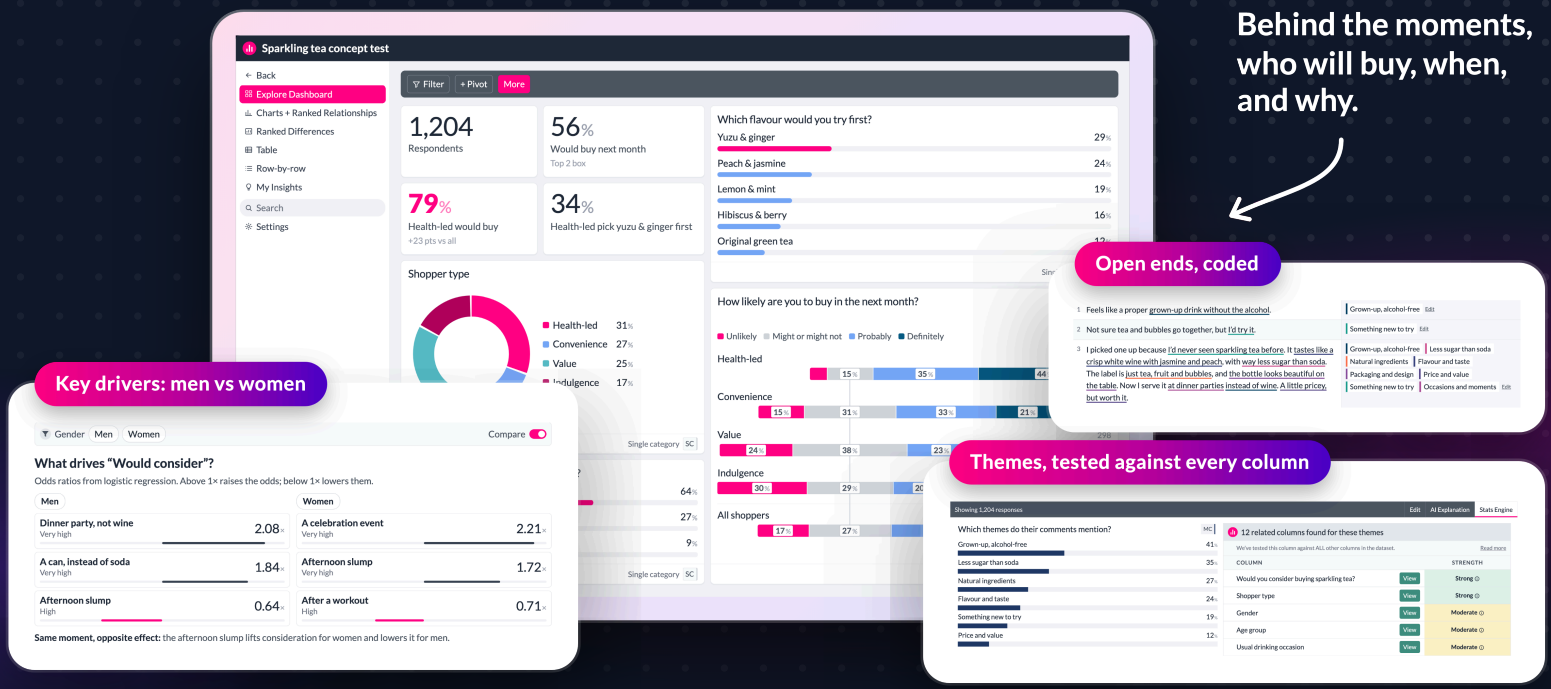
laddmaple

PROACTIVE, MULTI-METHOD
STATISTICAL INSIGHT DISCOVERY

INSIGHT INNOVATION COMPETITION
WINNER
2026

FIND WHAT WILL MOVE THE NEEDLE.

Surface the insights that could have the biggest growth impact, and bring them to the business while there's still time to act.



Illustrative example.

Open ends coded, driver models compared and audience differences tested, all in one workspace. Associations to investigate, not proof of cause.

Sophisticated data science.

Made remarkably simple.

For in-house insight teams

AN EVIDENCE ENGINE FOR MODERN INSIGHT TEAMS

AddMaple shows you what will have the biggest growth impact. You decide how to communicate it.

