



RECALCULANDO...

ARTIFICIAL INTELLIGENCE FOR INSIGHT & ACTION

PRESENTADO POR:

Rich Timpone, Global Lead de Data Science & AI de Ipsos y
Global Head del Ipsos Science Lab

Javier Carrera, Chief Client Officer de Ipsos Perú

José Vega, BHT Head de Ipsos Perú

GAME CHANGERS



AGENDA

Artificial Intelligence for Insight & Action

CÓMO EVITAR LA INFOBESIDAD

Javier Carrera, Chief Client Officer @ Ipsos Perú

ARTIFICIAL INTELLIGENCE FOR INSIGHT & ACTION

Rich Timpone, Global Lead de Data Science & AI @ Ipsos y
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CÓMO AI CAMBIA EL PARADIGMA DEL MARKET RESEARCH

José Vega, Brand Health Tracking Head @ Ipsos Perú

Q&A

CÓMO EVITAR LA INFOBESIDAD

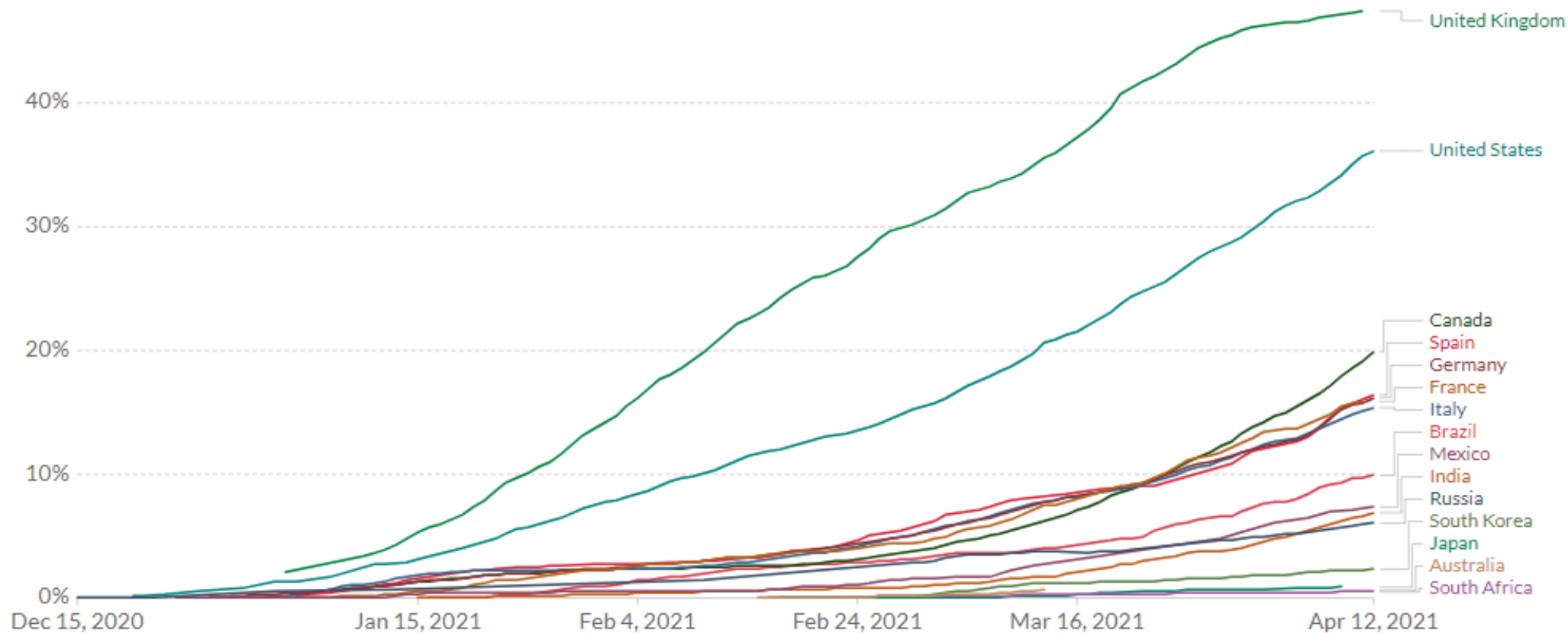
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Javier Carrera
Chief Client Officer
Ipsos Perú



La vacunación avanza por el mundo a pasos desiguales

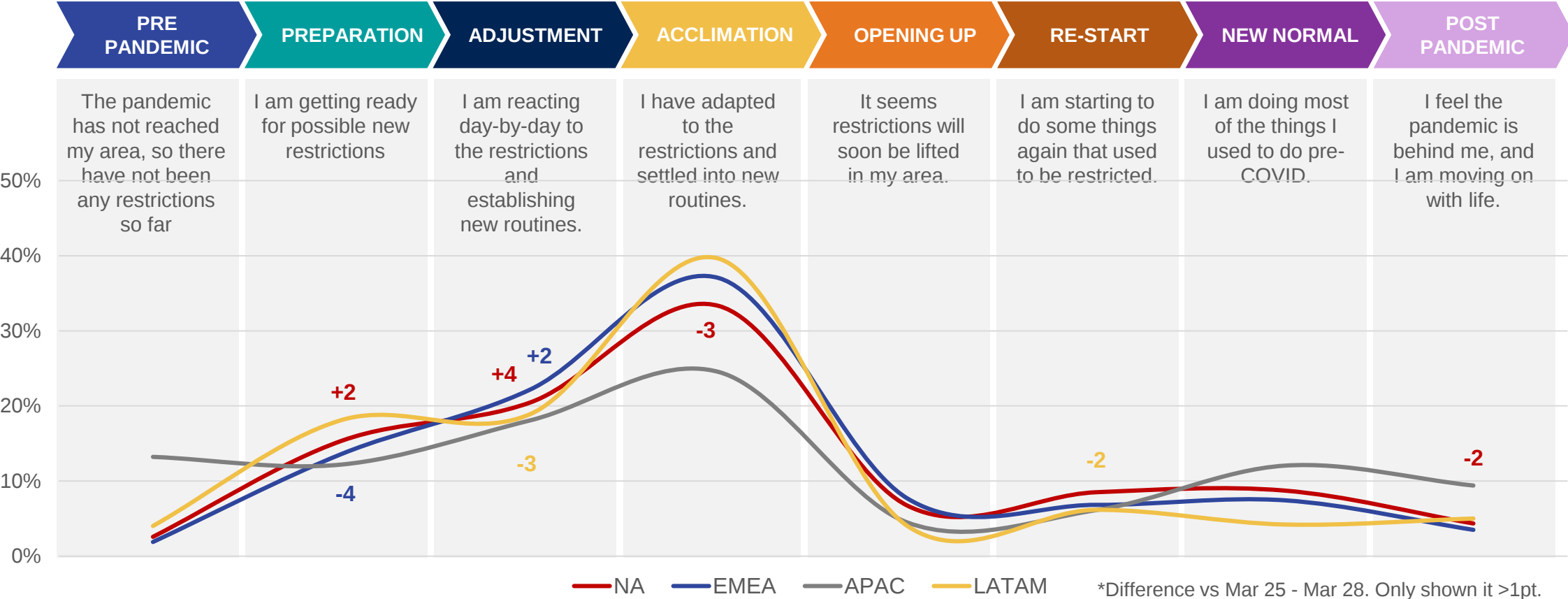
Percentage of Population Vaccinated by Country*
(Minimum 1 Dose)



*Source: [Our World in Data](#).

