

## KNOWING WHAT CONSUMERS WANT. AND WHEN.

PYTHIA is an AI with machine learning capabilities. It is the core asset of your future-oriented consumer research system. With PYTHIA, you can detect how many consumers have searched for certain products, brands, patterns, colors, or ingredients in the past and how many are currently looking for them. By analyzing the data and adding its own “thinking”, our self-learning AI can also predict when new peaks in demand will occur.

## MARKETING & SALES

With the knowledge of PYTHIA, you can stay ahead of the competition by adjusting your marketing and sales to future peaks in demand. This will include your ability to prepare for peaks both logistically as well as in terms of communications.

And PYTHIA can do even more for your marketing. As an integral part of marketing campaigns, it provides the data on the change in the search volume for products during the campaign period. You can use the analysis to measure campaign success.

If your marketing uses a specific messaging in campaigns, you can see how many consumers pick up this messaging on their omnichannel journey and convert it into keywords and search for it. You can use successful messaging to coin phrases in the context of your brand.

A PYTHIA-supported pathfinder campaign can also help with discovering new target groups. As part of campaigns that have already been planned, pathfinder campaigns provide data on additional target groups and alternative messaging, without adding to the costs.

## PRODUCT-MARKET-FIT & PRODUCT DEVELOPMENT

PYTHIA is also a valuable tool for product development. Startups can learn a lot from it. At certain waypoints during the development phase, startups need to ask themselves whether the solution they are building really meets market demand.

Many startups proceed, according to the motto “Build it and they will come”. This approach runs the risk of having to pivot later, to develop a completely different product. Hence, sufficient knowledge of market interest and market volume is very important, especially against the background of growing global competition. The development of products that build on solid market knowledge will help attract investors.

PYTHIA can provide solid data for potential demand and deliver suitable launch dates.

*Would you like to learn more about PYTHIA AI?  
Discover further use cases in an online demo with us.*



**PYTHIA**  
OUR PRESENT IS THE FUTURE.