

# DEMAND.AI

Brands around the worlds are right now asking:

**“Where is our product demand in 1 month, 3 month or 1 year?”**

**DEMAND.AI** provides a reliable answer to this pressing question.

How are we able to predict the future?

We do not have a crystal ball... but we are close because we are solving three important challenges in forecasting.

#### CHALLENGE ONE: True Intent

Consumers unconsciously already know a lot about the future buying intentions and more so about those of their peers. Everything what a consumer experienced, know and feel is condensed in an unconscious attitude. This can be measure by a response latency-based measure of implicit knowledge.

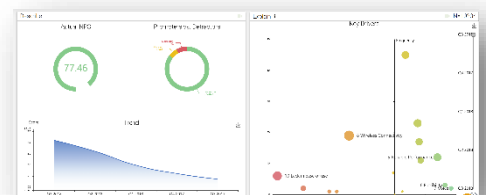
#### CHALLENGE TWO: External Impacts

How can we adopt predictions to unforeseeable future changes in circumstances? Imagine you would know the underlying reasons behind buying reluctance or rush. E.g. when people believe restaurants will be open in 1 month, but this in the meantime changes by law, you then are able to adopt your predictions.

#### CHALLENGE THREE: Need to be Fast, Effective, Efficient

What brands need is a standardizes approach. A method that reliably measures future purchase intent and identifies underlying reasons. Within very short time, at low costs, accessible in an intuitive dashboard to everyone.

**DEMAND.AI** is measuring unconscious future demand expectations and underlying reasons with an open-ended question. A text analytics automatically tags the text feedback. An AI-powered Driver Analysis then reveals the impact and importance for future demand. All accessible in an simple and interactive dashboard.



## Summary

- Get **reliable demand forecast** for your product category and region
- Understand **underlying reasons** and drivers of demand.
- **Simulate future** changes in circumstances in an easy-to-use simulator dashboard

Starts at 9k. Delivered in just days.



► **BOOK A DEMO** by sending an Email to Dr. Frank Buckler:  
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