Y en Latam nos seguimos adaptando a un lento proceso

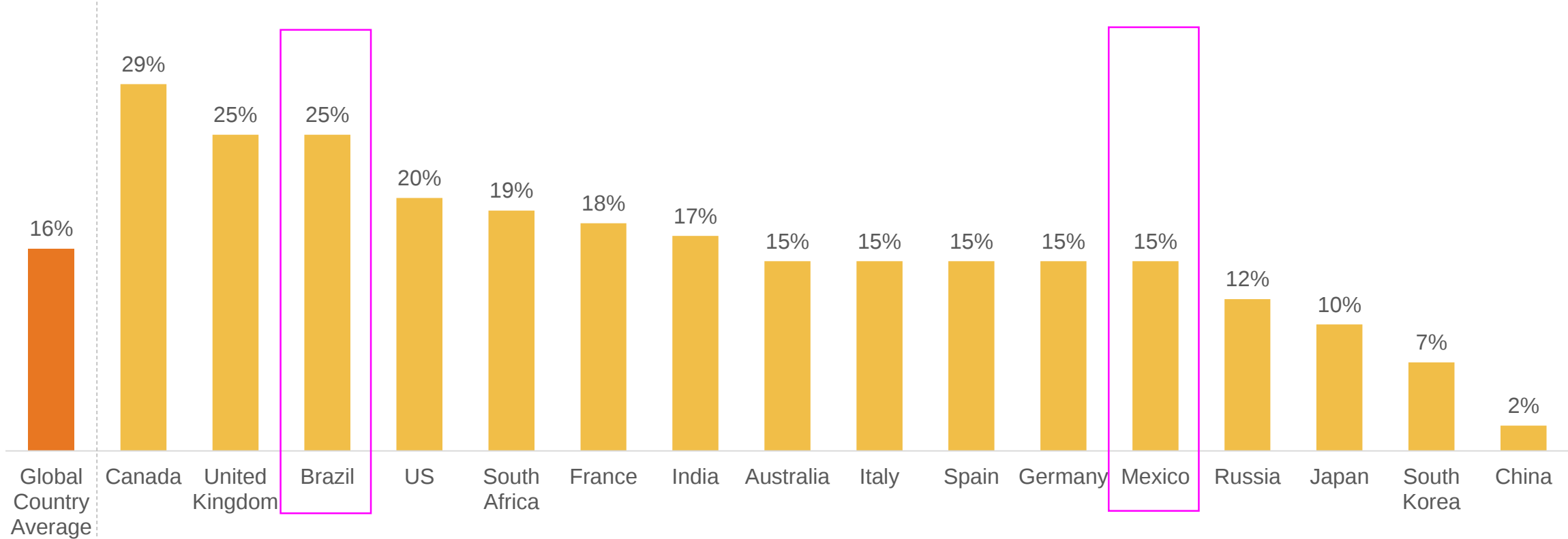
“Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?”



Q. Which one of the following phases do you feel best describes your current situation regarding the COVID-19 pandemic?
Base: EMEA: 6006, APAC: 5008, NA: 1998, LATAM: 1499

Para algunos, trabajar desde el hogar es ahora parte de la rutina diaria

Working Situation – Primarily Working From Home



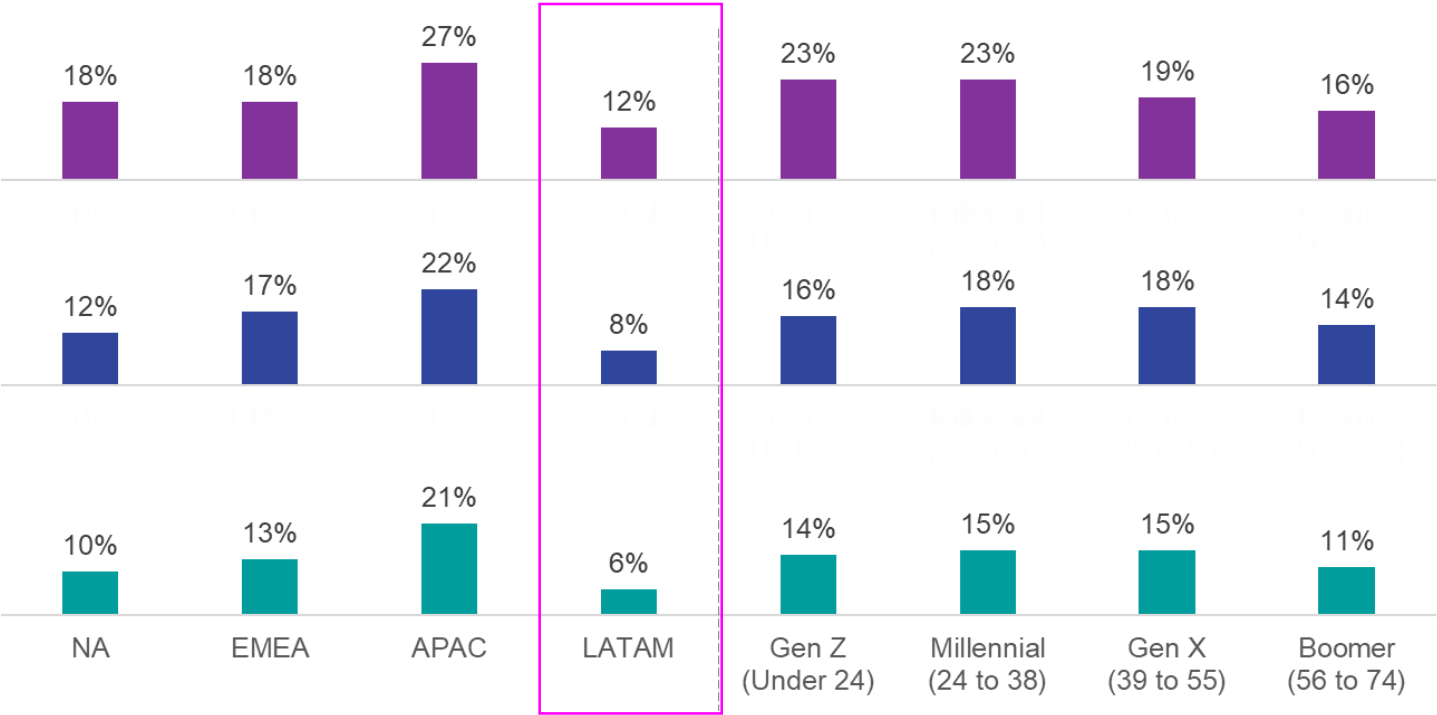
“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