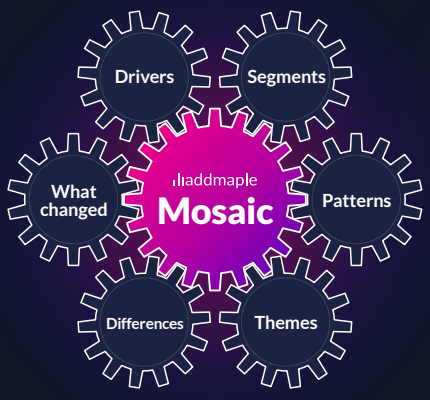
1. **You brief the investigation.**
   Bring your business question, relevant research and context: briefs, reports and what you already know.
2. **Go deeper as discoveries connect.**
   Themes feed driver analysis. New segments prompt fresh comparisons. Each discovery can guide the next investigation.
3. **Use AddMaple or your own AI.**
   Explore in AddMaple or connect a supported AI tool your company approves. Our statistical engine calculates; AI connects and explains.
4. **You shape the story that lands.**
   Use your knowledge of the business and stakeholders to choose the priorities, explain the evidence and build support for action.

Multi-Type Adaptive Discovery. Explore drivers overall and across audiences. Iteratively compare and refine segmentation approaches. Let new findings guide the next investigation.

One system. Every method drives the next.

Each method feeds one engine, and the engine builds your report.

- **Drivers** — What moves the outcome
- **Themes** — Open ends, coded and tested
- **Segments** — Find and profile your audiences
- **Patterns** — Spot links you did not ask about
- **Differences** — See which gaps are real
- **What changed** — Track shifts between waves





Your findings. Your story.

Commission your RIA report. Get comprehensive, prioritised results you can shape, edit and share.

