

InsightStore 2 Brown Bag Session

Feb 15, 2024

Presenters:

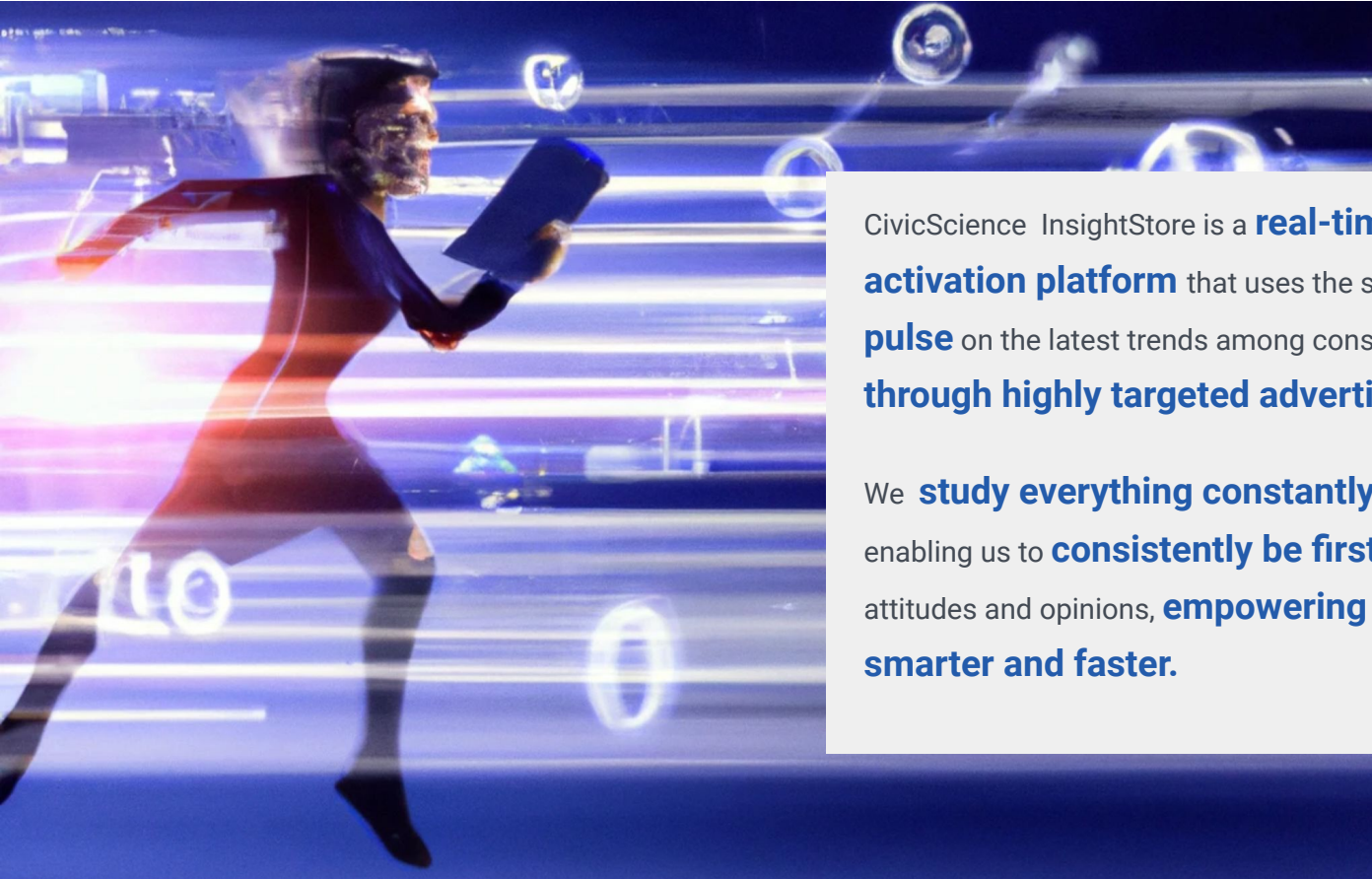
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Why Civicscience ?



CivicScience InsightStore is a **real-time human insights and activation platform** that uses the same data to **take an instant pulse** on the latest trends among consumers and then **reach them through highly targeted advertising**.

We **study everything constantly at unparalleled scale**, enabling us to **consistently be first** to detect changes in consumer attitudes and opinions, **empowering our customers to react smarter and faster**.



Highlights

Segments

While on vacation this summer, where will you stay?

▼ FILTER QUESTION [Reset](#)



When using segments, do not forget to add **weighting schemes** especially that which comes from shared questions to adjust survey results to accurately represent the target population.

- Segments are a pivotal feature in InsightStore, allowing you to categorize your target audience based on shared characteristics or needs.
- You can apply segments to **questions, reports and dashboards** to gain segment specific insights. Learn more [here](#)

Sage: 24x7 AI analytics assistant across entire CivicScience database

FREE 30-DAY TRIAL



Engage in **plain-English analytics conversations** to perform **high-level data exploration**, identify areas for deeper analysis, and provide onramps to other CivicScience resources using **trusted CivicScience data**.

- **Pages of insights and statistics** related to user question.
- **Data exports and links to relevant InsightStore pages**
- Ability to **drill into more details** and refine scope using back-and-forth conversation with AI
- **Live queries of CivicScience database** with most current information
- Live access to **syndicated research library** (2,000+ always-on questions)
- Access to **custom questions**
- Access to **news and pop culture questions**
- **Time-series charts**
- **Ability to filter data by segment, time, and geography**
- **Extensive knowledgebase**

What's Next?



New Search Experience

- New enhanced Search model to elevate the effectiveness of search results by refining for search intent and enhancing overall relevance.
- Our new hybrid approach, is optimized to better understand, search intent, address spelling errors and synonyms.

Questions & Answers

Bring your questions, seek clarification, and share valuable insights with the team.



Please take a moment to share your thoughts on the session - we appreciate your insights!

Survey link [here!](#)