Q: Which best describes your workplace right now? Base: Employed: 9627



Las actividades sociales siguen restringidas en América Latina

Activity Participation: Socializing In-Person
(% Already Doing This)



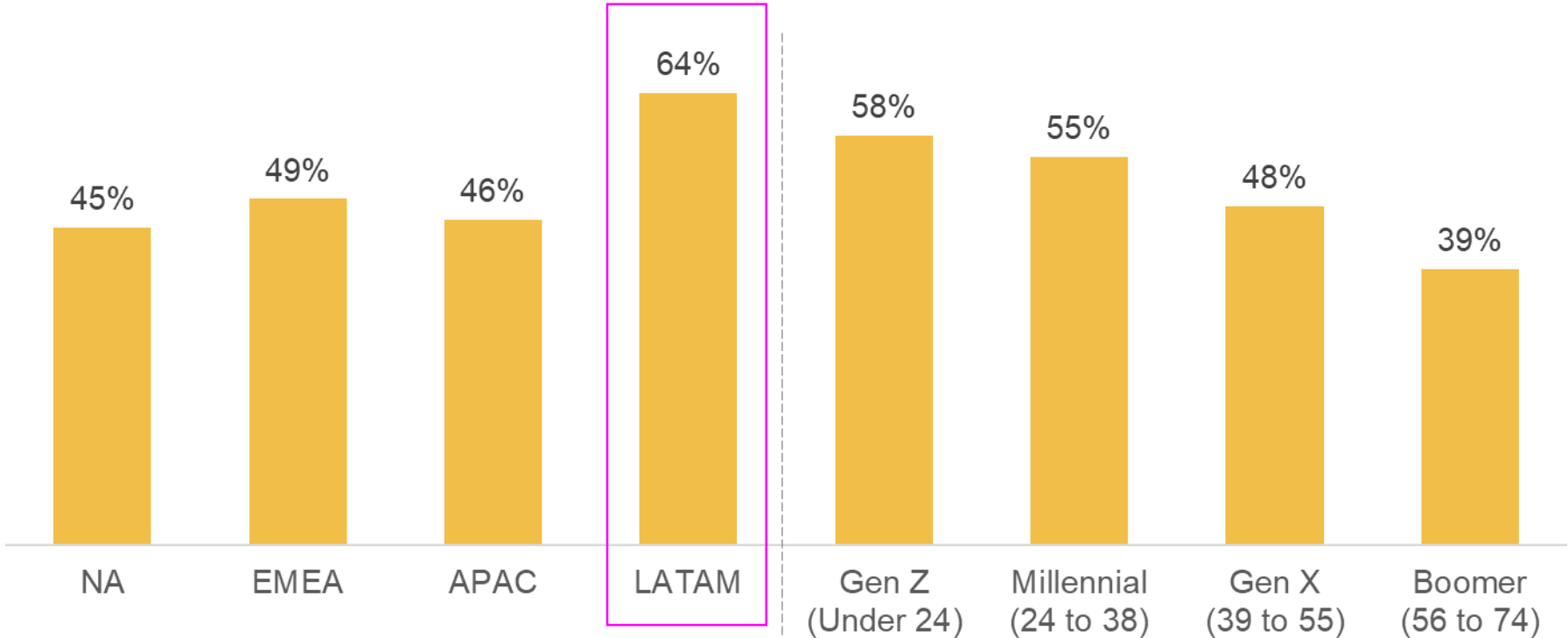
“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result
Q: For the following, when do you think you'll feel comfortable participating in each of these activities again? Base: 14511

Y ahora la mayoría socializa en el espacio virtual, especialmente en Latinoamérica

Met With Friends Virtually Instead of In-person
(Past 4 Week Participation)

50%
Met with friends
virtually instead of
in-person

Global Country
Average



JAN
2021

GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

SOURCES: THE UN, LOCAL GOVERNMENT BODIES, GSMA INTELLIGENCE, ITU, GWI, EUROSTAT, CNNIC, APJIL, SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS, COMPANY EARNINGS REPORTS, MEDIASCOPE. *ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. + **COMPARABILITY ADVISORY**: SOURCE AND BASE CHANGES.

we
are
social



Hootsuite



Ipsos

JUL
2020

COVID-19: INCREASE IN ONLINE AND DIGITAL ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 IN SELECT COUNTRIES* WHO REPORT SPENDING MORE TIME ON EACH ACTIVITY DUE TO COVID-19

WATCHING MORE SHOWS &
FILMS ON STREAMING SERVICES



54%



SPENDING LONGER
USING SOCIAL MEDIA



43%



SPENDING LONGER ON
MESSENGER SERVICES



42%



LISTENING TO MORE MUSIC
STREAMING SERVICES



37%

SPENDING MORE TIME
ON MOBILE APPS



36%



SPENDING MORE TIME PLAYING
COMPUTER OR VIDEO GAMES



35%



CREATING AND
UPLOADING VIDEOS



16%



LISTENING TO
MORE PODCASTS



15%

SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE [GLOBALWEBINDEX.COM](https://www.globalwebindex.com) FOR MORE DETAILS.