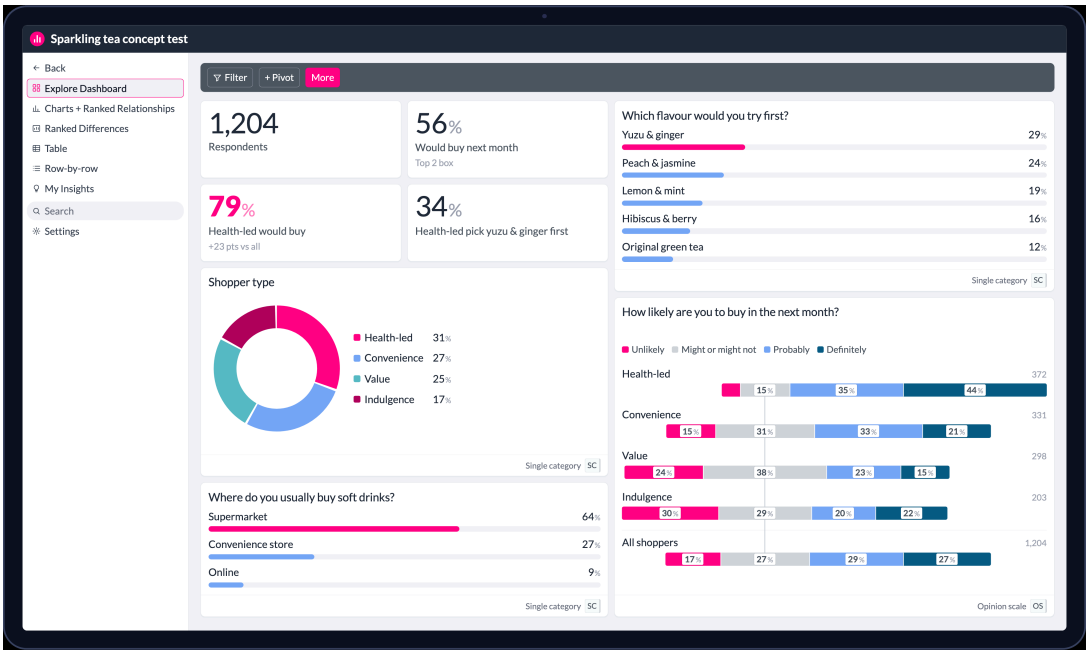
Ranked Impact Analysis RIA

SEE IT IN ADDMAPLE

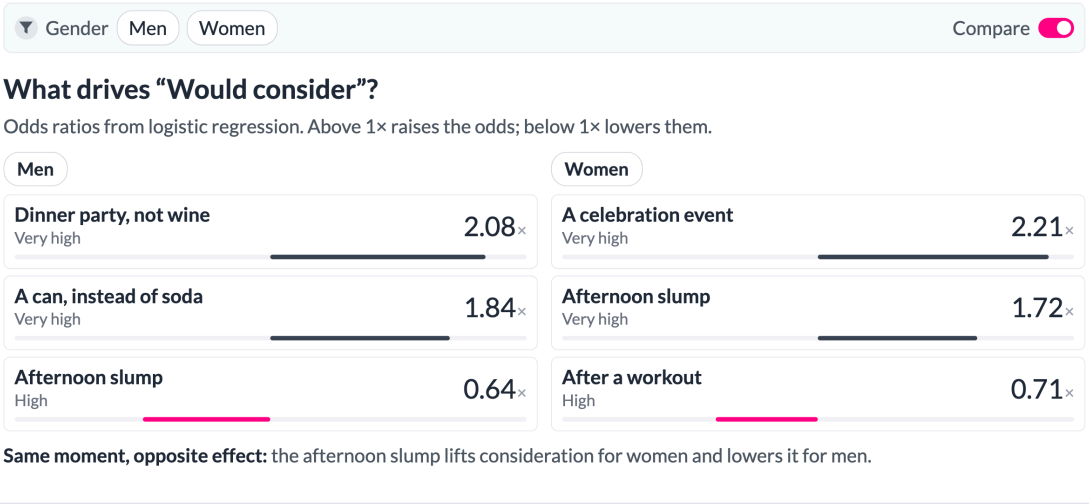
Connect your data. Get charts and summaries for every variable in seconds.

Every question is summarised and charted as soon as your data is in, with nothing to set up. Then filter, hover and drill in. Significant highs and lows are shaded, and drivers sit side by side so you can compare audiences at a glance.

Every variable charted and summarised, in seconds



Key drivers: men vs women, side by side



Averages hide your best opportunities. Split drivers by segment, gender or age and see what really moves each audience.

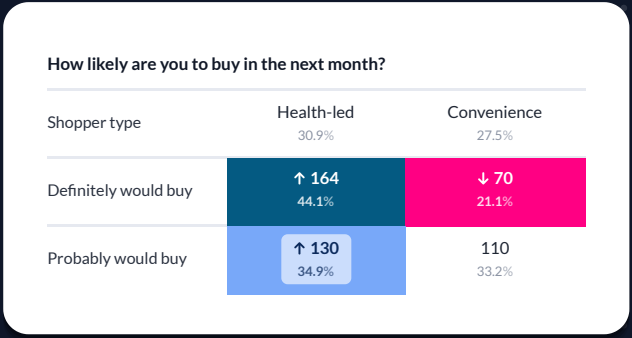
CONFIDENCE IN AN AI WORLD

You shouldn't have to choose between embracing AI and trusting your work.

Insight teams don't have to work backwards from an AI answer to spot-check the evidence. AI can help you move faster. But checking generated code, tracing calculations and keeping track of every analytical decision can slow you down again.

AddMaple gives your team a consistent statistical engine, visible filters and inspectable results. Explore further, compare audiences and follow the evidence without rebuilding and rechecking the analysis at every step.

Move at AI speed. Keep your confidence in the numbers.



Know exactly what sits behind a finding. See the sample, comparison and statistical test alongside the result so you can check the evidence without retracing an AI conversation.

Base n = 372 | Holm-adjusted p < 0.001 | vs 26.9% overall

- **The engine does the calculating.** AI explains the results; it doesn't compute them.
- **Bases, tests and model diagnostics are there to inspect,** so anyone can see what a finding rests on.
- **Numerical results are reproducible** for the same data, methods and settings. The AI's wording may vary.

Say yes to AI, and keep standing behind the numbers.

> I have been vetting different data analytics platforms specific to how AI is being used to truly help mine and surface insights not only quickly but accurately and **AddMaple shines above all others!** Asking the AI Assistant to generate the top 3 insights I need to highlight for my CEO not only took (literally) less than 30 seconds but gave me a framework from which to start my own deeper analysis. From there, the way AddMaple ingests the data and creates an easy to use dashboard to explore makes analysis so easy and fast.



Jessica Bolger
Brand Research & Insights Manager

indeed

TRUSTED BY RESEARCH TEAMS AT

GREENPEACE indeed SPECIALIZED ESPN BMA

QUANT AND QUAL, TOGETHER

The numbers show what. Open ends show why.

Open ends, interview transcripts and videos are coded into themes and ranked with the survey data, with every quote and clip linked back to the evidence.

