



## Signals GenAI

Actionable insights in mere minutes.

The latest Generative AI innovation from Ipsos Synthesio, Signals GenAI, offers unparalleled access to real-time, actionable social insights through 3 simple clicks.

Discover 🔭, explore 🗺️, ideate 💡 within your core categories, trends, topics and use cases - or explore ancillary categories and white space opportunities.

### ↓ Features



#### Rapid Insights Generation:

Transform millions of social data signals into ready-to-use insights in less than 60 seconds.



#### Scalable & Secure:

AI-driven insights grounded in millions of consumer conversations and processed in a confidential and secure environment.



#### Validated Insights Prompts:

Over 40 pre-built, validated prompts designed by Ipsos experts, ensuring high precision and relevance.

### ↓ Benefits



#### One-Click Actionability:

Move beyond time-consuming data crunching. Signals GenAI provides instant, impactful insights.



#### Ipsos Expertise:

Guided prompts leverage decades of Ipsos subject matter expertise across research modalities, delivering credible, actionable insights.



#### Affordable & Flexible:

Democratizes social insights with a more affordable commercial model for ongoing or on-demand access.

### ↓ Use Cases



#### Discover:

Uncover emerging trends, shifting attitudes, and rising needs in real-time from millions of consumer signals.



#### Explore:

Explore categories, topics, or trends with various insight lenses to inform brand and product strategies.



#### Ideate:

Generate ready-to-action ideas for innovation and communication initiatives grounded in consumer needs and trends.

"If we could have used Signals Gen AI earlier, it would have **saved us a year** in our quest to understand the importance of mental wellbeing in beauty. And we have only scratched the surface, maybe 20% of the tool's potential."

● Global CMI Lead, L'Oréal