



# MINTEL

ACCELERATING INNOVATION: MINTEL AND PUREINSIGHTS  
PARTNER TO TRANSFORM CLIENT EXPERIENCE WITH  
GENERATIVE AI

“The partnership between Mintel and Pureinsights exemplifies the success of an open, collaborative approach. Pureinsights' flexibility, quality personnel and collaborative spirit have had a profound impact on Mintel's ability to innovate quickly and effectively. ”

*Jason Thomson, SVP Innovation, Mintel*

## Introduction to Mintel – the world’s leading market intelligence agency

From fast answers to deep insights, Mintel has provided market research and market intelligence solutions to consumer-focused businesses for more than 50 years. With a combination of world-class syndicated tools and custom insight solutions, Mintel is their clients' eyes and ears in the markets that matter and the insights behind their clients' next big idea.

## Realizing a vision

Mintel has long envisioned a seamless connection between client inquiries and the wealth of content, insights and data at their disposal. “It has always been our vision for clients to be able to come to Mintel with their questions and objectives, and Mintel to be able to understand what they are looking for and connect them to the best content, insight and data that we have available in a seamless effortless way,” says Jason Thomson, Mintel’s Senior Vice President (SVP) Innovation. “It’s been part of our vision for a long time.” The advent of Generative AI presented an opportunity to move a step closer to realising their vision and they decided to explore the development of a generative question and answer system.

### At a Glance

**Customer:**

Mintel

**Industry:**

Information Provider

**Geography:**

London (UK)

**Function:**

Market intelligence & research

**Business Challenge:**

- Capitalize on Generative AI
- Competitive Influences
- Time-to-market

**Solution:**

- Vector Search
- Large Language Model (GPT-4)
- Retrieval Augmented Generation

**Outcomes:**

- Accelerated time-to-market
- Enhanced client productivity and discovery
- Increased value of service to clients
- Competitive advantage

## Speed is of the essence

Mintel recognized the urgency to bring their vision to market swiftly and gain competitive advantage. They wanted a solution that not only aligned with their content but also provided an unparalleled user experience. Pureinsights, a longstanding Mintel partner for Search & AI, introduced the concept of using vector search, a Large Language Model (LLM) and Retrieval Augmented Generation (RAG). RAG is a technique for enhancing the accuracy and reliability of generative AI models by integrating them with information retrieval systems to access and incorporate relevant proprietary content. Their team built a demonstrator to prove the concept. "Pureinsights put together a demo with Mintel data and did it in a short space of time. We showed it to our Chief Executive and it became obvious we wanted to progress with this. Given that everyone is starting to do this kind of thing, speed was of the essence," says Thomson.

## Flexible development

The flexibility of the demo environment provided by Pureinsights allowed Mintel to experiment with various models, prompts, and iterations and facilitated the exploration of different indexing and metadata strategies. Thus, Mintel were able to fine-tune the system in a short space of time. "We got to the heart of what worked for us in about 2 weeks, and it was that rapid iteration and the collaborative working that made it go more quickly," explains Thomson. "Without Pureinsights it would have taken us months and frankly that would have been too late." In addition, Mintel were able to quickly identify the most effective Generative language model and optimize their approach. "We tried various different models and came to the conclusion that GPT-4 was the one that we needed to use for the quality of results we required," continues Thomson.

## The launch of Mintel Leap – the future of market intelligence

The result was [Mintel Leap](#) – a new AI closed-loop solution built exclusively on Mintel's proprietary research and human analysis. The developed system acts as a powerful tool for Mintel's clients, providing quick and insightful responses to their queries.

"From the client perspective, it's like having a highly capable assistant that can instantly search Mintel's content, analyse it and summarize the most relevant information to answer questions. Whereas previously this

process could take hours, now it happens in seconds," says Thomson. "It also allows Clients to find things and get answers to questions they didn't know they would be able to find, so it gives them much better discovery." The technology not only accelerates the discovery process but also enhances the overall accessibility and value of Mintel's services. "So one of the challenges all clients have is that they don't have enough time to use the tools they have available. With this system it massively increases the value of our offering to our clients because it suddenly makes it much more accessible, much quicker to use and they'll get better quality results out of it," adds Thomson.

## Keys to success

Mintel was in a unique position in that they had the right material to align with the technology to make the system work exceptionally well. It was a perfect match between their content, its nature, structure and how it's written with the power afforded by LLMs. "And what Pureinsights helped us do was to explore that, prove the concept very quickly and give us something that we could show to clients to validate it while we were working on our production system," explains Thomson. "Everyone could see how compelling a use case this technology is with Mintel's content and data. It's valuable and it works so well because of the nature of what we write. It's just the perfect fit."

