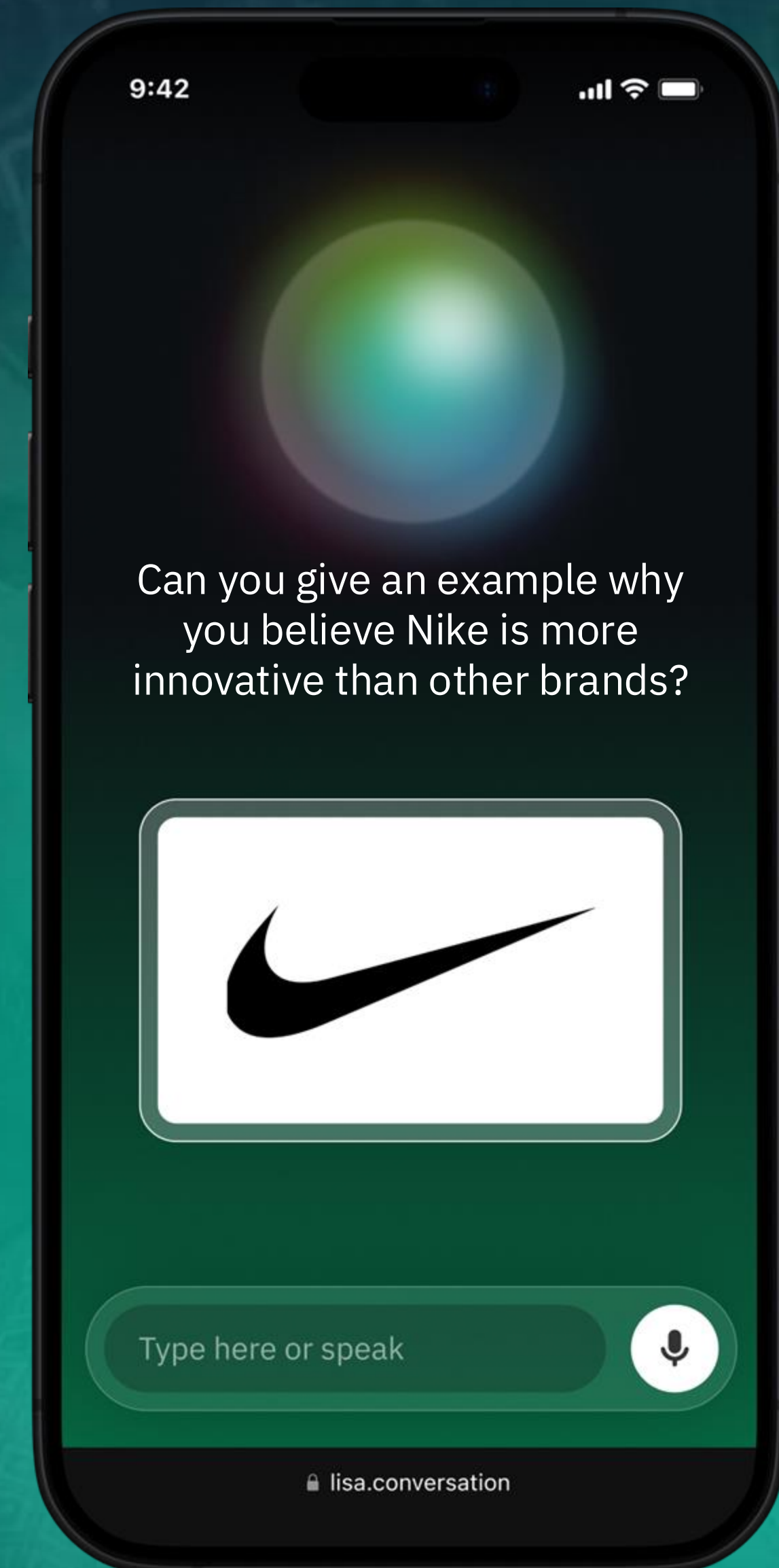Brands don't live in checkboxes, they live in people's minds, stories, and experiences

Humanizing Brand Tracking with Lisa™

9:42

Can you give an example why you believe Nike is more innovative than other brands?

