



Extract powerful market insights in an instant

Introducing DeepSights™, the revolutionary AI assistant from Market Logic that redefines how you access insights. Built with insights professionals, marketers, and product managers, DeepSights leverages generative AI technology to provide instant answers to your business questions. It taps into both structured data and unstructured content—including text and visuals from reports and transcripts—to deliver a complete, real-time view of the knowledge you need.

No more drowning in data

In today's data-driven business landscape, insights teams find themselves overwhelmed, battling resource constraints, and facing relentless pressure to deliver actionable insights at lightning speed.

DeepSights empowers your business with game-changing market and consumer insights consistently and efficiently — enhanced by intelligent AI agents that work alongside your teams to uncover, synthesize, and activate insights.

Say goodbye to the daily struggle of sifting through endless data and free yourself to focus on driving business impact.

Address common knowledge-sharing challenges at scale

- 1 Automate content uploads**

DeepSights removes the need for manual tagging and classification of content pulled into your knowledge base.
- 2 Extract relevant data instantly**

Surface the most relevant data to answer questions easily without sifting through thousands of documents, reports, and articles.
- 3 Create summary reports on-demand**

Release hours a day for insights experts to focus on high value analysis, instead of compiling summary reports. DeepSights assembles and synthesizes information that answers specific questions into concise reports within minutes
- 4 Benefit from intuitive interactions**

Avoid the need for training on complex tools. Just ask DeepSights questions in natural language straight from your standard collaboration tools, such as Microsoft Teams, Google Chat, and Slack.
- 5 Maximize knowledge investment use**

Every time it answers questions and generates reports, DeepSights scales effortlessly to check 100% of knowledge assets for relevant insights.
- 6 Get trustworthy information**

Eliminate risk of AI hallucinations or human bias. DeepSights draws accurate, relevant information only from trusted sources.

Transform the way you access insights

Liberate your insight team from the burden of managing reactive information requests.

Change the way you work by bringing trusted insights smoothly into every step of your research and go-to-market processes.

Spot and take advantage of market opportunities faster by equipping business leaders with the data and insights they need to accelerate smarter decisions.

Time-saving ROI

→ Save 17 minutes every time DeepSights answers a question*

→ Save 2 hours or more each time DeepSights generates an insights report on demand

*Source: Case Study - Philips. [View case →](#)

Knowledge investment ROI

→ Use 100% of your knowledge base every time

→ Remove risk of missing key data

What makes DeepSights different from other AI solutions

✓ AI specially trained for insights

DeepSights AI is specially trained to understand the meaning and context of insights information. Operating with six unique layers of AI analysis, DeepSights reliably extracts only the relevant, factual information from your knowledge base that addresses the specific questions you have about the market.

✓ AI-assisted reports generation

DeepSights AI automatically augments requests for reports with additional questions to ensure it collects all relevant data together. Specially adapted generative AI then synthesizes material into a concise summary of key insights ready to download and share.

✓ Reads visual and structured data

DeepSights has a unique ability to read visual information—such as graphs, charts, and infographics—as well as structured data from tables and trackers, ensuring no insight is left behind and setting new standards for comprehensive insights discovery AI solutions.

✓ Connects a wider range of sources

DeepSights allows users to access all trusted sources of knowledge from a single entry point. Assets in company knowledge bases can be combined with access to trusted secondary sources and trusted public news feeds.

✓ Accessible from business tools

DeepSights makes 24/7 self-service access to insights part of your daily business workflows. Ask questions directly via common collaboration and email tools, including Microsoft Teams, Google Chat, and Slack.

✓ Secure enterprise-grade AI

DeepSights AI is built to meet your enterprise data and compliance standards. Retain full control of data governance by configuring DeepSights to fit your internal policies and frameworks.

✓ AI Agents built for insight-led innovation

Purpose-built agents track trends, accelerate idea creation, and bring customer personas to life—always grounded in your data and workflows.

Maximize the impact of your insights

DeepSights is continuously driving innovation, using state-of-the-art technology to harness the full potential of your data, spark innovation, and accelerate business expansion. Our future-proof solution ensures that your business remains at the forefront of industry advancements,

Safe and secure

- Compliance with GDPR & EU AI Act
- No customer data in AI training
- Regular security tests by independent 3rd party

Key features



Trusted, verified insights

- Summarized answers with clear source citations
- Executive-ready reports with embedded source links
- AI watchouts flag potential reliability issues



Simple, natural interaction

- Intuitive, conversational interface
- Multi-lingual support for global teams
- AI-guided answers tailored to your company context