Leveraging expertise, especially the thought leadership brought by Pureinsights, also contributed to the project's success. "Because of Pureinsights expertise and the fact that Pureinsights had already done this and had a framework, it was obvious and really helpful that we could work with them to get something ready quickly." comments Thomson.

The generative question and answer system enhances Mintel's long-term competitiveness and client engagement. It positions Mintel at the forefront of innovation, providing a competitive advantage in a rapidly evolving market.

## Screenshot of the new Mintel Leap platform for AI-powered market intelligence

The screenshot displays the Mintel Leap platform interface. At the top, the 'MINTEL' logo is on the left, and navigation tabs for 'INSIGHTS' and 'ANALYTICS' are in the center. Below these are sub-tabs for 'Expert Analysis', 'Products', 'Direct Marketing', 'Channel Marketing', 'Consumer Data', 'Purchase Intelligence', 'Market Sizes', 'Foodservice', 'Retail Interactive', and 'Custom'. On the right, there are icons for user profile, notifications (9+), and a globe.

**Your query**  
"What are Millennials' attitudes toward credit cards?"

**Answer**

**M** Millennials exhibit a strategic approach to credit card usage, often employing multiple cards for different purchase categories to maximize rewards based on the type of purchase [5.1](#). While they may not choose credit cards as their top payment preference as often as Gen X or Baby Boomers, those who do use credit cards are tactical in their approach, suggesting a sensitivity to the dangers of overspending but also an appreciation for the benefits that added rewards can offer [5.2](#).

Additionally, younger male consumers within the Millennial age bracket have shown a willingness to pay higher annual fees for credit cards that offer superior rewards, indicating an openness to premium card products if they perceive the value to be right [2.1](#). This interest in premium benefits such as streaming credits, monthly food and grocery delivery credits, and cell phone insurance suggests that Millennials, particularly younger males, are receptive to credit cards that align with their lifestyles and provide tangible benefits [2.2](#).

However, it's important to note that Millennials are also aware of the risks associated with credit card usage. They are likely sensitive to the potential for overspending, but they see the added rewards as a way to counteract the effects of inflation [5.3](#). This careful balance between risk and reward indicates that Millennials are conscious consumers who weigh the benefits of credit card usage against the potential financial pitfalls.

Overall, Millennials' attitudes toward credit cards can be characterized as savvy and calculated, with a focus on leveraging the rewards system to their advantage while being mindful of the risks.

**Other interesting questions posed by this data**

- How do Gen Z consumers perceive credit cards as a responsible payment method? [🔗](#)
- What drawbacks do credit cards face among younger segments? [🔗](#)
- What percentage of Gen Z consumers find it difficult to understand their credit cards' rewards system? [🔗](#)
- How do Gen Z consumers measure risk against responsibility with credit cards? [🔗](#)
- What percentage of Gen Z and Millennial cardholders currently pay annual fees for at least one of their cards? [🔗](#)

**Results**

- Gen Z, Millennials and Finance – US – 2023**  
United States
- Credit Cards and Credit Card Rewards - US - 2021 - Attitudes toward Credit Cards**  
United States
- Credit Cards and Credit Card Rewards - US - 2021 - Executive Summary**  
United States
- Credit Cards – US – 2023**  
United States
- Payment Preferences - US - 2023 - Attitudes toward Payments**  
United States
- Consumer Debt and Finances - Canada - 2023 - Attitudes towards Debt**  
Canada
- Credit Cards - Canada - 2022 - General Attitudes towards Credit Cards**  
Canada
- Credit Card Benefits - US - 2022 - Attitudes toward Credit Cards**  
United States
- Credit Cards - Canada - 2022 - Digital Attitudes**  
Canada

"Working with Pureinsights brought knowledge and expertise from the broader subject area such that it gave us confidence that this was going to work."

*Jason Thomson, SVP Innovation, Mintel*



### About Pureinsights

Pureinsights has deep expertise building search applications with conventional search engines. Now we can take you "Beyond Search", using Generative AI models like ChatGPT and Google Bard together with Vector Search, Knowledge Graphs, and Natural Language Processing to modernize your organization's search capabilities and deliver the intuitive search experience users want. "Just make it work like Google."

[www.pureinsights.com](http://www.pureinsights.com)