Type here or speak

🔒 lisa.conversation

Traditional Online Surveys Are Flawed
Measuring without Purpose

1

The Emotional Disconnect

Brands are emotional entities that make us feel confident, nostalgic, happy, rebellious - they connect with our identity, aspirations and values. Yet the traditional online surveys measures brand perception through purely transactional methods that strip away all emotional context.

2

The Digital Native Gap

Younger, tech-savvy consumers expect intuitive digital experiences but are asked to spend 25 minutes clicking through predefined statements to express their unique opinions and feelings.

They're not rejecting sharing their opinions – they're rejecting a format that feels completely disconnected from how they naturally communicate.

3

Garbage In Garbage Out

As a result of transactional approaches to research, consumers are often hardly engaged and breeze through surveys. On top of this market research is not exempt from fraud with bots and survey farms pretending to be your customer.

4

Focusing on Data Points Instead of Consumer Stories

The market research industry is racing to build better analytics while the data collection problem remains unsolved.

This creates a dangerous cycle: flawed collection methods produce shallow data, which gets fed into complex analysis systems that produce insights that feel precise but the miss the mark entirely.

How likely are you to recommend [brand] to a friend?

How satisfied are you with [brand]?

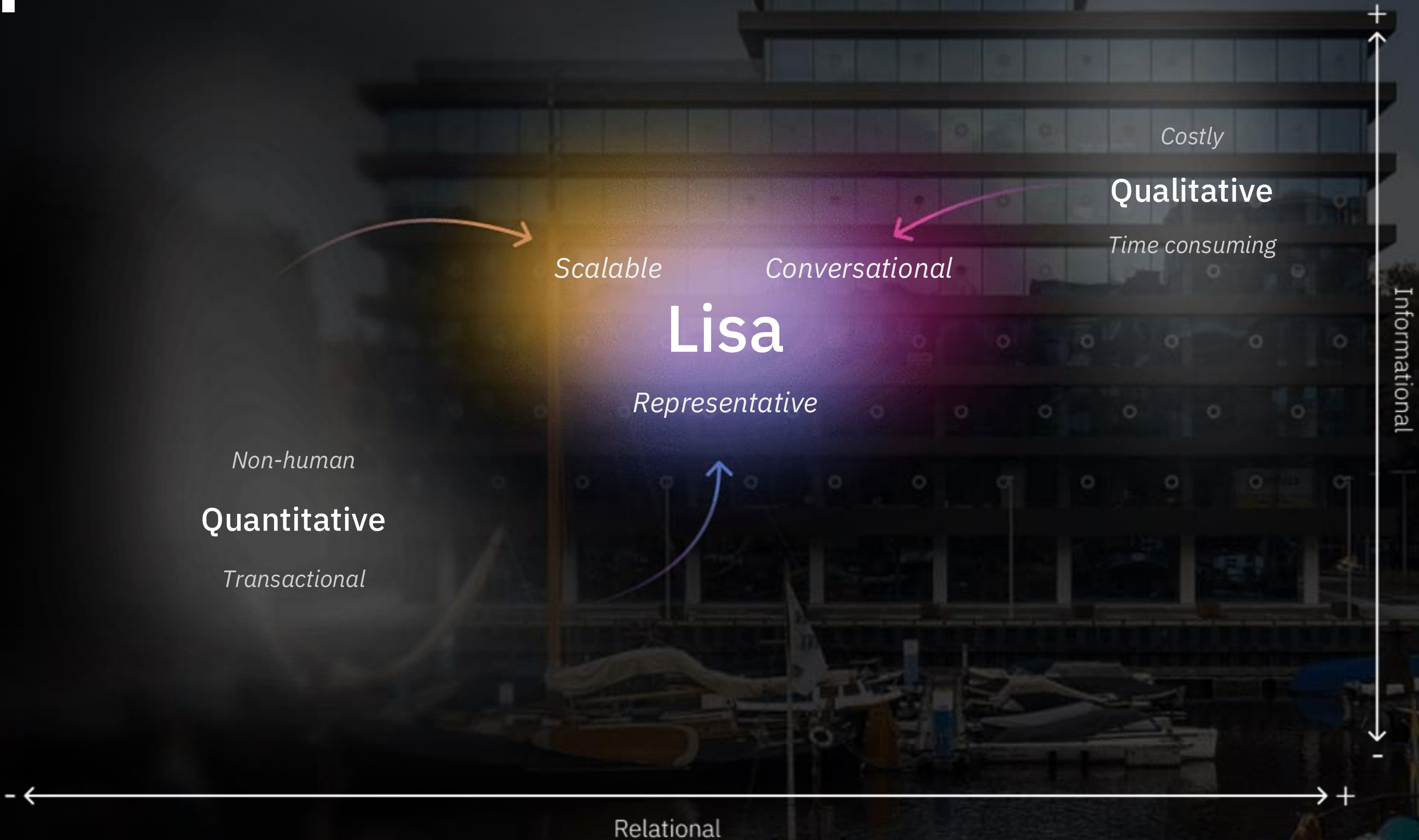How familiar are you with [brand]?

