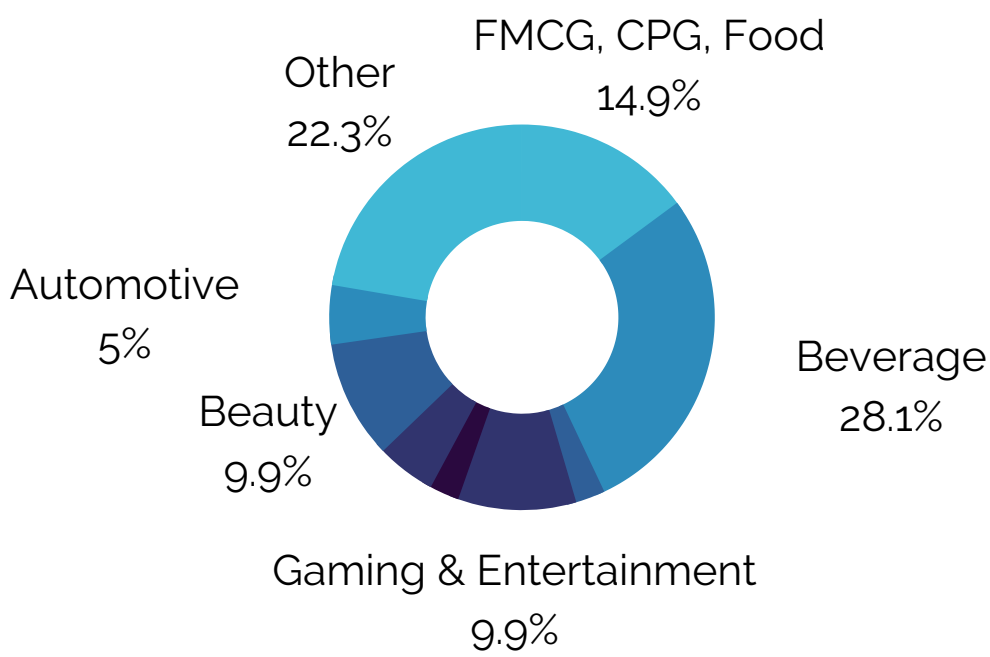


# SURVEY: THE FUTURE OF AI-ENABLED INSIGHTS

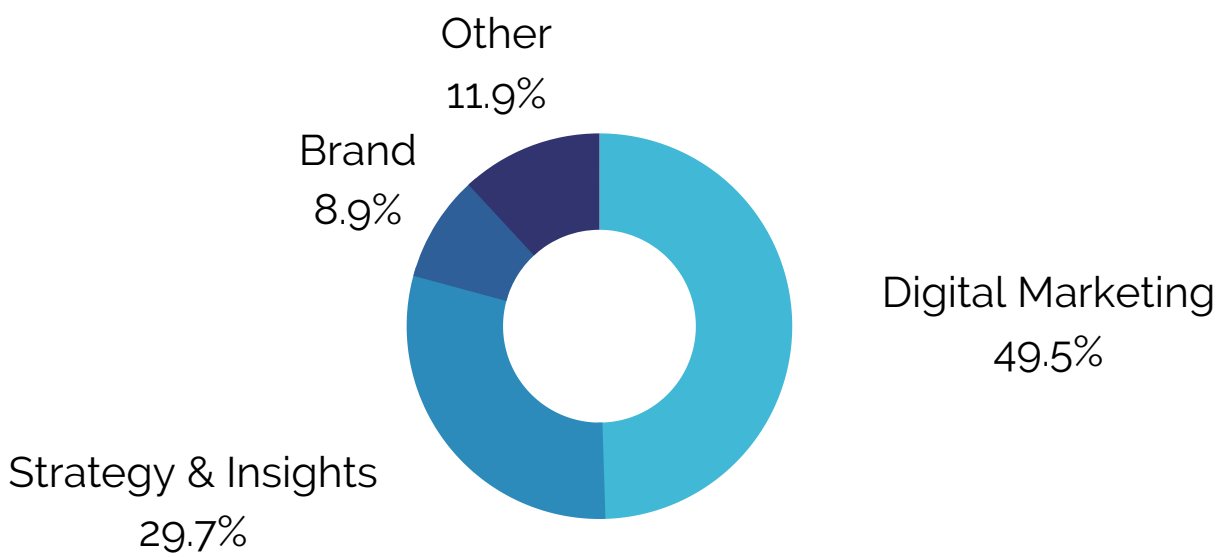
**Linkfluence** conducted this survey to explore the current and future trends of AI-Enabled consumer insights for 2021.

