**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**

- Beverage: 28.1%
- FMCG, CPG, Food: 14.9%
- Gaming & Entertainment: 9.9%
- Beauty: 9.9%
- Other: 22.3%
- Automotive: 5%

**Respondents by Role**

- Digital Marketing: 49.5%
- Strategy & Insights: 29.7%
- Brand: 8.9%
- Other: 11.9%

**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

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

- Social Intelligence: 55%
- Research Surveys: 27%
- Ethnography: 9%

Most Critical Tools to Democratizing Organization’s Insights

- Social Intelligence: 46%
- Research Surveys: 24%
- Focus Groups: 15%
- Ethnography: 9%

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.