From Numbers to Stories
A New Approach

Traditional research operated in two distinct worlds: quantitative which offers scalability, and representativeness, while qualitative provided rich context, nuanced understanding, yet was costly and time consuming.

Lisa eliminates this compromise by combining the best of both worlds. For Brand Tracking, this means we still deliver all key metrics like awareness, consideration, and preference while adding rich layers of understanding about the authentic consumer stories.

Our AI-powered framework transforms brand tracking from a periodic measurement exercise into an ongoing conversation that reveals not just what consumers think, but why they feel the way they do, delivering actionable insights.

Yeomans, M., Schweitzer, M. E., & Brooks, A. W. (n.d.). The Conversational Circumplex: Identifying, prioritizing, and pursuing informational and relational motives in conversation.
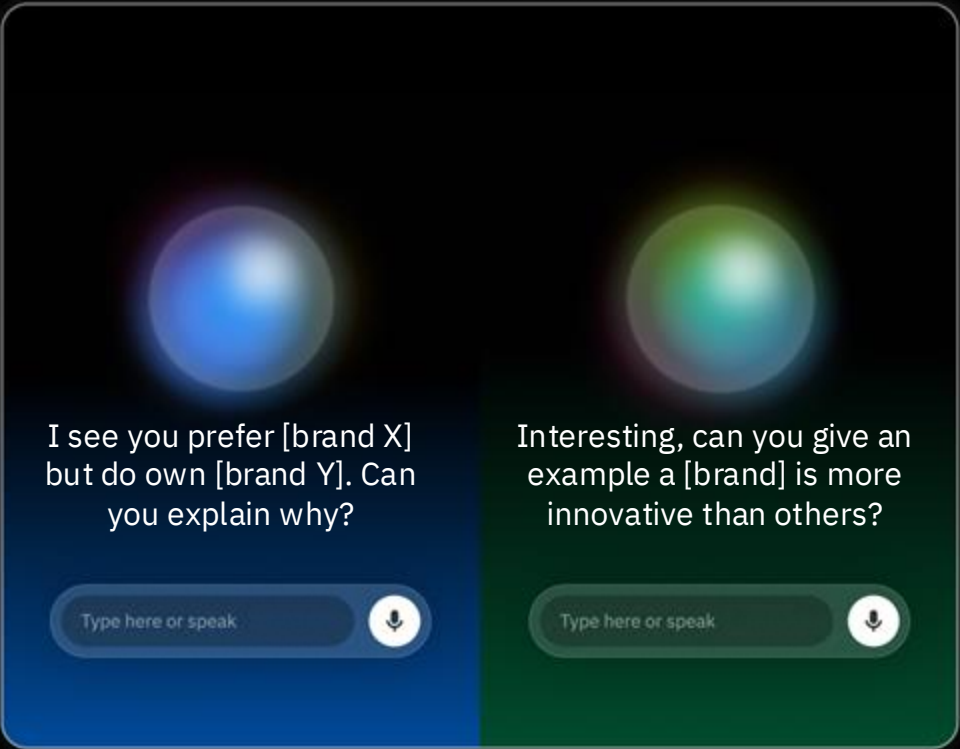
Costly