The survey contains the responses from roughly 30 industry professionals representing over 50 global brands.

## Respondents by **Industry Focus**



## Respondents by **Role**

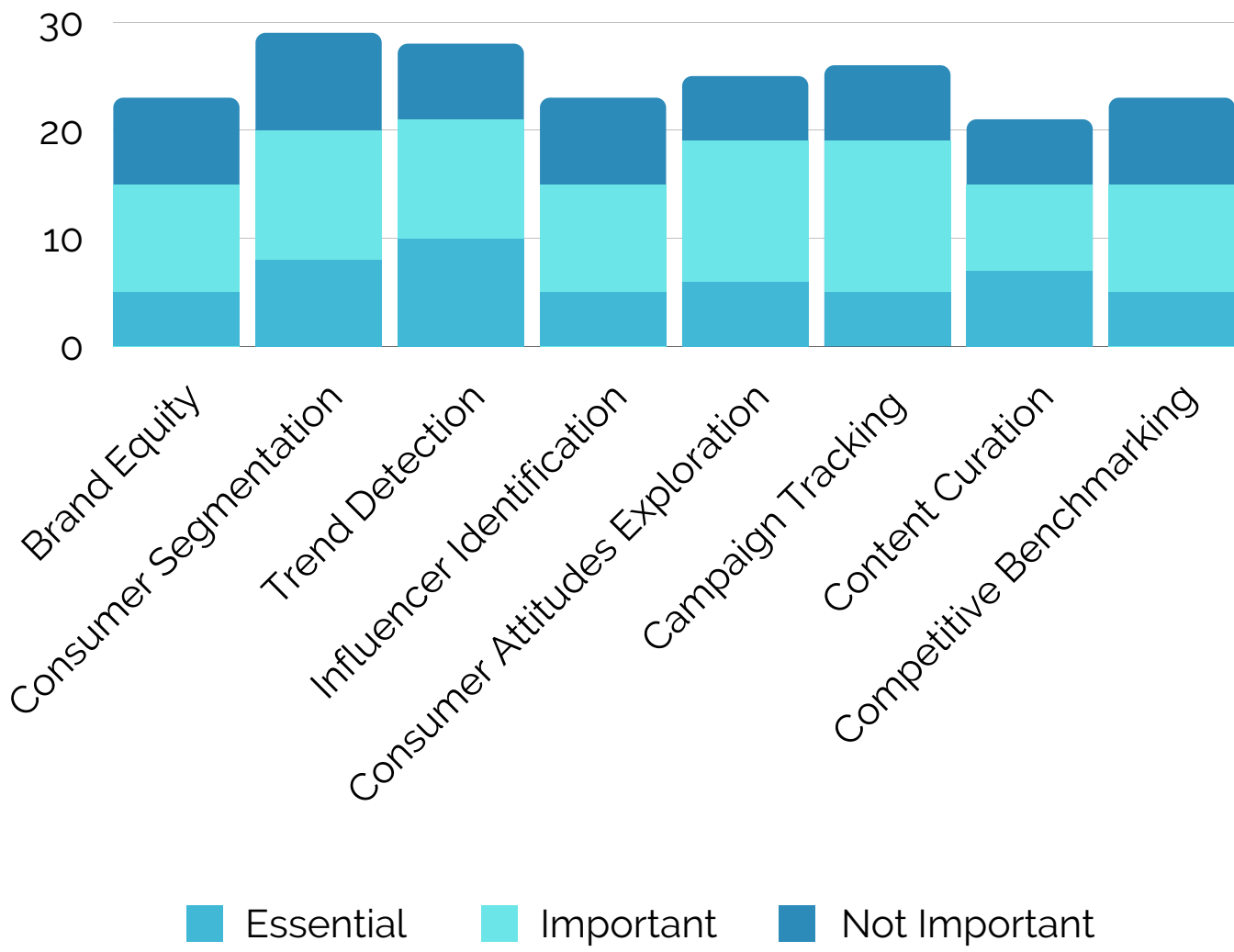


