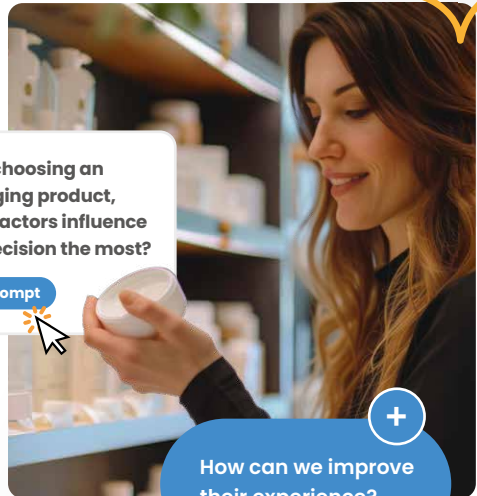


# AI-Powered Insights Elevated Research Impact in a Beauty & Skincare CPG Company.

A leading beauty and skincare CPG company faced challenges in using AI research tools to deliver strategic insights.



When choosing an anti-aging product, which factors influence your decision the most?

Save Prompt

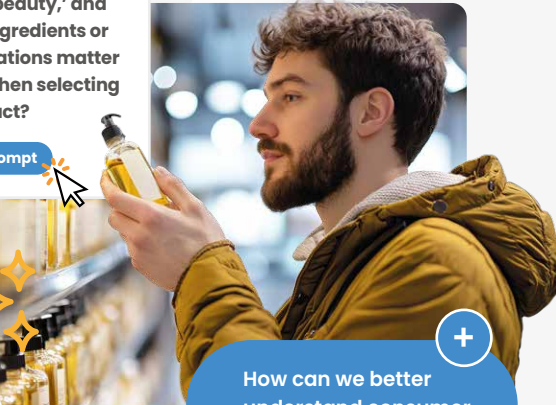
How can we improve their experience?

**10x**  
Faster Insights

**91%**  
Reduced Time

**256%**  
Increase in AI Usage

Voxpopme helped their insights team improve prompt writing to gain more meaningful, actionable insights about consumer preferences for anti-aging products and clean beauty.



How do you define 'clean beauty,' and what ingredients or certifications matter most when selecting a product?

Save Prompt

How can we better understand consumer motivations?

## The Challenge

**Struggling to write** effective prompts for AI tools.

**Needed deeper insights** about consumer motivations for purchasing skincare products.

**Researcher sought to use AI** to elevate their role and career.

## The Solution

Voxpopme provided **AI-powered insights** and **prompt writing guidance**.

AI-driven tools helped analyze **consumer sentiment** around product texture, packaging, and ingredient preferences.

Custom reports tailored to executives with **real-time consumer feedback**.



## The Results



### Sharper, Strategic Insights

Helped the company refine product offerings and align with consumer preferences for natural ingredients.



### Career Growth

The researcher's ability to deliver strategic insights led to a promotion to a senior role.



### Faster Reporting

Cut analysis and reporting time by 50%.

## The Impact

Voxpopme's platform empowered the insights team to deliver more actionable insights, **improve product development**, and enhance **individual career opportunities** by leveraging AI effectively.