Qualitative

Time consuming

Scalable   *Conversational*

Lisa

Representative

Non-human

Quantitative

Transactional

Informational

Relational

3

Humanizing Brand Tracking
A Smarter Way to Listen, Learn and Respond
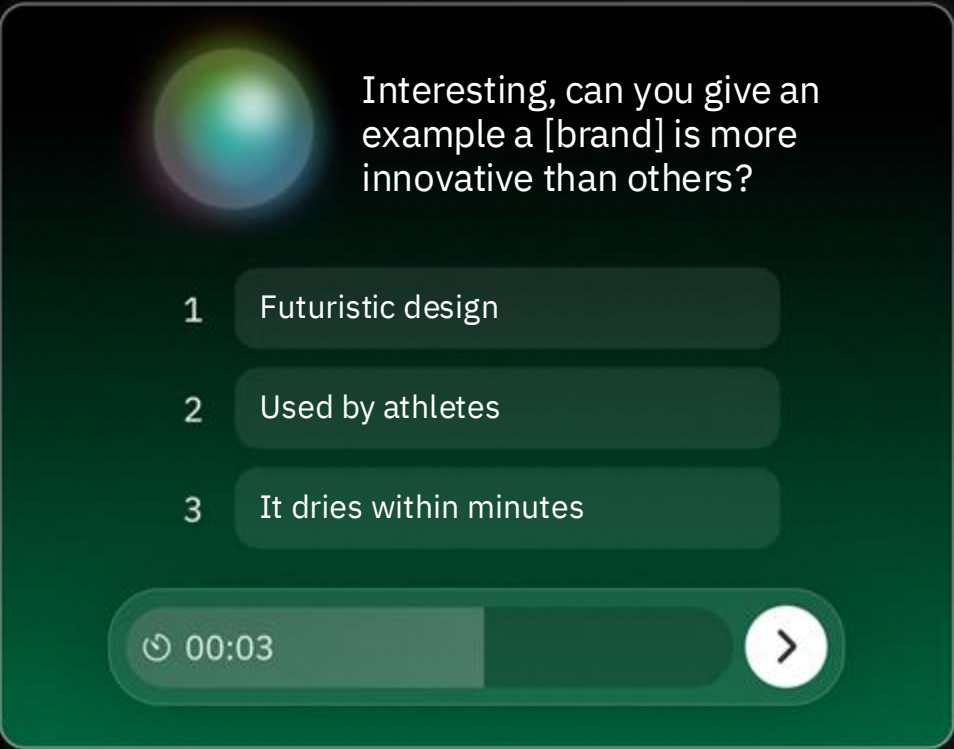
1

Dynamic & Adaptive Engagement

Lisa engages naturally by listening, learning, and responding to each interaction. She employs a range of tone-of-voice capabilities and behaviors that evolve in response to consumer input.

2

AI Driven Tools & Features

Lisa's toolbox ranges from system 1 measurement to sophisticated AI-powered capabilities, creating a comprehensive research ecosystem. These technologies enable her to recognize patterns, and adapt questioning paths in real-time.

3

Validated, Filtered & Engaged Response

Lisa, first distinguishing between human and bot responses to ensure only real consumers participate. During conversations, she continuously monitors engagement levels through response patterns, and interaction quality.

