

We know what buyers think once a year. They change every week.

Our tracker reports twice a year and costs most of the budget. Buyers explain their choices every day in reviews and AI chats. We can read that continuously and test ideas in hours, not months.

WHERE WE STAND

2x

a year our tracker reports

10 weeks

average time from question to answer

5

buyer segments with no live signal

1.2M

reviews in our category we never read

TIME TO ANSWER A BUSINESS QUESTION

Today

70 d

Ad hoc study

45 d

ConsensysONE

5 d

Average across 14 business questions raised last year.

WHY • THREE LAYERS OF EVIDENCE

Human Intelligence • leads

Live buyer needs, barriers and language by segment — from millions of reviews.

Machine Intelligence

What buyers ask AI before they buy, and what AI tells them.

Product Intelligence

How products and claims answer — or miss — each need.

WHAT BUYERS SAY

"Every brand says gentle. I need to know it won't cause a rash when it's 35 degrees."

Emerging need: heat and humidity — rising 3x in 12 months

FASTEST-GROWING NEEDS • 12 MONTHS

Heat & humidity comfort

74%

Plant-based materials

38%

Night-time dryness

22%

Easy to carry packs

17%

SEGMENT COVERAGE

Live signal by segment

0 / 5

Needs mapped to products

Partial

Concepts pre-tested

1 in 6

Insights reused by teams

Low

The fastest-growing need is one no brand in the category speaks to yet.

THREE MOVES

01 Switch on live insight

Always-on needs by segment, not twice a year.

02 Test before we spend

Personas give answers in hours.

03 Size the heat-comfort gap

Turn the top need into a brief.

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Live needs dashboard for 5 segments Reviews + AI questions · Insights lead	Days 1–21	HUMAN
Persona panel for every concept Five buyer personas · Insights	Days 7–14	HUMAN
Heat-comfort deep dive need, size, gap Brief for innovation · Insights + R&D	Days 14–35	HUMAN
AI question map what buyers ask first Feeds brand and eCom · Insights	Days 21–42	MACHINE
Retire tracker waves replace with live Budget moved · Insights + Finance	Day 90	PRODUCT

02 What we expect · 90 days

10 wks → 5 d
question to answer

5 / 5
segments with a live signal

–40%
research spend per insight

6 / 6
concepts pre-tested before spend

03 How we measure it

Time to answer Question logged to readout	MONTHLY
Segment signal Volume and freshness	WEEKLY
Concepts tested Share tested before spend	MONTHLY
Research cost Per question answered	QUARTERLY
Board readout Action deck, before / after	DAY 90

Baseline locked day 1. Last year's 14 questions are the benchmark for speed and cost.

THE TEAM GETS

Win plan
Needs ranked by size

Content bank
Buyer language library

Action decks
Ready-made readouts

Buyer personas
Test any idea, any time

The ask: approve moving tracker budget into always-on insight. Answers in days from week one.

CONSENSYSONE.COM