we
are
social



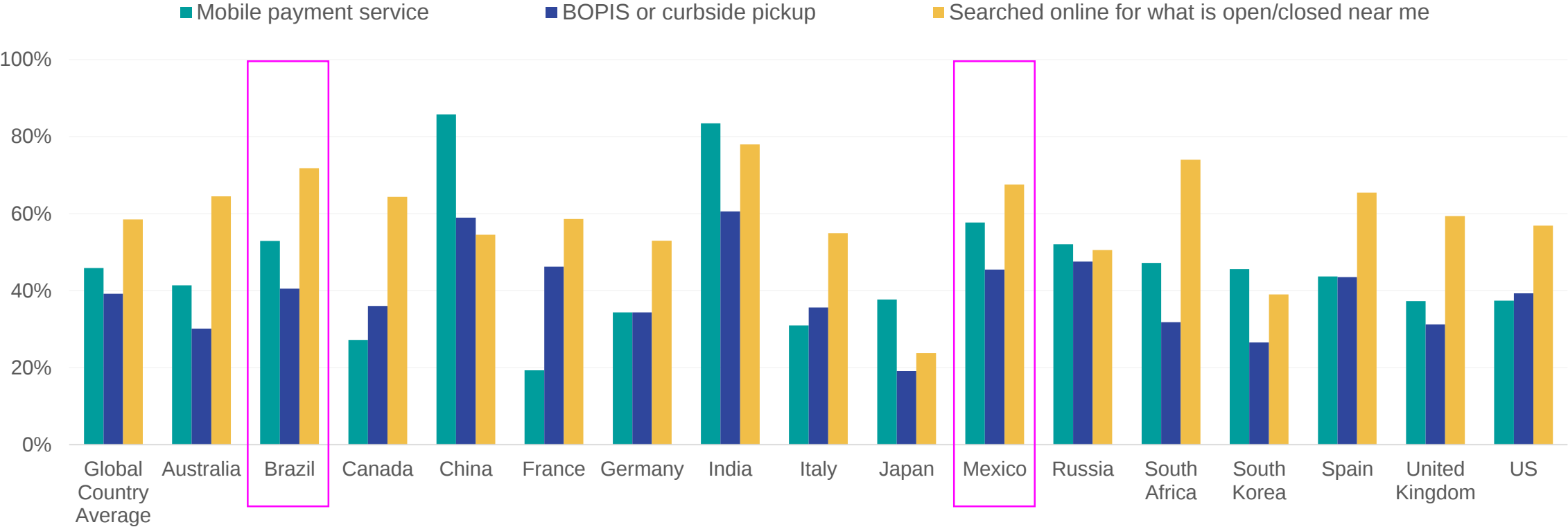
Hoo



Ipsos

Hay un incremento significativo en volumen de datos por la digitalización de compras y transacciones financieras

Reported Participation in O2O & Transactions
by Country



“The Global Country Average” reflects the average result for all the countries where the survey was conducted. It has not been adjusted to the population size of each country and is not intended to suggest a total result

Q: Have you done any of the following over the past four weeks?

Base: Global Country Average:14511, AU:1003, BR:999, CA:998, CN:1002, FR:1001, DE:998, IN:1001, IT:1002, JP:1000, MX:500, RU:500, ZA:501, SK:1002, ES:1000, UK:1004, US:1000

Cambio más visible: Emerge la economía digital



McKinsey
& Company

The Next Normal

The recovery will
be digital

Digitizing at speed and scale



August 2020

Valor del #EC Global, según Adobe

2021
\$ 4.2 Trillones

+20%

2020
\$ 3.5 Trillones

#EC Perú: 4 años en 1 año (Bench USA: 10 años en 3 meses)

Valor del Comercio Electrónico en Perú, en millones de dólares



Fuentes: CAPECE - CCL y McKinsey

El Futuro es Tecnológico, Digital e Inteligente



DO YOU SUFFER FROM

INFOBESITY?

Information Overload (a.k.a. infobesity or infoxication)

refers to the difficulty a person can have understanding an issue and making decisions that can be caused by the presence of too much information.



La capacidad humana para procesar los datos ahora disponibles es limitada... la inteligencia artificial nos permite sacar provecho del incremento significativo en el volumen de datos, extraer insights y transformarlos en conocimiento para la toma de decisiones

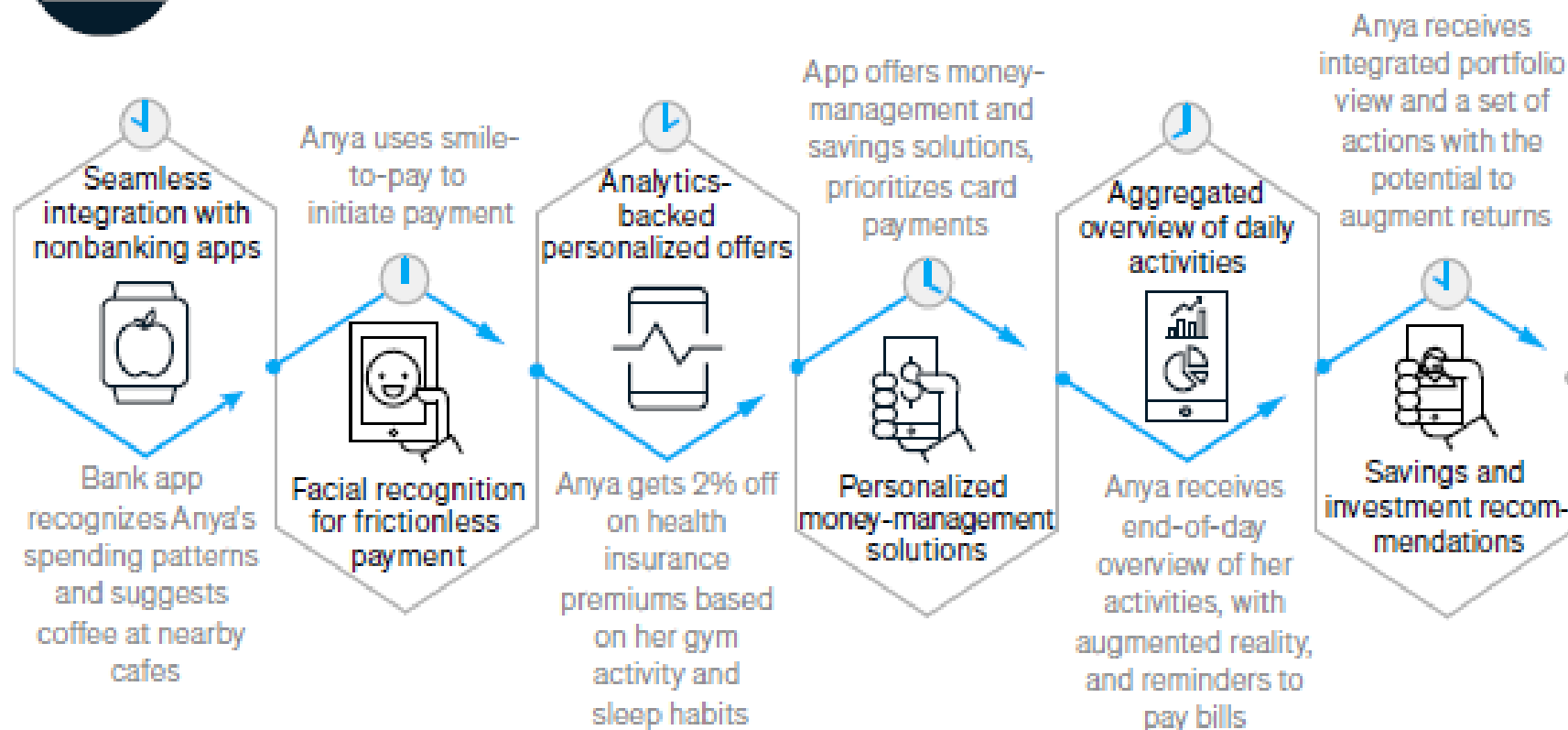
Cómo la AI transforma la banca para un cliente Retail



Name: Anya

Age: 28 years

Occupation: Working professional



Intelligent

Personalized

Omnichannel

Banking and beyond banking

AI FOR INSIGHT & ACTION

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Rich Timpone

Global Lead of Data Science & AI and
Global Head of the Ipsos Science Lab
Ipsos



CÓMO AI CAMBIA EL PARADIGMA DEL MARKET RESEARCH

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José Vega

Brand Health Tracking Head
Ipsos Perú





Es hora de sacar el diseño de la marca de la mesa de los ejecutivos de marketing y ponerlo en la cancha de los consumidores