4

Tracking with Meaning & Deeper Understanding
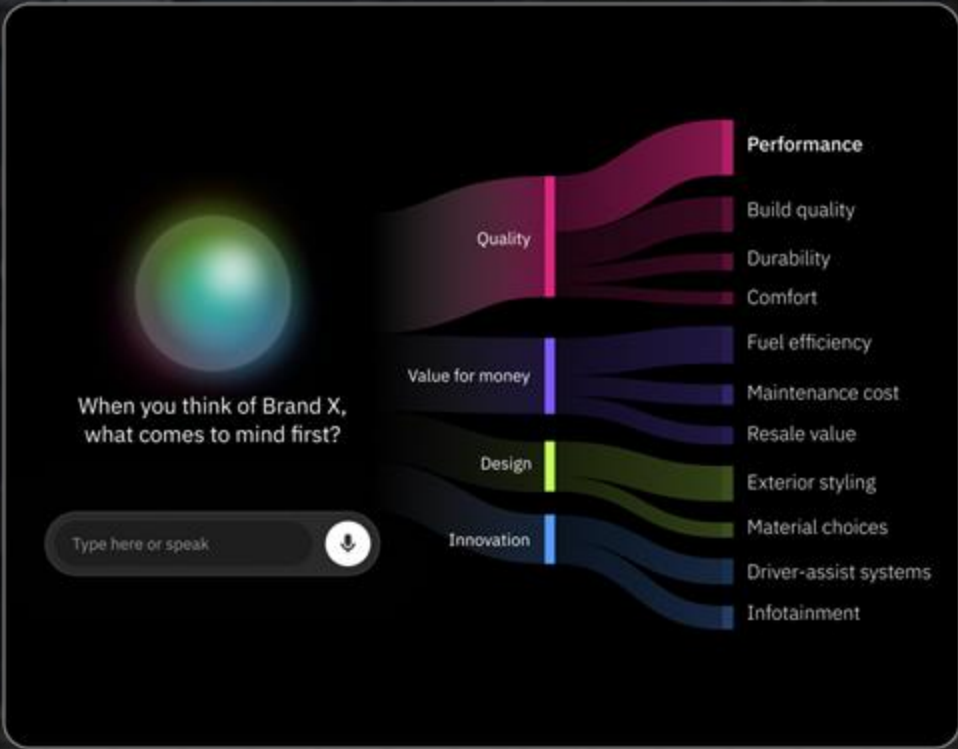
Lisa's Visualizer transforms traditional dashboards into an immersive "backroom" experience. While delivering all the essential metrics through intuitive graphs and charts, Lisa goes further by seamlessly integrating quantitative data with rich consumer stories.

4

Traditional Brand tracking

VS

Brand tracking with Lisa

Generic Attribute Lists
Brands are measured through fixed statements that don't reflect how people naturally talk or think about them.

Static Brand Funnel
Awareness, consideration, and preference are captured without context.

