



LUMINOSO

Market insights, minus the coding.

Ditch manual text analysis with a
no-code, AI-powered solution.

Clients come to you for your market
expertise. And a lot of that expertise is
wrapped up in your ability to process
and rigorously analyze text data that
deciphers market needs.

It's time for your analytics solution to
support you.



Over 80% of market researchers report interest in text analytics.

So why are only 50% using them?

Text analytics have the largest adoption-consideration gap among research professionals.¹ Even though the majority of critical insights are wrapped up in qualitative text data – surveys, reviews, and online communities – there’s still a disconnect.

Text analytics solutions have immense potential: if you understand what people are saying in aggregate, you can identify drivers of complex market insights. Despite recent advances in the field, realizing competitive advantage with these applications is stunted. Common approaches to analyzing text consume inordinate amounts of time, budget, and technical firepower ... all of which are in short supply.

¹ 2019 GreenBook Industry Trends Report. URL [https://www.greenbook.org/PDFs/2019_GRIT_Insights_Practice_Report.pdf]

Enter no-code text analytics.

Using the right text analytics solution, market insights and research professionals can deliver impactful, thoughtful outcomes to their clients, faster than ever.

With contextual understanding of open-ended text, gone are the days of constant coding, training, and modeling. Your AI-powered text analytics solution now automatically understands domain-specific terms, regardless of industry – even when encountering words and phrases it has never seen before.

And without the need for coding, training, or technical supervision, teams can minimize prep time between projects, and pivot quickly to where their business expertise is most needed.

“Luminoso gives us the ability to instantly analyze text data, even in specialized domains, and uncover powerful insights for our customers.”

– Katrina Lerman
Associate Director of Research, C Space



Get started with text analytics

Consider these three ground-breaking ways text analytics works for market insights and research professionals.

No codebooks? No problem.

Building your own NLP pipeline or hiring developers to do it for you is a costly, lengthy process. Manually building codebooks isn't much better. The inflexibility of code and keyword lists means rebuilding workflows and keyword lists for every project or client. With no-code text analytics, setup is as simple as uploading a CSV file of your client data.

Shorten the insight-to-action cycle.

Put analytical power directly in the hands of those with the right subject-matter experience. Ditching code for an adaptive solution with a contextual understanding of language gives researchers control of data exploration, analyses, and deliverables. This ultimately brings them closer to client needs – and high-quality results.

Rich visualizations, maximum impact.

Compelling visualizations drive the story you're looking to convey. The best solution minimizes the actions taken to get to the client deliverable. Eliminate interim steps between analysis and presentation with powerful visualizations that cut to the heart of critical insights and recommended actions.



No-code text analytics in action at C Space.

With no-code text analytics, C Space analyzed caregiver text feedback for a pharmaceutical client. C Space automated the organization's analysis, delivering rapid findings across 9 months' worth of data – and multiple streams of text. This top-down approach surfaced high-level trends about caregiver sentiment, and allowed researchers to more closely examine specific concerns.

The C Space team merged data from dozens of projects, analyzing it in one place, slashing time-to-insight, and uncovering previously unknown issues and nuances.

[Read the full case study.](#)



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Luminoso builds text analytics applications for business-critical insights.

To learn more, visit us at
www.luminoso.com.

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