

Influencer Research: Informing usage, formats, flavors, and consumer trends in your product categories

Schieber Research combines AI with **human intelligence**, to investigate trends at source. We support your NPD and marketing innovation by creating a **tailor-made report** based on your specific targets and needs.

- **Identifying trendsetters among social media influencers** (mega, micro and nano influencers), as well as relevant brands, retailers and away-from-home establishments, using AI tools and human analysts
- **Analyzing** photos, reach, claims, engagement and comments **by human analysts and experts**, in accordance with the client's specific needs, products and targets
- Delivery of recommendations to support **new product development and marketing innovation** in PPT format and in-person presentation as needed



Please contact us for further details, pricing and samples // info@researchi.com