Missed Emotional Drivers
There's no room to explore why someone connects with or rejects a brand.
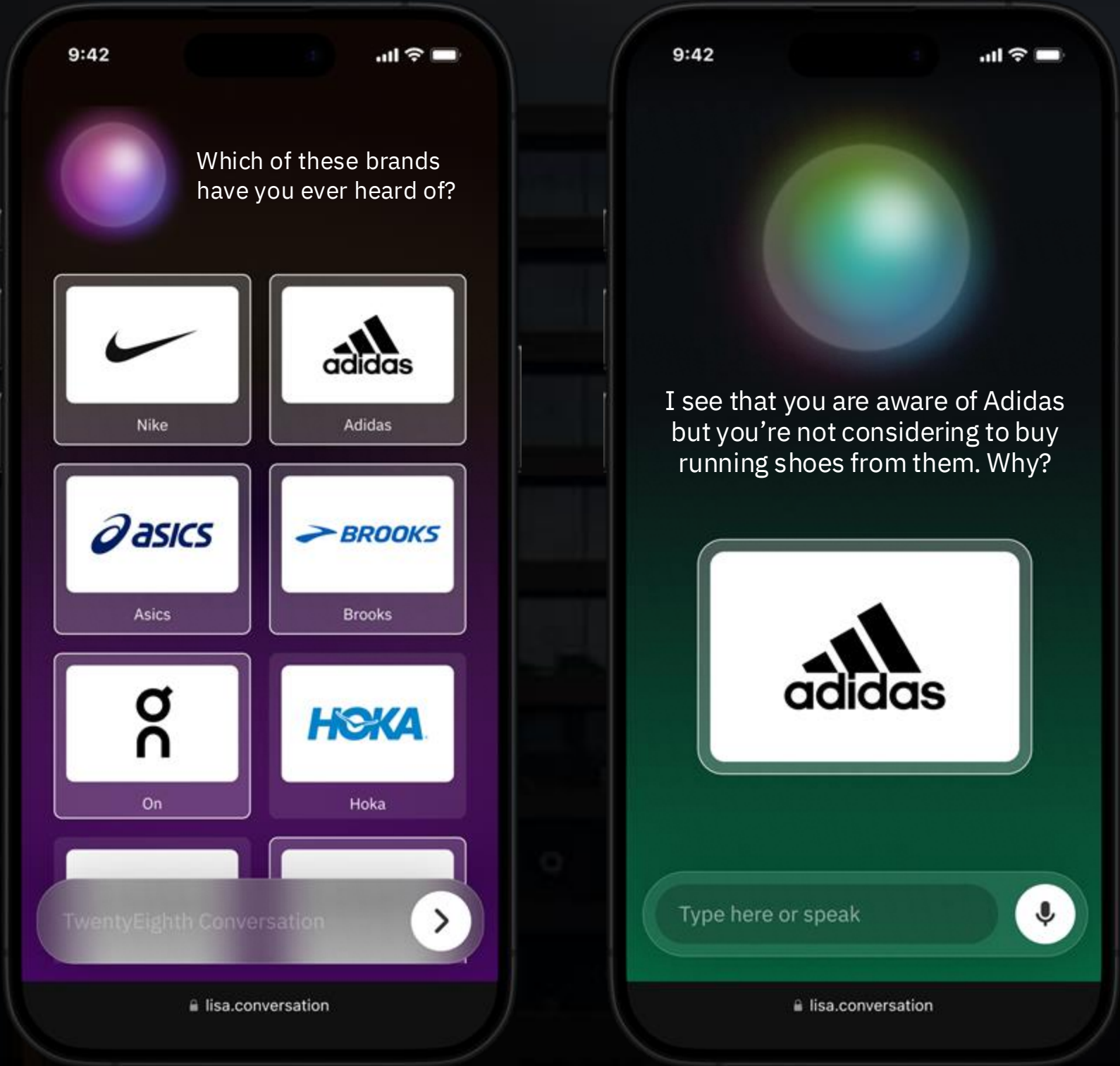
Conversational Brand Metrics
Lisa still tracks core metrics but does so through natural dialogue.

Contextual Understanding
Lisa identifies gaps and friction by asking follow-ups that uncover real reasons and trade-offs.

Emotional Insight at Scale
Lisa captures the feelings, and motivations behind brand perceptions, turning tracking into understanding.

5

Tracking key brand metrics

Lisa captures core metrics like awareness and consideration to help stakeholders understand brand reach and relevance. These indicators remain essential for tracking visibility and guiding funnel strategy.

Lisa's smart follow up

Lisa doesn't stop at the surface. When she notices a mismatch, like being aware of a brand but not considering it, she follows up to understand what's holding consumers back. This helps uncover friction points that traditional trackers often miss.