Y no se trata sólo del uso de nuevas tecnologías, sino de nuevos enfoques

**NATURAL AND
SPONTANEOUS
FEEDBACK**

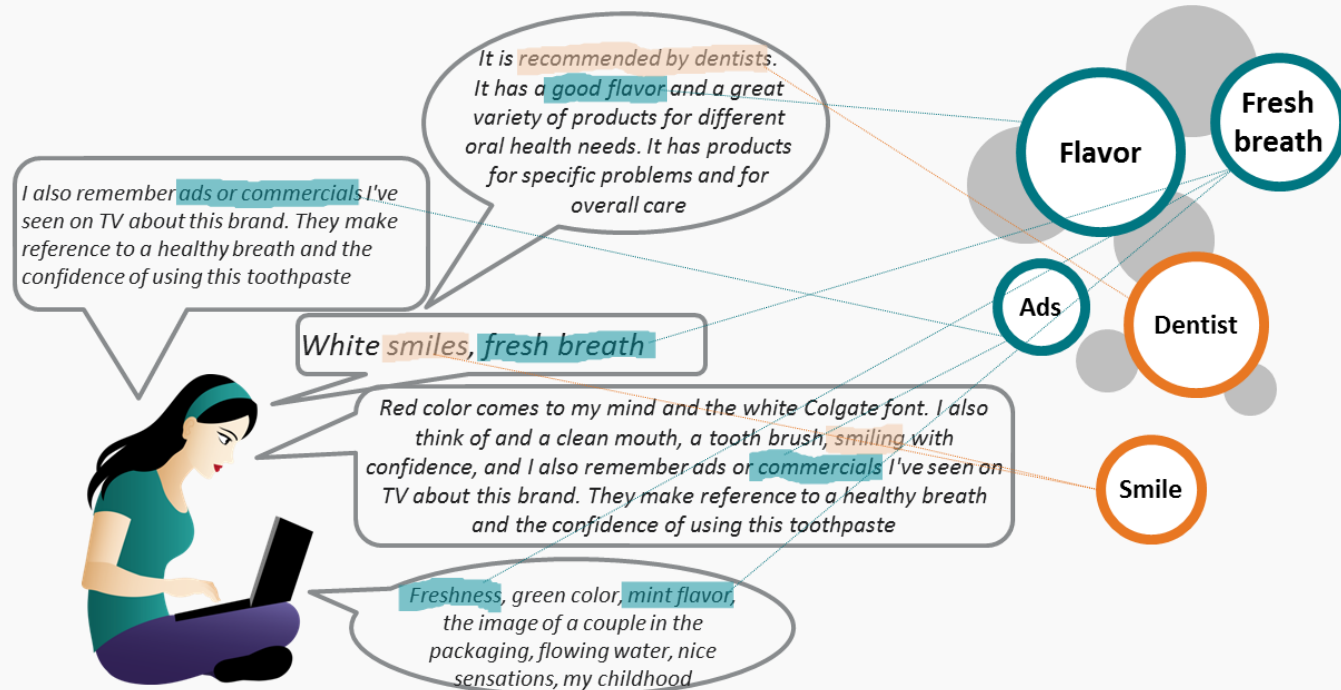
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**ANALYSIS OF EVERYDAY
LANGUAGE**

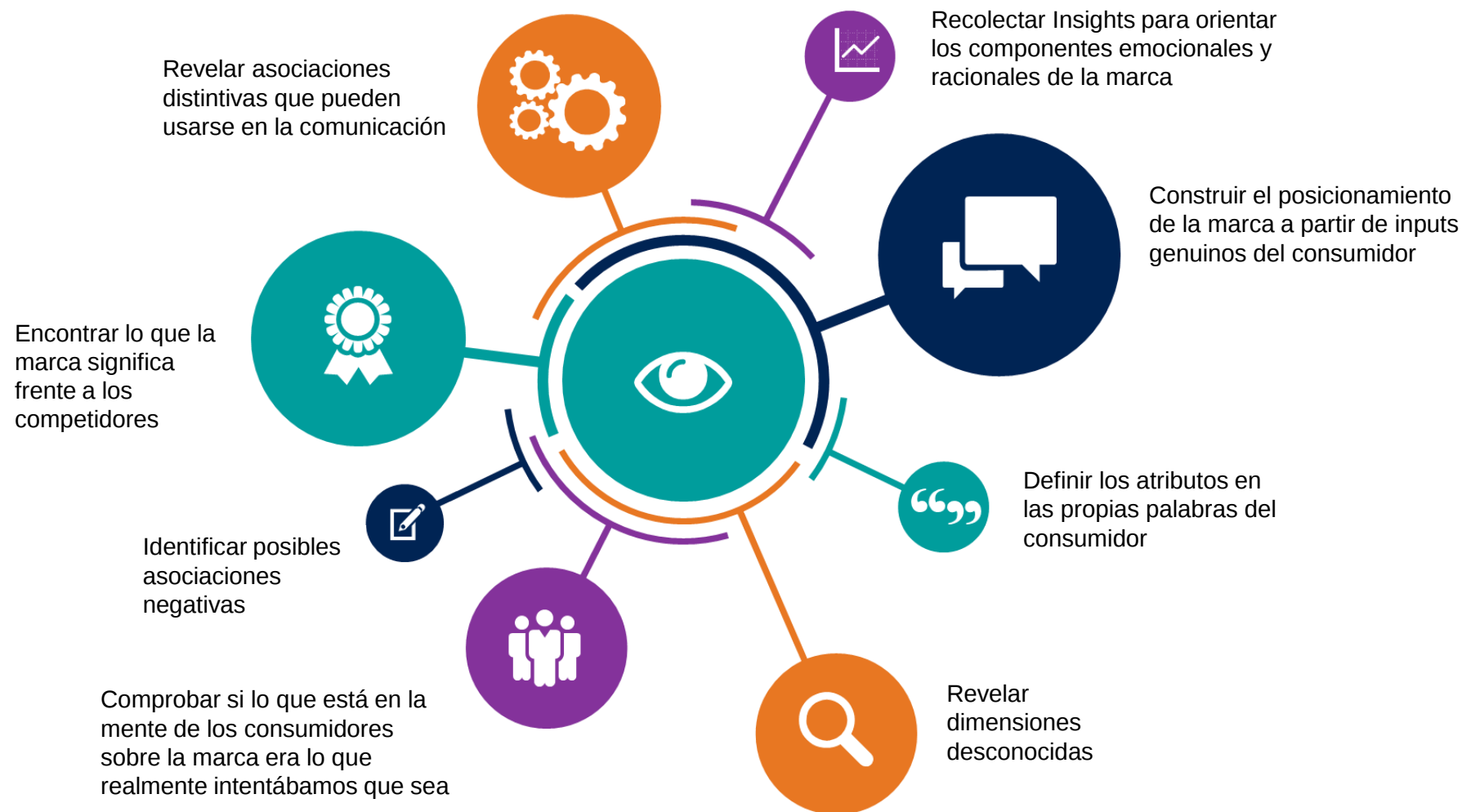
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**PROMINENT MENTAL
BRAND ASSOCIATIONS**

