



SPECIALIZED DATA EXTRACTION



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Aiding in study design and filling information gaps



Specialized Data Extraction Overview

- Specialized data extraction (SDE) is a data mining service that aggregates existing content from multiple online platforms and converts it into valuable business information.
- This added value service complements primary research, giving our clients access to a wide span of information and insights to drive their business forward.
- Through accessing both professional literature and consumer-generated content, and a trained eye on recognizing the relevance of information, we bring forward interesting trends and innovations.
- The unique advantages of our SDE service are the added value, combined with state-of-the-art tools. Our team of trained analysts knows how to:
 - Identify relevant sources in the industry (e.g., professional journals for healthcare-focused topics)
 - Work efficiently with high-tech tools (e.g., advanced internet bots)
 - Filter data with an understanding of the client's objectives
- This expertise and proven process produces more relevant discoveries, and a faster narrowing down of information.
- SDE can be used to support study design and fill information gaps, such as:
 - Providing a baseline of information on a new category in order to construct more relevant and comprehensive surveys/discussion probes
 - Hypothesis generation prior to primary research or ideation workshops
 - A proxy for primary research in a region where budgets are tight



Case Study: Study Overview

Background:

- An eyecare company wanted to identify recent trends that could inspire ideation and innovation for a cross-functional workshop.

Objectives:

- Deliver information related to trends in eye health.
- Provide a starting point for a series of ideation sessions focused on the future of the client's innovation platform.

Methodology:

- Cue Insights implemented SDE to query, review and analyze existing data available online.

Results:

- A detailed report was prepared, identifying trends in five categories:
 - Eye health and beauty trends
 - Wearable technology trends
 - Eye apps
 - Green/sustainability trends
 - Generational trends (Millennials, Baby Boomers)
- The client used the information to spark ideation and support planning sessions to direct the future of the company's innovation platform.



THANK YOU

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