AWARENESS

CONSIDERATION

DIVING DEEP

Screen 1 — AWARENESS
9:42
Which of these brands have you ever heard of?
Nike | Adidas
Asics | Brooks
On | Hoka
TwentyEighth Conversation
lisa.conversation

Screen 2 — CONSIDERATION
9:42
From which of these would you consider buying a running shoe?
Nike | Adidas
Asics | Brooks
On | Saucony
TwentyEighth Conversation
lisa.conversation

Screen 3 — DIVING DEEP
9:42
I see that you are aware of Adidas but you're not considering to buy running shoes from them. Why?
adidas
I just never felt like their shoes were made for running. They seem more style-focused than performance.
lisa.conversation

Screen 4
9:42
Got it. What kind of performance features do you usually look for in running shoes?
adidas
Type here or speak
lisa.conversation

The Impact On the Output
Deep Listening

It all starts with one open-ended question, Lisa invites them into a natural conversation. A consumer shares their thoughts in their own words, unfiltered and spontaneous.

Lisa listens to the full response, understands its emotional and functional signals, and identified the deeper meaning behind it.

Using AI, those signals are then translated into structured themes that reflect what truly matters to the consumer, without stripping away the richness of their expression.

This allows brands to tap into authentic, story-driven insight that reveals what people feel, value, and connect with at a human level.

That's interesting! Why would you recommend Nike to others?

because it's more than just great products. It's a brand that stands for something. The **shoes feel good**, perform well, and there's this sense of **being part of something bigger** when you wear them.

Comfortable fit

Part of global community

7

Making Sense of What Consumers Say
Behind Every Story, a Signal

Once responses are captured, Lisa identifies the themes behind them, automatically mapping rich, expressive answers to structured territories like brand, product, performance, and belonging.

This allows us to quantify what truly drives brand connection and preference, without ever losing the voice

That's interesting! Why would you recommend Nike to others?

because it's more than just great products. It's a brand that stands for something. The **shoes feel good**, perform well, and there's this sense of **being part of something bigger** when you wear them.

Comfortable fit

Part of global community

Brand → Brand values
Cultural relevance
Trust & recognition
Sense of identity

Product → Durable materials
Comfortable fit
Design

Performance → Lightweight
Reliable

Belonging → Shared mindset
Part of global community

8

Zooming Into the Why
From Themes to Voices

All responses > Product > **Comfortable fit** (42)

Each theme is backed by rich, consumer-level insight. Lisa generates summaries that capture what people are actually saying within each theme, allowing to explore the nuance behind the data and dive deeper into individual responses.

It's not just about trends, it's about truly understanding the voices behind them.

"The brand is recommended for its consistent ability to deliver all-day comfort, especially during long wear."

"Recommends the brand because the shoes reduce foot fatigue, even after extended activity."

""Comfort is cited as a key reason for recommendation, especially for those who prioritize softness and support."

"Comfort is frequently mentioned as the reason to come back and encourage others to try the brand."

