customers



sens goes beyond what people say to reveal the true motivations driving their choices, leading to more effective marketing strategies and product development.

Make smarter decisions based on data:



Gain actionable insights that inform critical business decisions, leading to improved customer satisfaction, brand loyalty, and overall business growth.

Access affordable market research



sens eliminates the cost barrier by offering tiered pricing plans that are significantly more affordable than traditional research methods.

sens is a compelling story for any media outlet interested in innovation, business growth, and the democratisation of valuable tools.

how it works...

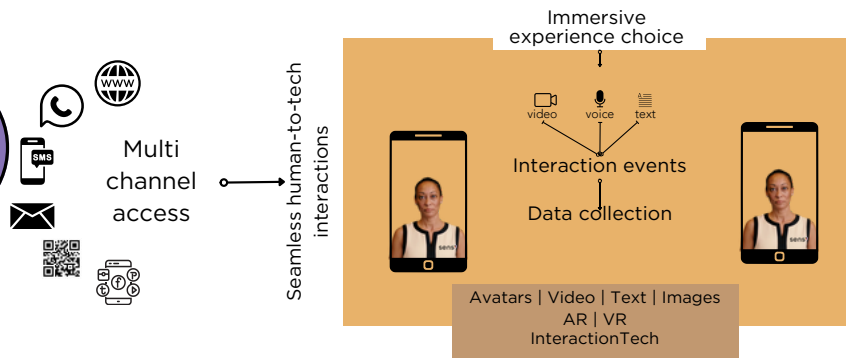
01.CLIENT BRIEF

Collaborative problem identification process to guide the research project. What is the business problem we need to solve?

02.SCIENCE FORWARD DESIGN

Use question sets based on how people naturally talk to each other to make conversations flow smoothly.

03.EXCITING USER EXPERIENCE



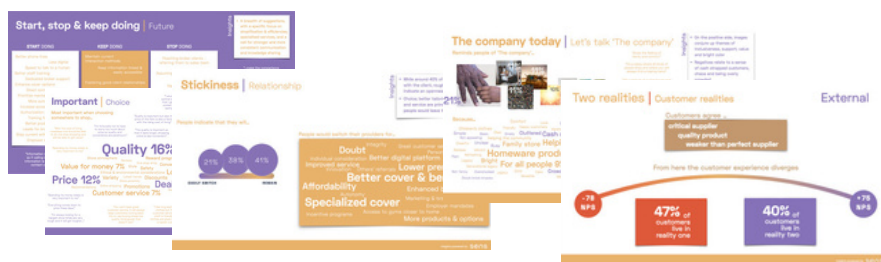
04.DYNAMIC DATA COLLECTION

SensorTech enabled data collection using iterative exploration and dynamic branching techniques

Facial analysis
Sentiment
Semantic Context
Tonality
Personality
NLP
Eye tracking
Algorithms
Stress
LLM

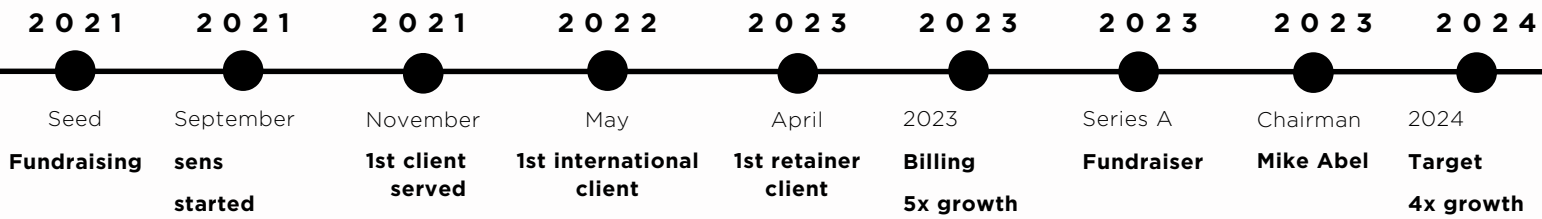
05.INSIGHTS REPORT

Symbiotic suite of AI-led technologies that analyse responses far beyond the purely verbal. The result? Deep insight, and a far more accurate and objective set of data



06.BASELINE & ONGOING

sens milestones...



70+

Reports delivered

13k+

Respondents

20+

Clients



sens provides not only a sound platform on which to base longer-term business decisions, but also a practical toolbox that can be used tactically from day to day. This allows fundamental strategic decisions to be better informed on one hand, and short-term tactics to benefit from congruent information on the other.

sens: brand story...

At the core of our ethos lies the firm belief that **behaviour is the ultimate truth**. This philosophy propels us to transform the landscape of market research, making invaluable customer insights accessible to businesses of all sizes, not just the titans of industry.

Our journey began with a simple yet profound mission: to empower businesses with actionable insights derived from customer behaviour. We recognised that traditional market research often came with exorbitant costs and time-consuming processes, leaving many businesses, especially smaller ones, at a disadvantage. **sens** stepped in to bridge this gap.