THEME

31% of non-considerers

“Not sure what it tastes like”

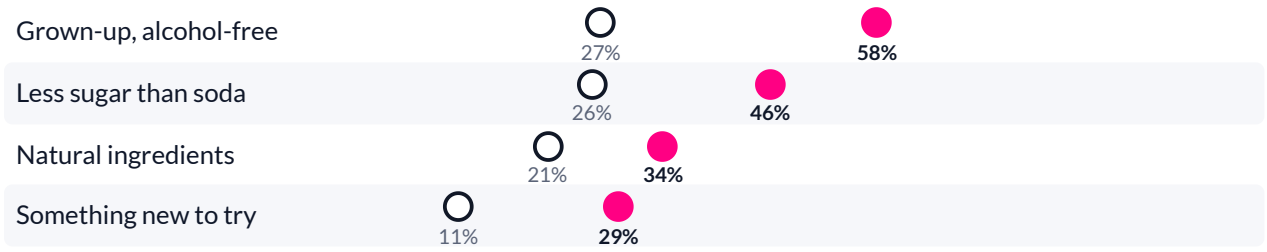
“I'd pick one up if I could try it first.”

Shopper video clip
Coded to this theme, linked to the evidence

Top themes, by consideration

Would consider Wouldn't

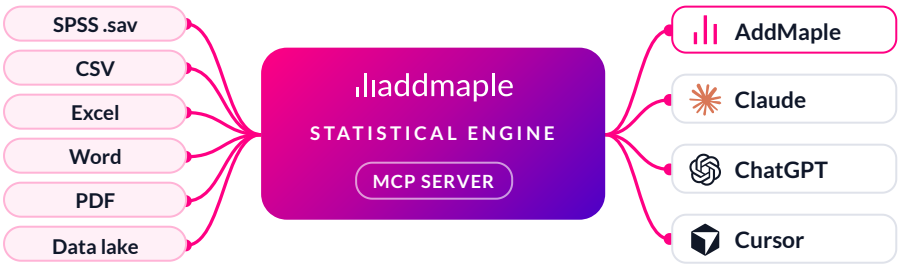
% of each group whose comments mention the theme



Themes tested against consideration: lead with a grown-up, lower-sugar alternative, and use sampling to beat taste doubts.

A TEAM CAPABILITY

More people exploring. One shared standard of evidence.



Colleagues can explore a study themselves. **The AI never does the maths:** our engine runs every calculation, table and test, so each question gets the same answer, whatever the phrasing.

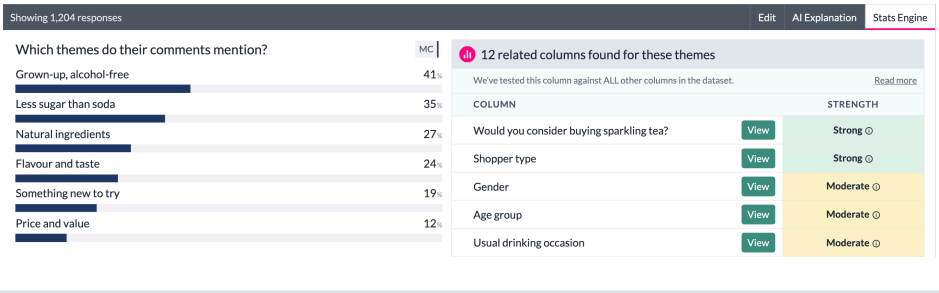
Give your team the confidence to explore. **Give yourself the confidence to trust the evidence behind their discoveries.**

QUANT AND QUAL, CONNECTED

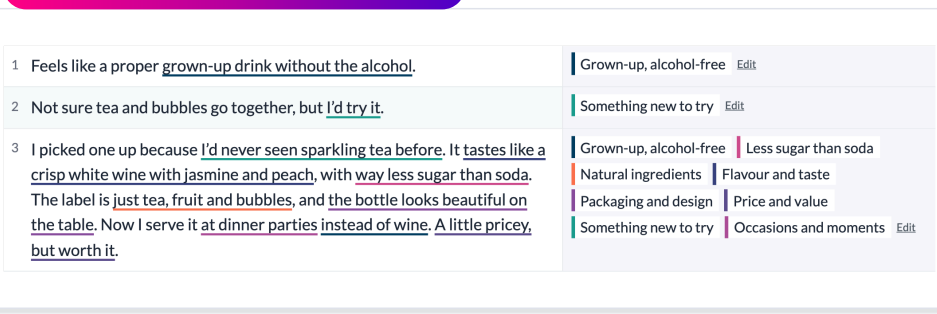
Patterns found for you. Every theme links back to the verbatim.