## How **Advanced** Social Intelligence is for Respondent's Organization



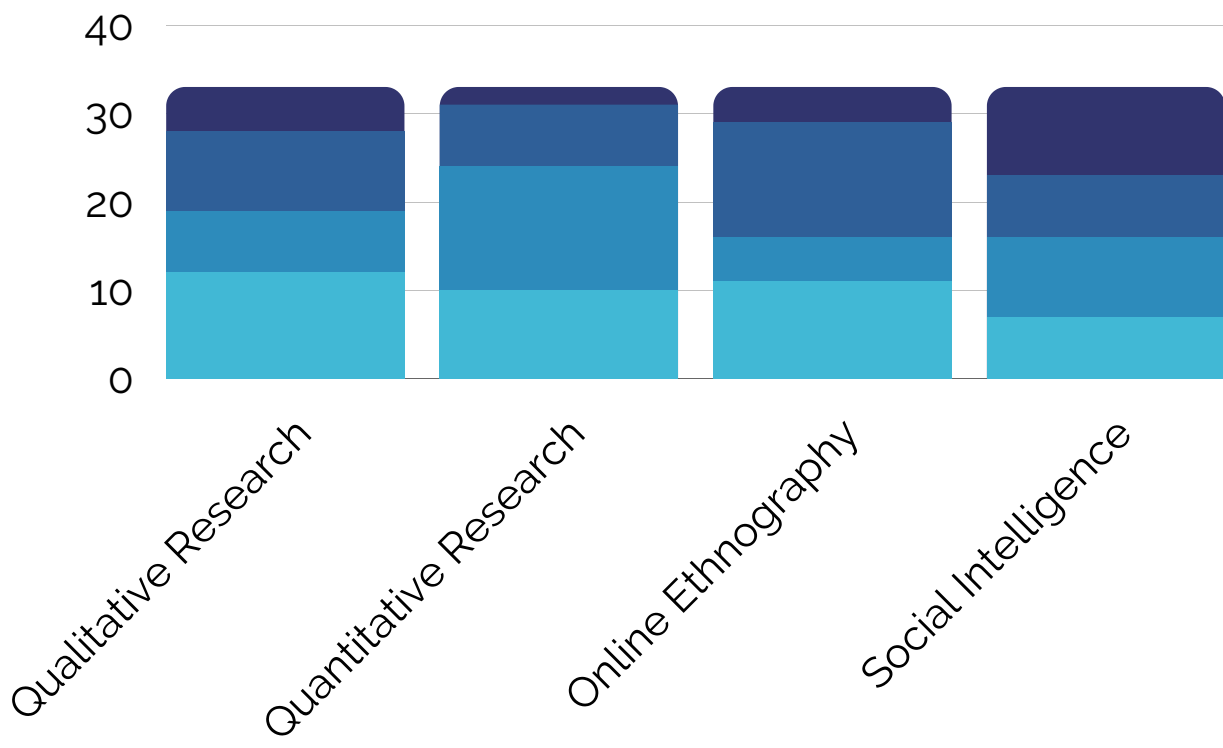
Only 20% of respondents noted they currently are in an advanced stage of social intelligence. Note, other options included basic (35%), moderate (35%), and none (9%).