Connected to what matters

- Integrates primary research, syndicated reports, and industry news (RSS)
- Microsoft SharePoint and Google Drive connectors
- Upload standalone documents for instant analysis



Works where you work

- Off-the-shelf integrations with Microsoft Teams, Slack, Google Drive
- API access to downstream business apps



Understands all formats

- Reads reports, transcripts, structured data, charts, and graphs
- Smart content recommendations for deeper exploration
- Source selection for more targeted responses

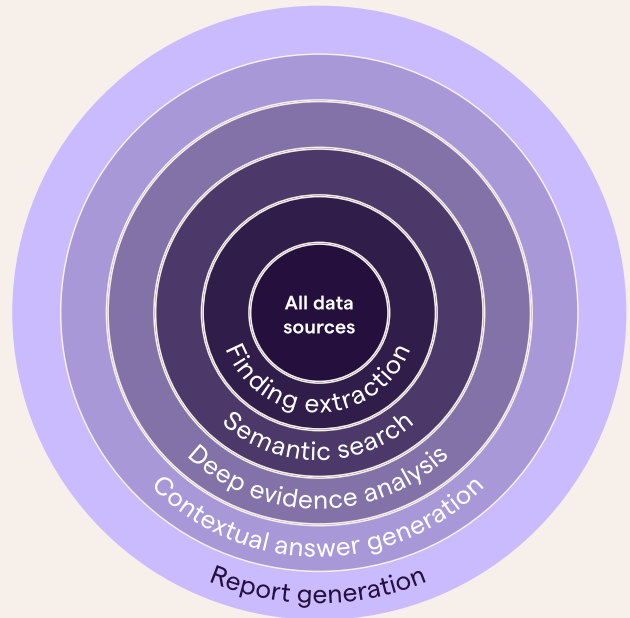


AI Agents

Purpose-built agents to support insight-led workflows:

- Trends Agent – track emerging needs and signals
- Innovation Agent – accelerate idea creation and concept testing
- Persona Agents – interact with customer segments as live profiles

How DeepSights is trained to answer your market insights questions



Stage 1

Trusted content and data

DeepSights is specifically trained to understand the market and consumer insights knowledge — housed in the vast amounts of proprietary reports and data that is stored in your company's knowledge base. Widen the pool of knowledge you can access by connecting your trusted subscription data partners and public news feeds to DeepSights.

Stage 2

Findings extraction

DeepSights extracts "findings" or relevant nuggets of information from the assets and sources it can access. These findings represent essential pieces of knowledge that can be used to answer business questions.

Stage 3

Semantic search

Rather than relying on traditional keyword search, DeepSights employs AI-driven semantic search, which understands the context and meaning behind the questions asked. This approach enables the system to identify relevant findings that best address the business questions at hand.

Stage 4

Deep evidence analysis

To ensure that the retrieved findings are contextually accurate, DeepSights performs a deep evidence analysis. The AI assesses the question and the evidence, determining whether a specific piece of evidence genuinely speaks to the context and is qualified to provide an answer to the question.

Stage 5

Contextual answer generation

After deep evidence analysis, DeepSights uses natural language generation technology to generate a clear and contextually accurate answer.

Stage 6

Report generation

DeepSights automatically augments requests for reports with multiple related questions. These additional queries are used to assemble a comprehensive body of relevant information, which is then synthesized into a concise summary report. Full citations and links to original sources are embedded in the report, and available for fact-checking.

Getting started with DeepSights

DeepSights is user-friendly, thanks to its intuitive, natural language interface. Simply chat online with DeepSights, as you would with a colleague, and receive fully synthesized answers or generate concise reports complete with clear, verifiable citations.

Setting up DeepSights is easy:

1

Connect

Connect DeepSights to your established Knowledge Base with connectors for Microsoft SharePoint & other storage systems. Alternatively, drag and drop your documents directly into DeepSights.

2

Integrate

Integrate trusted secondary data sources, to draw information from your subscriptions with respected data providers. Onboard structured data tables and trackers for deeper insights.

3

Update

Add real-time updates from trusted news feeds.

4

Link users

Link users to DeepSights through common tools such as Microsoft Teams, Google Chat, and Slack or direct them to your online DeepSights portal.

5

Start asking

Start asking questions in plain language. No user training necessary.

Existing users of Market Logic's insights platform can connect DeepSights to their existing Insights Hub.

Why choose DeepSights

Award-winning DeepSights stands apart from other AI solutions by extracting reliable, verifiable insights from your company's knowledge base. Focused on market intelligence and insights exploration, it benefits from Market Logic's 15+ years of experience supporting top global brands like Dyson, Tesco, Vodafone, Colgate-Palmolive, and Mars.

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