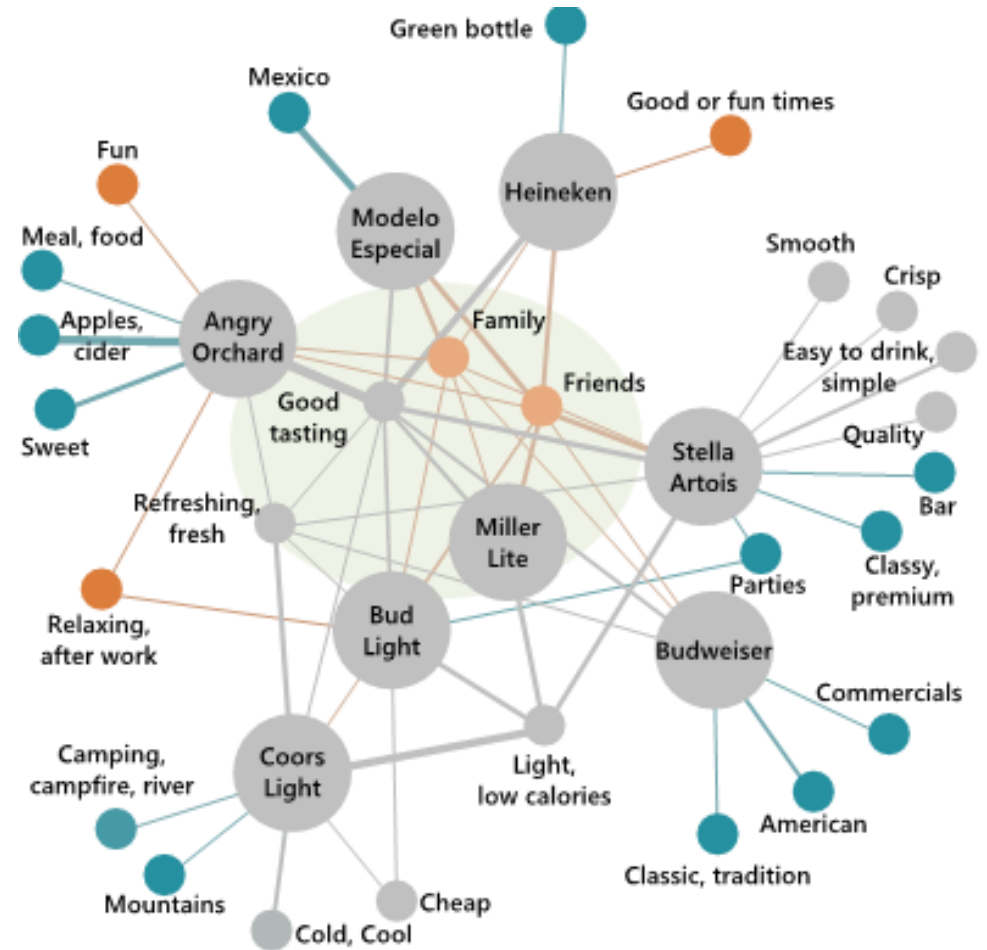
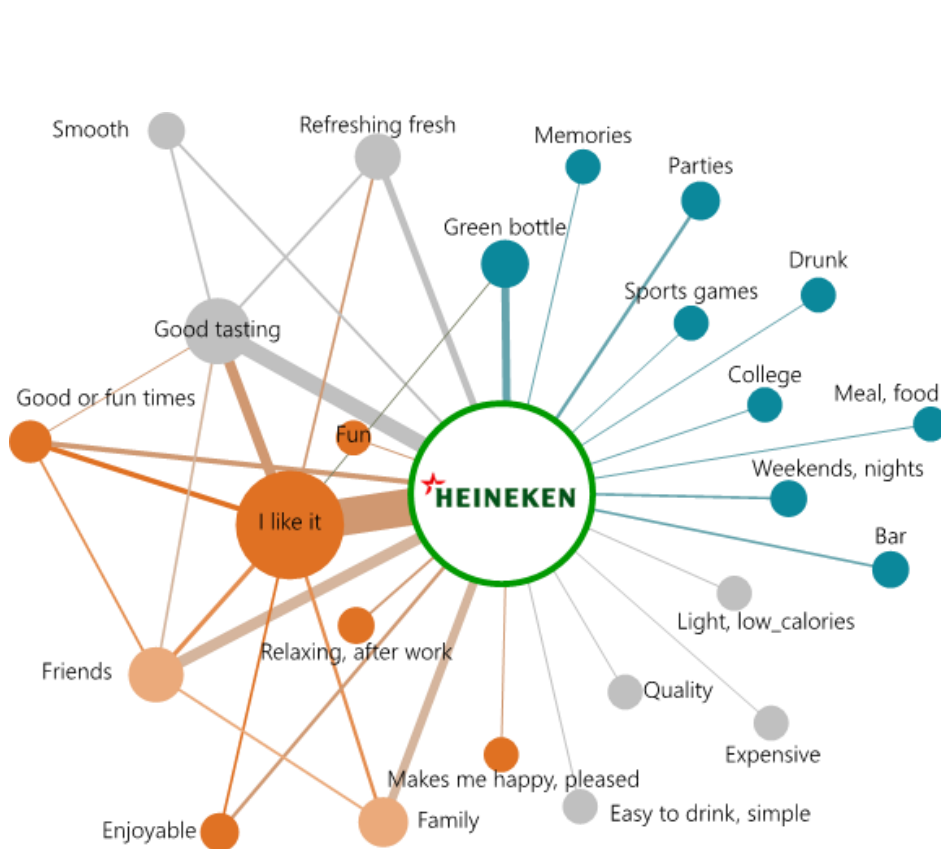
open-ended question /
Social Listening



