

KANTAR MARKETPLACE

Identify high potential concepts quickly and more cost effectively with AI-powered insights



ConceptEvaluateAI (Beta) features a robust AI-powered model that is trained on survey data, giving you faster, accurate predictions without exposing to consumers.

Some of the benefits of being a selected early adopter of ConceptEvaluate AI (Beta) include:

- **Fast delivery with high accuracy.** Predicts the potential of innovation concepts as few as 72 hours.
- **Make better decisions and get the most out of your budget.** Reduce risk in the innovation process by translating high potential ideas into concepts.
- **As much as 66% cheaper vs traditional testing.** ConceptEvaluate AI provides a cost-effective option to test early concepts that need quick and high-level feedback.

ConceptEvaluate AI is built by Kantar data science experts and leverages proprietary AI technology, trained on **~10,000 databased concept records.**