We operate on the principles of speed, efficiency, and affordability. Time is indeed money, and our streamlined approach ensures that businesses receive comprehensive customer insights in a fraction of the time compared to conventional methods. By using advanced AI technology, we analyse respondent behaviour to reveal underlying motivations that influence actions like buying choices and brand loyalty.

What sets **sens apart are our unique selling points: AI-powered insights, unmatched speed and efficiency, and cost-effective solutions.**

Our platform utilises AI to analyse customer behaviour with exceptional precision, uncovering insights that conventional methods frequently overlook. Moreover, our commitment to affordability ensures that market research is no longer a luxury reserved for the elite few but a tool accessible to all businesses, regardless of size or budget.



But it's not just about delivering data; it's about delivering value.

sens equips businesses with actionable insights that inform strategic decisions, driving growth and innovation. By understanding their customers, employees, consumers, and stakeholders better, businesses can make smarter decisions that translate into improved ROI, enhanced customer satisfaction, and a competitive edge in the market.

At **sens**, we empower businesses to navigate the complexities of the modern marketplace with confidence and clarity. Armed with real customer data, our clients can mitigate risks, seize opportunities, and chart a course towards sustained success.

With **sens by their side, businesses don't just survive; they thrive.**

sens at a glance...



sens core values:

- **Transforming Market Research:** We believe valuable customer insights shouldn't be a luxury. sens offers affordable AI-powered research, empowering businesses of all sizes to make data-driven decisions.
- **Actionable Insights:** We go beyond raw data. We analyse customer behaviour, uncovering hidden motivations that drive purchasing decisions and brand loyalty.
- **Speed and Efficiency:** Time is money. sens delivers in-depth customer insights significantly faster than traditional methods, allowing businesses to act quickly and stay ahead of the curve.

target audience

- **Small and Medium-Sized Enterprises (SMEs):** sens empowers SMEs to compete with larger companies by providing access to powerful market research tools typically out of their budget.
- **Marketing and Advertising Agencies:** We offer agencies a unique value proposition - faster, deeper customer insights at a competitive price point, allowing them to deliver superior results for their clients.
- **Forward-Thinking Businesses of All Sizes:** Any company seeking to make data-driven decisions based on a deeper understanding of their customer base is a perfect fit for sens' AI-powered market research solutions.

what we offer

- **Faster Insights:** Get in-depth customer understanding in a fraction of the time compared to traditional methods.
- **Deeper Analysis:** Our AI goes beyond what people say to reveal the true motivations behind their choices.
- **Actionable Data:** Gain clear, actionable insights that inform strategic business decisions and drive growth.
- **Affordable Solutions:** Tiered pricing plans make powerful market research accessible to businesses of all sizes.

unique selling points

- **AI-Powered Insights:** sens leverages cutting-edge AI to analyse customer behaviour and uncover hidden truths that traditional methods miss.
- **Speed and Efficiency:** Our platform delivers results significantly faster, allowing businesses to make data-driven decisions quickly.
- **Cost-Effective Solutions:** sens eliminates the cost barrier by offering affordable pricing plans, making market research accessible to all.

benefits for customers

- **Improved ROI:** Make smarter marketing and product development decisions based on real customer data.
- **Enhanced Customer Satisfaction:** Gain a deeper understanding of your customers' needs and wants, leading to more targeted marketing strategies and improved customer experiences.
- **Competitive Advantage:** Leverage AI-powered insights to stay ahead of the curve and outperform competitors.
- **Reduced Risk:** Back business decisions with reliable data, minimising the risk of costly marketing missteps or product flops

sens empowers businesses to:

- **Know their customers better.**
- **Make smarter decisions.**
- **Drive business growth.**

sens in the news



Industry Leadership

We're proud to be featured in **Bizcommunity**: Announcing the appointment of advertising industry veteran Mike Abel as our Non-Executive Chairman.

Similar coverage appeared in **BusinessLIVE**, **Media Update**, and **The Media Online**.



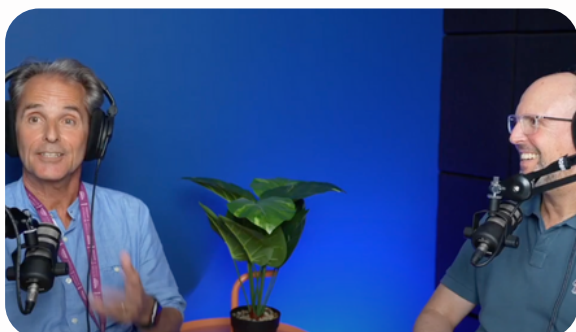
Innovation in Market Research

This Gadget article highlights sens' involvement with BehaviourTech, showcasing our commitment to cutting-edge research methods.