The stats engine tests each theme against every other column in the dataset, so you see what relates to what. Open the theme and you are back at the words people used.

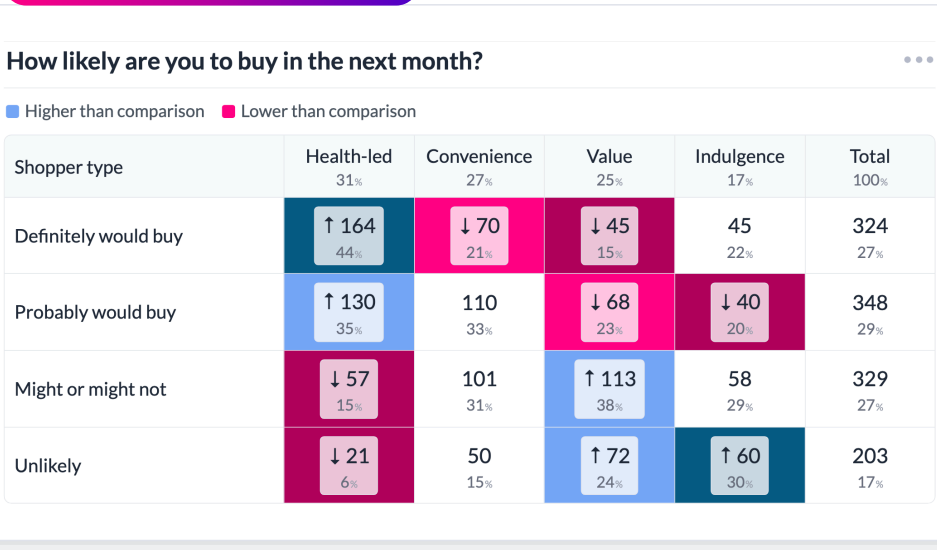
Quant + qual: patterns found for you



Every theme links back to the verbatim



Crosstabs: biggest differences first



Shopper type	Health-led 31%	Convenience 27%	Value 25%	Indulgence 17%	Total 100%
Definitely would buy	↑ 164 44%	↓ 70 21%	↓ 45 15%	45 22%	324 27%
Probably would buy	↑ 130 35%	110 33%	↓ 68 23%	↓ 40 20%	348 29%
Might or might not	↓ 57 15%	101 31%	↑ 113 38%	58 29%	329 27%
Unlikely	↓ 21 6%	50 15%	↑ 72 24%	↑ 60 30%	203 17%

Start with what separates your audiences. Crosstabs are ordered by the variables with the biggest differences between subgroups, and every significant high and low is shaded.

YOUR EVERYDAY WORKFLOW

Explore the way you always have. Without the setup.

1 **Connect your data.**

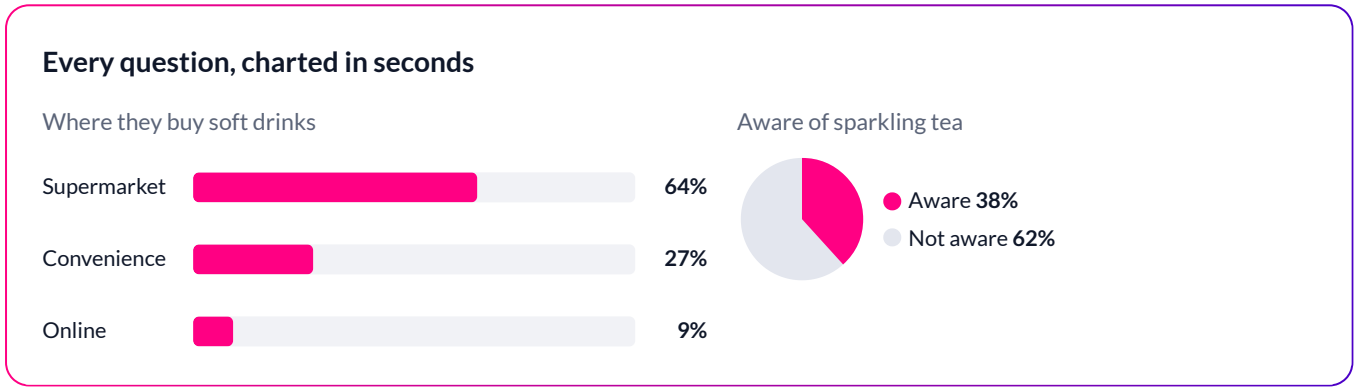
An SPSS, CSV, Excel, Word or PDF file, or your data lake.