## Use Case Ranking of Social Intelligence at Respondent's Organization

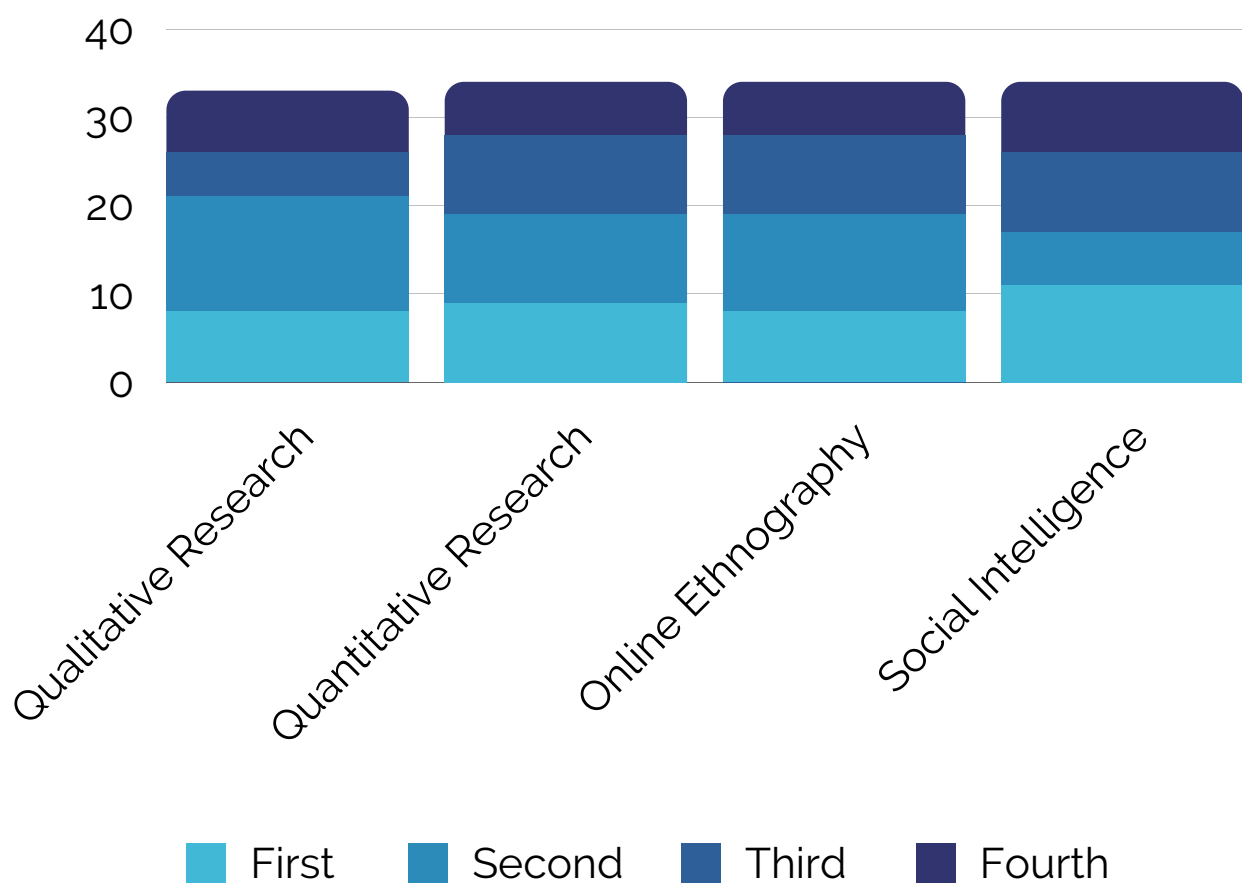


## Respondent's Technique Ranking by Budget Allocation

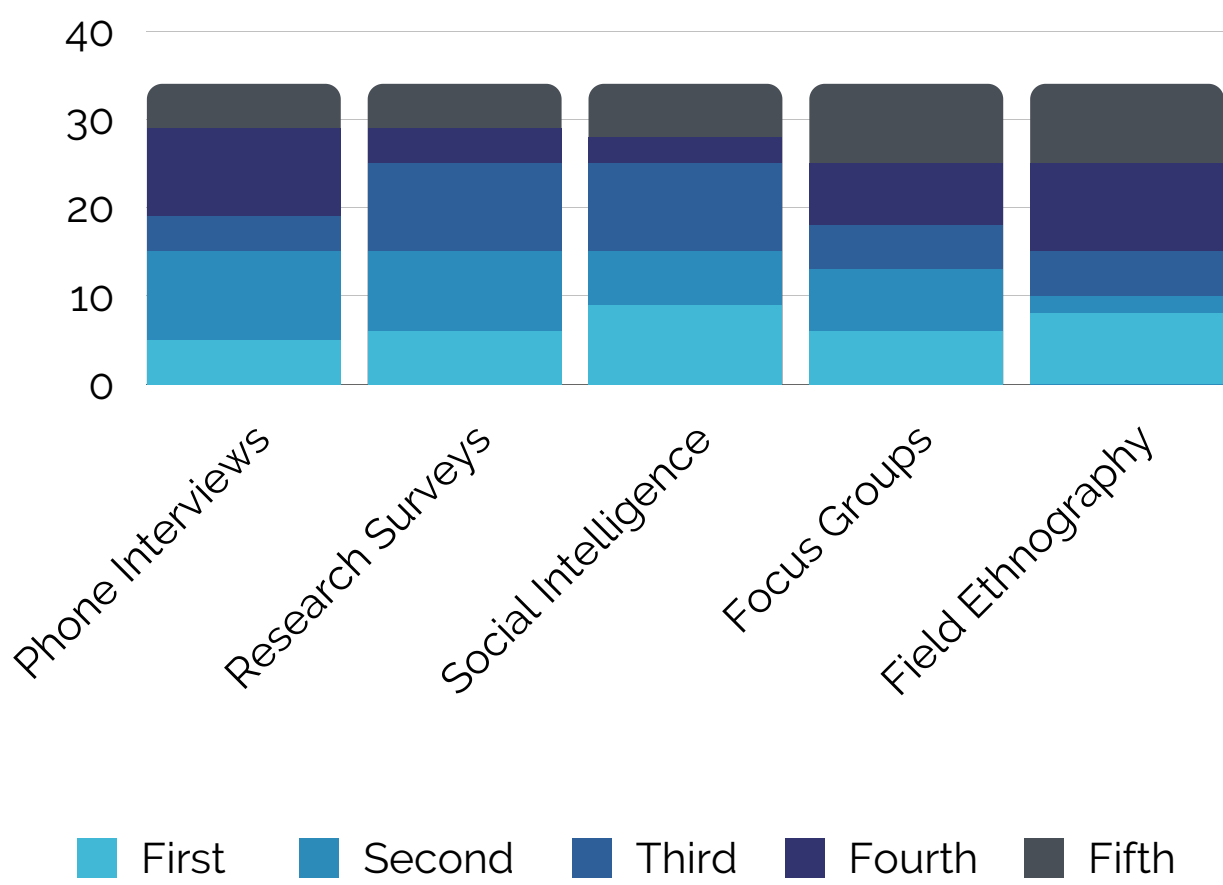
### Prior to COVID-19 Pandemic



### Post COVID-19 Pandemic

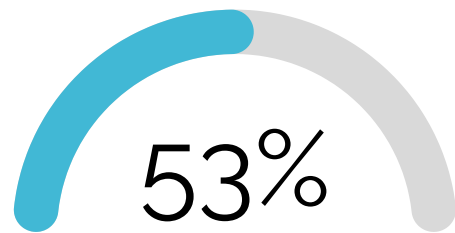


## Ranking of Most Frequently Used Tools During COVID-19 Pandemic

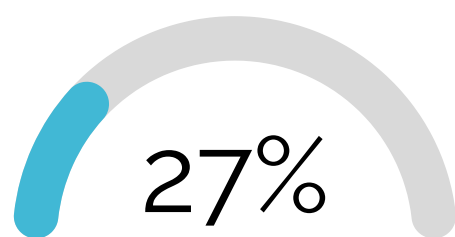