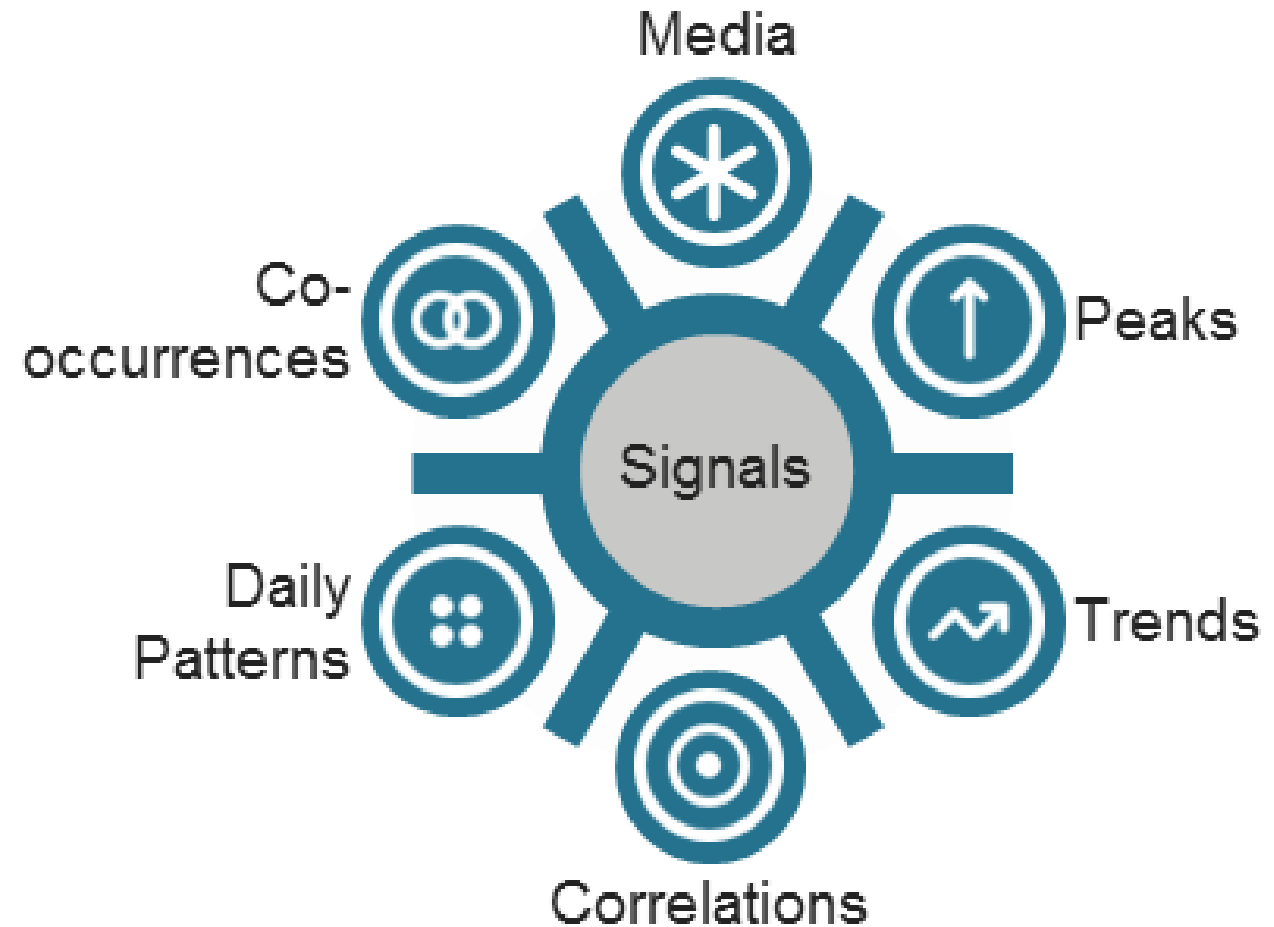
La espontaneidad de las respuestas es vital para poder descifrar lo que realmente está en la mente de los consumidores



No sólo revelando lo que significa una marca para ellos, sino todo el set competitivo

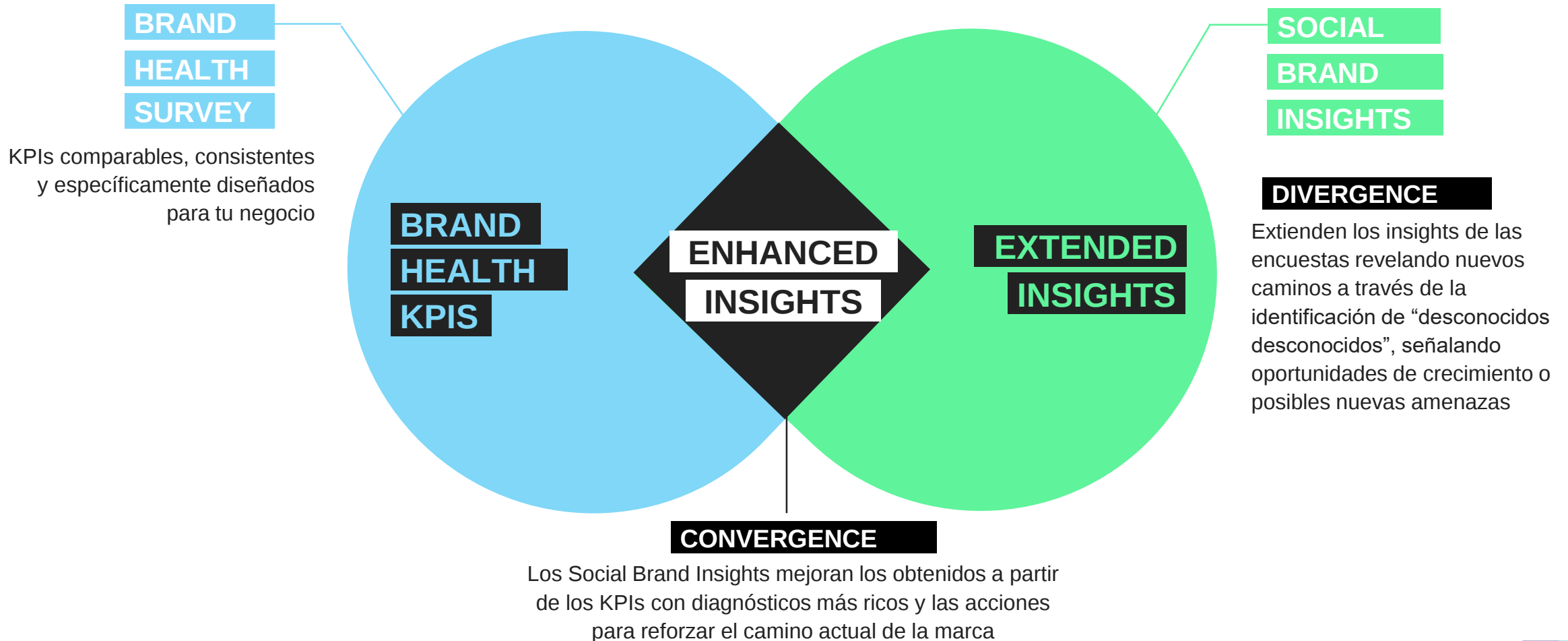


¿Qué, cuándo y cómo está hablando la gente sobre las marcas?



CONVERGENCE AND DIVERGENCE

Los Social Brand Insights mejoran los obtenidos a partir de los KPIs con diagnósticos más ricos y las acciones para reforzar el camino actual de la marca



INTEGRAR INSIGHTS DE SOCIAL MEDIA TE AYUDA A...