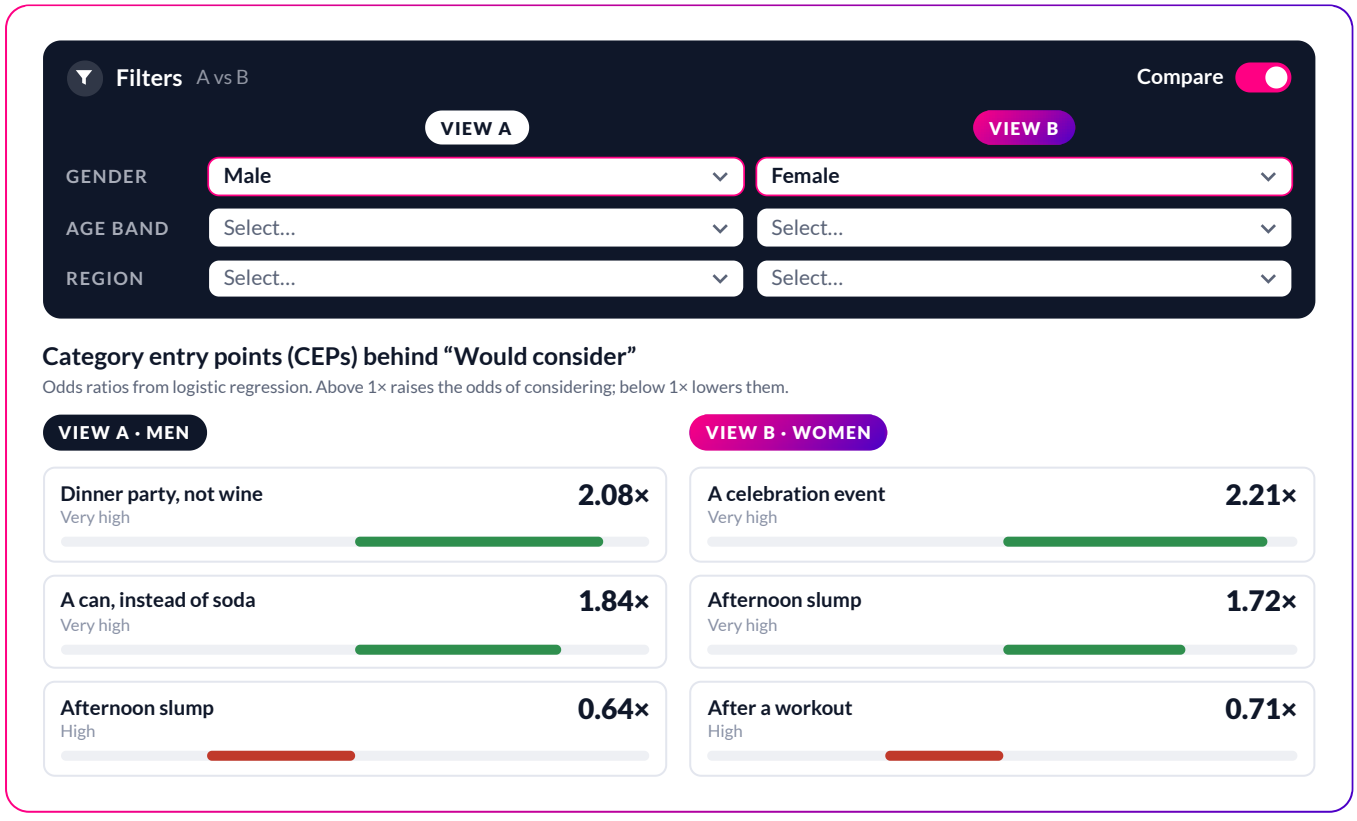
2 **Our statistics engine does the groundwork.**

In seconds, every question is summarised into charts and tables, and every pair of questions is tested for correlation.

3 **Ask, and see the answer.**

The AI works from results already calculated and drives the interface for you, building the chart and applying filters, so your answer comes in words and as a visual you can use.