## Most Critical Tools to Improve Organization's Customer-Centricity

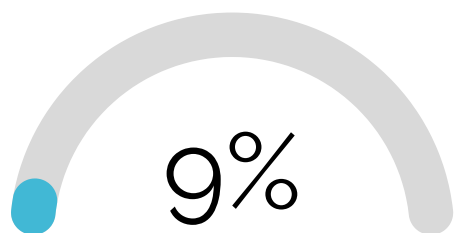
**SOCIAL INTELLIGENCE**



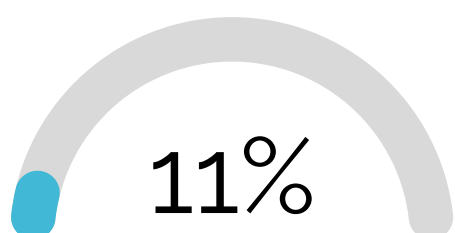
**RESEARCH SURVEYS**



**ETHNOGRAPHY**

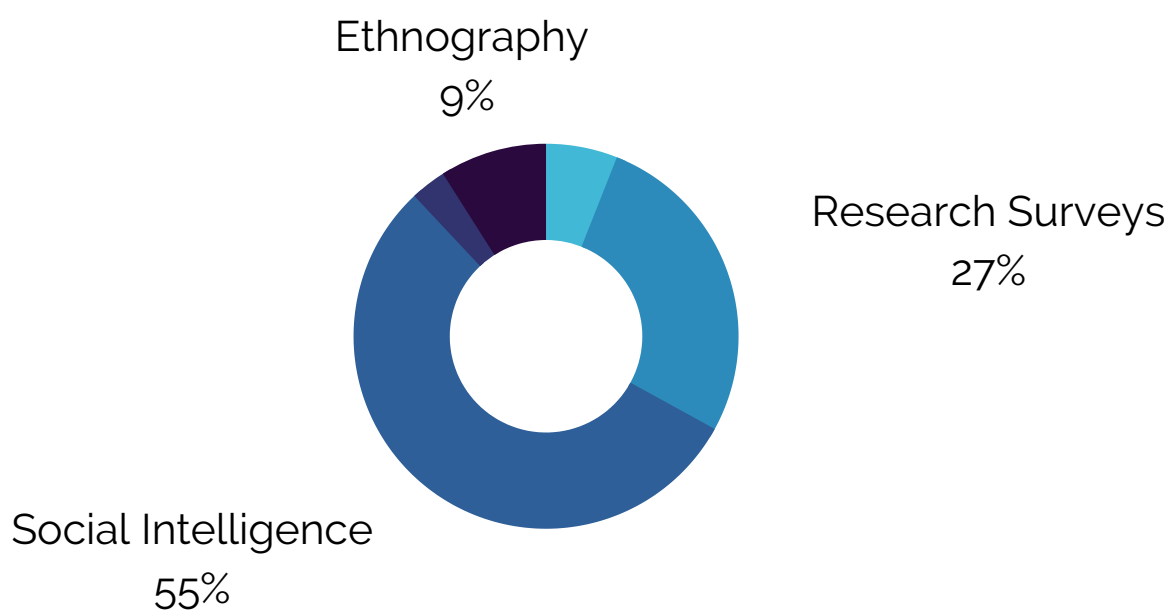


**OTHER TOOLS**



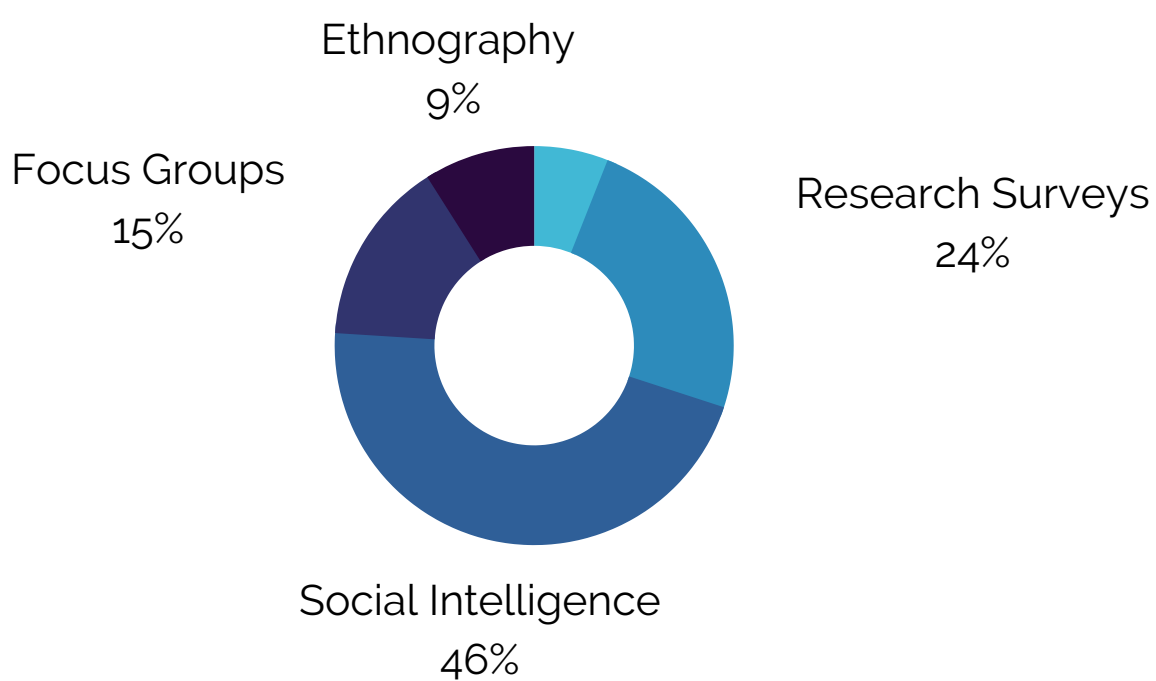
Note, the other tools listed in this question were phone interviews (6%) and focus groups (3%).

## Most Critical **Tools to Implement** Organization's **Digital Transformation**



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## Most **Critical Tools to Democratizing** Organization's Insights



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**Questions** about the Survey Results?

[Contact Us](#)

**Linkfluence** is a leader in AI-enabled consumer intelligence. Its SaaS platform enables global brands to derive actionable insights from social data and understand their consumers better and faster.

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