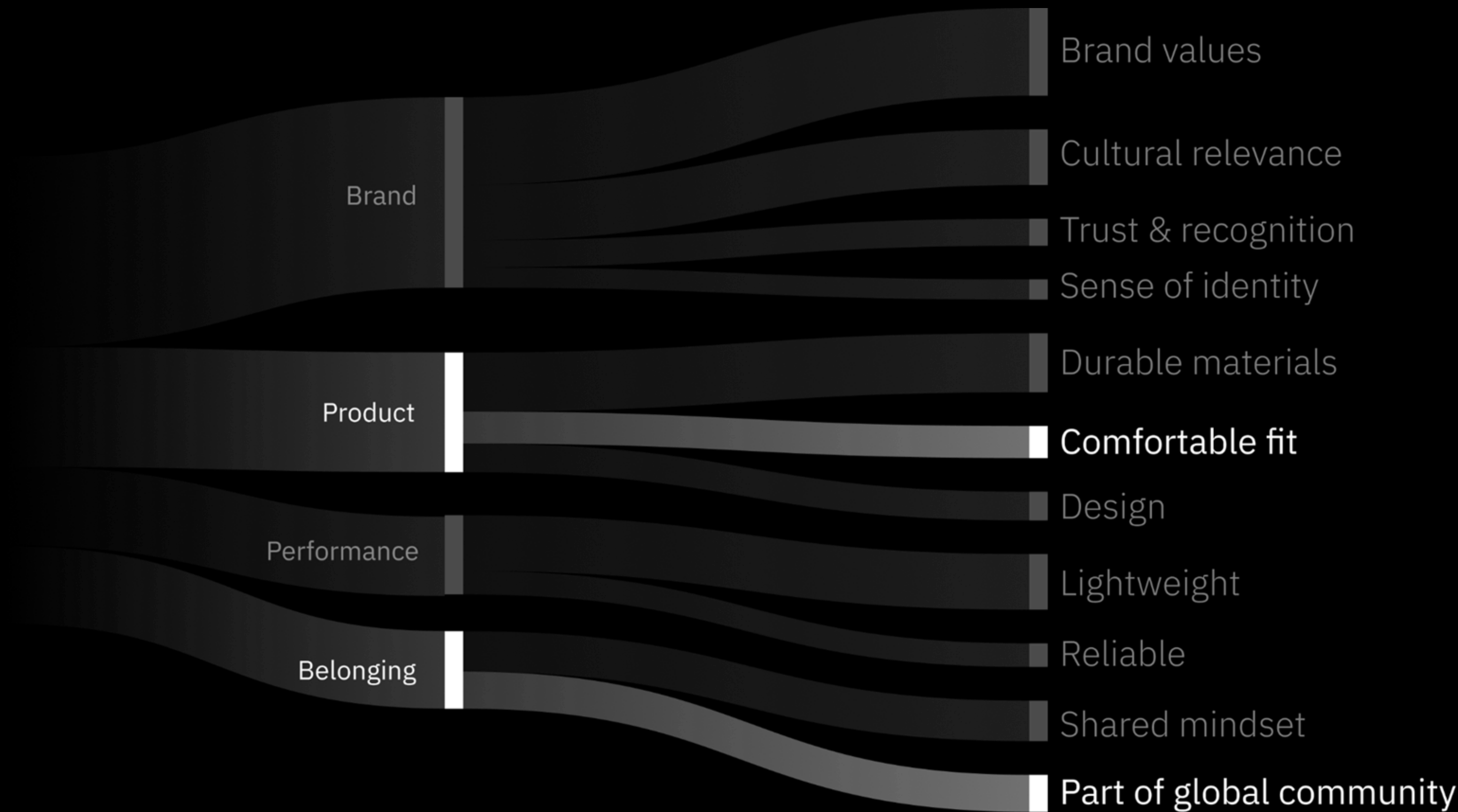*"Warmth and cushioning contribute to the comfort that drives loyalty and recommendation."*

That's interesting! Why would you recommend Nike to others?

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Product
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- **Comfortable fit**
- Design

Performance
- Lightweight
- Reliable

Belonging
- Shared mindset
- Part of global community

9

The Full Picture, End to End
Learn, Understand, Act

All responses > Product > **Comfortable fit** (42)

Lisa connects the dots between qualitative and quantitative data, turning open-ended responses into structured insights. Whether starting with a consumer story and scaling up, or identifying a data trend and diving deeper, Lisa enables a continuous cycle of discovery.

From the voice of one to the voice of many, every layer of insight is accessible, comparable, and actionable.

Average weekly distance (km)

All Response — 3%, 11%, 23%, 31%, 32%

Comfortable fit — 7%, 18%, 33%, 42%

Legend: < 5, 5-9, 10-19, 20-29, 30 +

Running experience (years)
50%, 40%, 30%, 20%, 10%, 0%
<1, 1-2, 3-4, 5-10, 10+
All response • Comfortable fit

That's interesting! Why would you recommend Nike to others?

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Races
Health
Hobby
All response • Comfortable fit