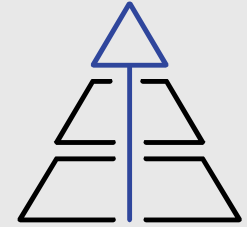
Estar más
CONECTADO a cómo
tu marca es usada y
percibida



Identificar
OPORTUNIDADES de
crecimiento futuro

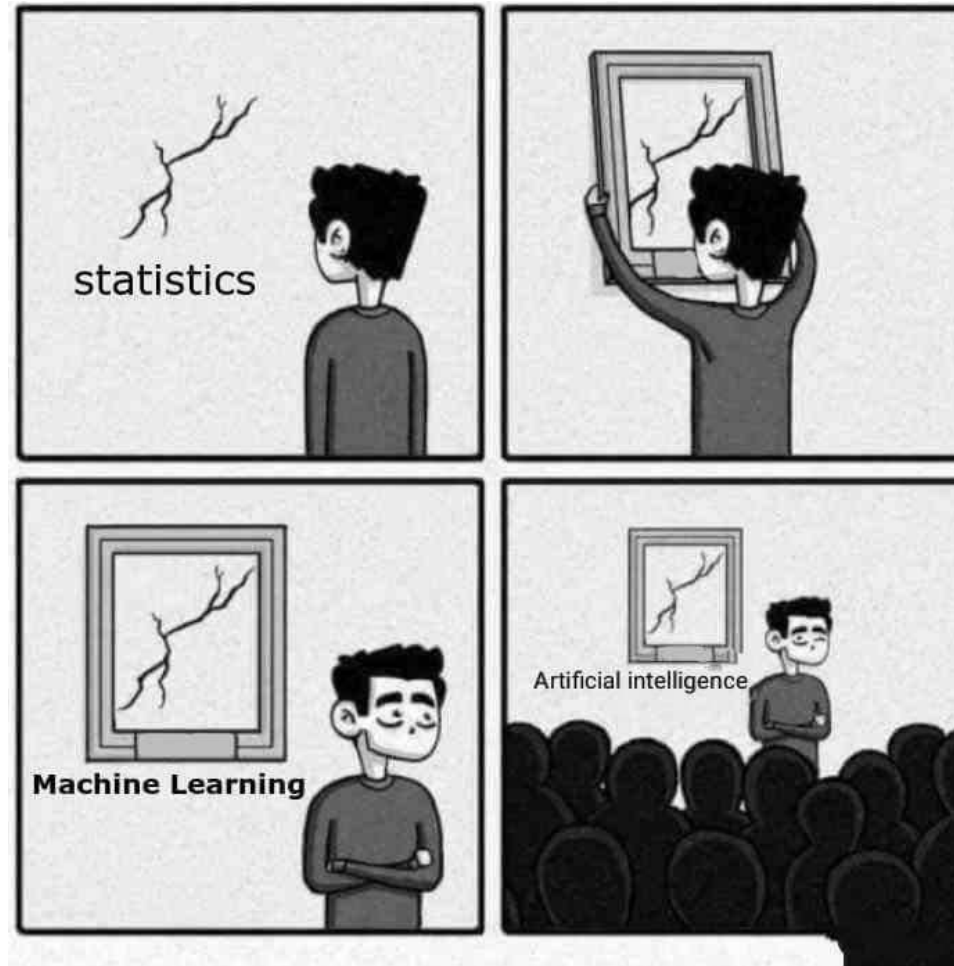


Proveer **ALERTAR**
TEMPRANAS sobre
el desempeño de la
marca

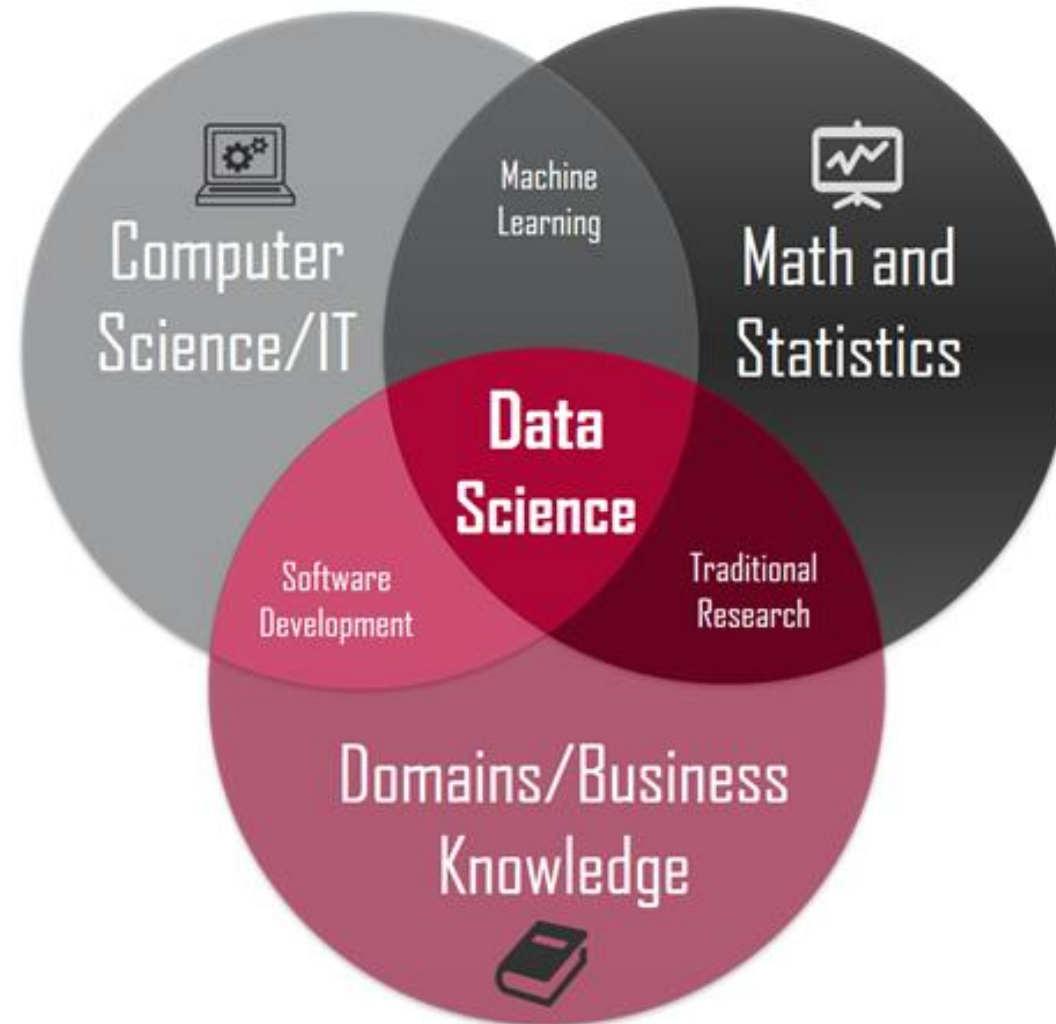


Identificar
DISRUPCIONES en la
categoría y
AMENAZAS
competitivas

¿Cómo lo hacemos? Pues...



...En realidad es más complejo que eso



**THANK
YOU**

Q&A

GAME CHANGERS

