

Day in the Life of a Market Researcher

With Lumeng Jin, Agile Qualitative Market Researcher at Mars Wrigley



“The AI analysis tool is a real game-changer, making our analysis process 10 times faster. It's super efficient, giving us key themes and video snippets that can be quickly compiled into a reel for the team. This means less time digging through videos—what used to take hours now takes just 30 minutes, allowing us to create impactful presentations with both summaries and video clips.”

Lumeng Jin, Agile Innovation Insights Manager at Mars Wrigley

“Mars' journey with Voxpopme is a shining example of how embracing change can lead to extraordinary outcomes. Their eagerness to adopt and adapt to our platform has revolutionized their insights function, setting progressive standards in the industry. We are excited about the future of this partnership and confident that together, we will continue to break new ground in the realm of qualitative research.”

Aimee Stier, VP of Customer Success at Voxpopme