

InsightsEDGE™ | Quant

One GenAI-Powered View of All Your Research for 360° Decision-Making

InsightsEDGE | Quant helps insights and brand teams connect KPI dashboards, crosstabs, and quick pulse survey outputs into a single, AI-navigable environment.

Why Quantitative Research Needs to Change

Avoid making commercial and launch decisions on partial or stale cuts of your data

- Brand teams sit on years of tracker data, and segmentation outputs. By the time you get a new outcome, the window to act has almost closed, so teams default to gut or legacy playbooks.
- A small group of analysts effectively decides which questions get answered, leaving many layered outcomes unexplored because of competing priorities and long turnaround times for ad hoc analyses.
- You spend budget on quick-turn pulse questions chasing answers that are already in your own data because you cannot see them when you need them.



What InsightsEDGE | Quant Is

A reimagined way to see how your decisions will play out across years of tracker, segmentation, and Awareness, Trial and Usage (ATU) data—before you make them.

Quant is a AI-powered module of InsightsEDGE™ | Brand Hub that helps brand and insights teams find, slice, and visualize quantitative findings on demand. It shifts quant from static deliverables to a dynamic decision model, allowing teams to ask, 'What happens to this strategy if this segment shrinks, or if awareness moves by 5 points?' instead of just referencing last month's dashboard.



Monitor brand KPIs through embedded dashboards to spot early signs that a plan is starting to drift before it shows up in quarterly results.



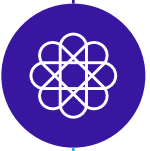
Slice crosstabs to stress-test the same decision under different assumptions (segments, lines of therapy, geographies) without considering re-fielding fieldwork.



Run agile pulse surveys with real-time charting and analysis when the risk really is unknown, not just because you cannot unlock what the existing data is already saying.

How Quant Works

InsightsEDGE | Quant combines a connected knowledge hub, agile survey curator, dynamic visualization engine, and AI chat agents, all built to preserve original data preparation and statistical rigor. Together, these pieces give you a way to model outcomes across your research ecosystem, not just recap what already happened.



Quant Hub: Houses PPT, crosstab, and dashboard deliverables for every project and compiles them across a brand portfolio.



Quick Pulse Surveys: Agile research run through InsightsEDGE with real-time analysis and visualization tools — built for time-sensitive questions.



Insights Chat Agents: AI chat that dynamically finds, analyzes, and visualizes relevant data, while retaining original weighting and data prep, so a brand lead can ask, 'Where is this assumption most fragile?' and immediately see the segments or markets where the plan is likely to break.

Expected Outcomes

What insights, brand, and analytics teams can expect

Faster answers to strategic questions

Fewer decisions made on untested assumptions because the data was 'too hard' to access and assess in time.

Higher ROI on existing tracker investment

Stop committing new budget to answer questions your existing research could already resolve if you could interrogate it in the moment.

Decision-ready KPI visibility

Leaders see inflection points and behavioral drivers early enough to make meaningful course corrections, not just explain misses after the fact.

Connect Today. Own Tomorrow.

Explore how InsightsEDGE | Quant can help. Bring one commercial decision or KPI trend you are actively debating, and Trinity will show how Quant models the likely outcomes, where the risk sits, and what changes if your assumptions move. For more information, visit trinitylifesciences.com/products/insightsedge-brand-hub/