The Future of Market Research

Our expertise in AI-powered research was featured in **this BusinessLIVE podcast**: "How AI Will Redefine Market Research"



Founders of BehaviorTech

Find out more about sens and BehaviorTech in **this podcast**: AI Tips & Tricks with Kieno and Per featuring guest Mike Abel.

meet the minds at sens:



Per Lagerstrom
Co-Founder and CEO

Per is an entrepreneur and non-exec that operates globally, providing astute senior advice on strategy and digital. Founder of Mavens and YellowSpot, and Co-Founder of sens, Per is the inventor of BehaviorTech. With a unique blend of big firm strategy consulting and entrepreneurial experience, he brings clarity to uncertainty, irreverence to convention and energy to hesitancy.



Jacqui Young
Co-Founder

Jacqui is captivated by BehaviorTech's transformative potential. In her role as a fervent entrepreneur and co-founder, Jacqui embraces the excitement of working alongside a group of visionary individuals at sens. Unbound by traditional office hours and no strangers to late nights, she wears multiple hats, embodying a "get-it-done" attitude.



Evelyn Bourke
Investor

Evelyn Bourke's investment in sens demonstrates her confidence in the company's potential. With a background in finance and a history of successful ventures, Evelyn brings valuable perspectives and strategic insights to the team.



Mike Abel
Non-Executive
Chairman & Investor

Mike Abel brings extensive experience in business leadership and investment to sens. He is regarded as a leading business, marketing and communications specialist, having worked for, and leading, large communications companies and groups, and handling the biggest blue chip brands for decades. Mike provides invaluable strategic guidance and insight to the team.



Steven Nathan
Non-Executive Director
& Investor

As a Non-Executive Director and Investor, Steven Nathan contributes his expertise in finance and entrepreneurship to sens. With a keen eye for opportunities and a passion for innovation, Steven plays a vital role in shaping the company's direction.



What made sens to our clients...

 **PEPKOR**  **ACKERMANS**

  **M&S** 

 **ZELLA DC™**   **F / N E**

"Working with sens was a great experience - their approach to research and marketing provided a more holistic view of our target market."

"sens provided a deeper sense of what people were thinking and feeling about the brand."

"sens' approach challenged our preconceived notions about our target market and customer base."

"The insights and recommendations provided by sens through BehaviorTech analysis helped shape our marketing strategy."

"What an incredible result! Thank you sens for your flexibility and agility with getting this done so seamlessly for us - the results are way above expectations!"

"For the first time our business could make qual sized decisions from quant sized research."

"With sens' technology approach we can get to insights quickly and at a much cheaper cost."

"This is powerful data, sens really has a way of unpacking our business problem and finding the nuggets we need to inform our strategy"

"Having an outside party work with your team can be a daunting experience, as it can potentially disrupt the balance and culture of the organization. However, with the sens team's professional and safe manner, it was possible for them to quickly understand the environment and the brand sentiment."

Since inception, sens has carried out research for an ever-growing number of top-tier clients. From short, sharp interventions to fully-fledged research projects, the results have often surprised – and on more than one occasion, have turned previous research on its head.

While our research framework is both replicable and industrialised, it is tailored and scaled for each particular case. The only remaining question is – what can it do for you?

faq

Q

How does sens use BehaviorTech to gather deeper insights into market research, and what advantages does this approach provide compared to more traditional market research methods?

sens uses BehaviorTech to interpret and piece together non-verbal cues and signals to gain deeper insights into market research. This approach provides several advantages compared to traditional methods of market research. Firstly, it is more objective and efficient, requiring less effort than traditional methods such as focus groups and interviews. Secondly, it provides more reliable data, as it corrects for unconscious and subconscious biases that may affect the accuracy of the data collected through traditional methods

A

Q

How does sens ensure that the data collected is reliable and accurate, and what steps are taken to mitigate potential biases or errors?

sens collects data digitally, which helps ensure its reliability. Additionally, the company uses the right algorithms and scientific methods to correct for unconscious and subconscious biases effectively. sens also maintains a solid and clean database, making it easier to manage and control data quality.

A

Q

How does sens approach ethical considerations when it comes to using BehaviorTech, and what steps are taken to ensure that data privacy and other important concerns are addressed?

sens designs its products with the 4 Es – efficacy, efficiency, experience, and ethics – in mind. The company goes beyond GDPR requirements to ensure that data privacy and other important concerns are addressed. sens ensures that people are not identifiable, and data is not kept at the consumer level. Additionally, the company only collects non-verbal cues that are stripped out after analysis. sens builds ethical considerations into its products from day one, ensuring that its clients receive reliable and accurate data in a responsible manner.

A

Q

What is the overall impact that sens has had on the field of market research and marketing, and how the company's approach to using BehaviorTech has contributed to this impact?

sens has had a significant impact on the field of market research and marketing by disrupting traditional methods and introducing a more reliable and efficient way of gathering data through the use of BehaviorTech. The company's approach has enabled clients to make more informed decisions based on reliable data, leading to better outcomes and more successful businesses. Additionally, sens' use of digital avatar interviews has democratized the consumer voice, enabling people to share their true feelings and opinions in a way that was previously impossible.

A

sens



contact sens

For media inquiries please contact sandra@sens.digital