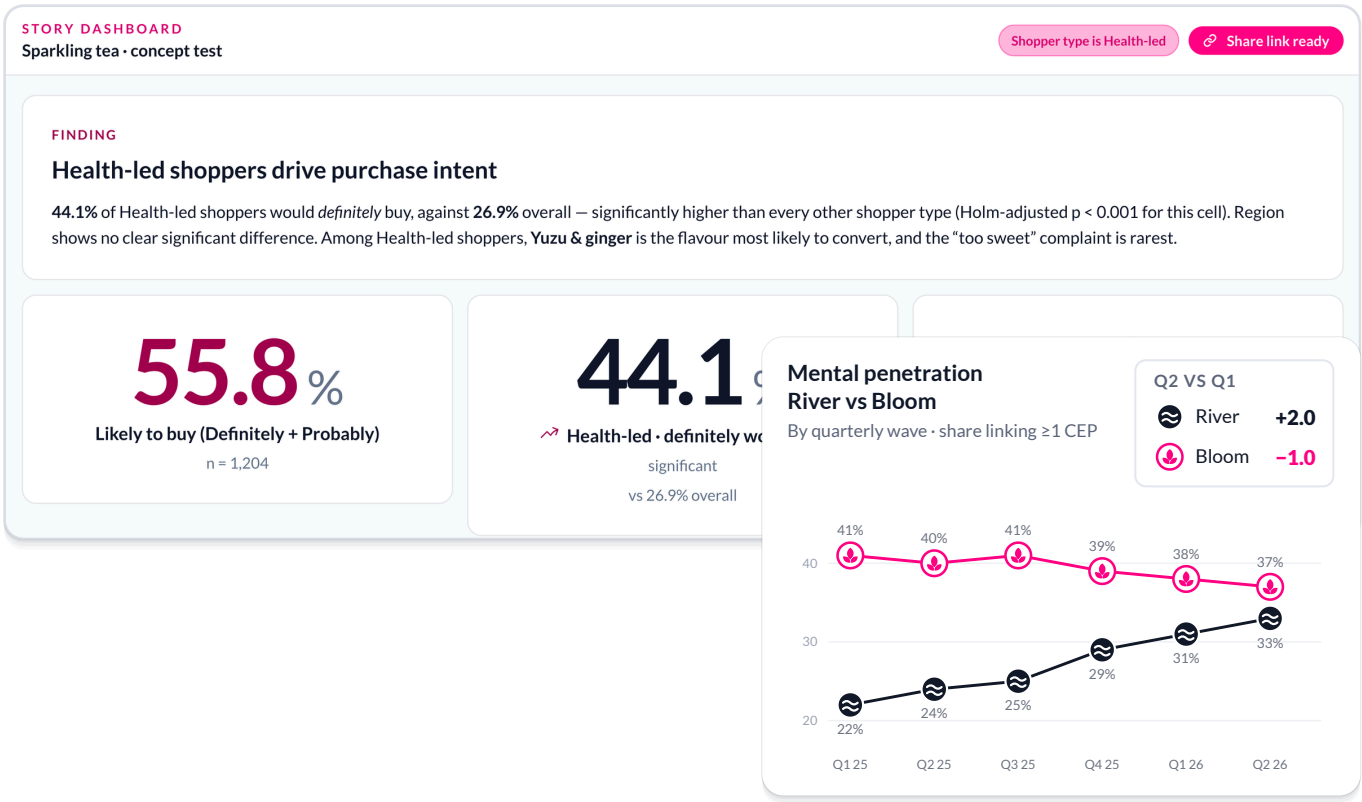


Find drivers overall and by segment, gender or age. Compare audiences with the filters and evidence visible, without rebuilding each analysis.

MAKE YOUR INSIGHTS MATTER

The value of an insight isn't just what it reveals. It's what happens because of it.

You know the business and its stakeholders. Shape the story around their decision, share interactive findings, and build the understanding and buy-in that turn evidence into action.



Story dashboards and brand trackers, shared securely. Explorable, with the option to add an AI agent so stakeholders can talk to the data. The AI answers from the data tables and pulls up the charts, using the same framework and system as your team, across multiple teams.

Find what others miss.
Show why it matters.
Inspire action.

Bring a past study.
Find what might have been missed.

Winner, IIEX North America 2026
Innovation Competition: Experts' Choice and Audience Favourite

addmaple

addmaple.com