

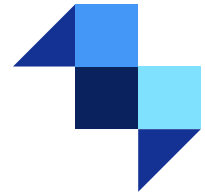
MASB WINTER SUMMIT 2026

Identification and Assignment of Sentiment to Purchase Drivers with AI

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**Marketing
Accountability
Standards
Board**

Today's Goal

Describe a methodological recipe that worked for the AI identification and assignment of sentiment to behavioral drivers for a SMARTTHINK client.



Content

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2 Qualitative Methodology

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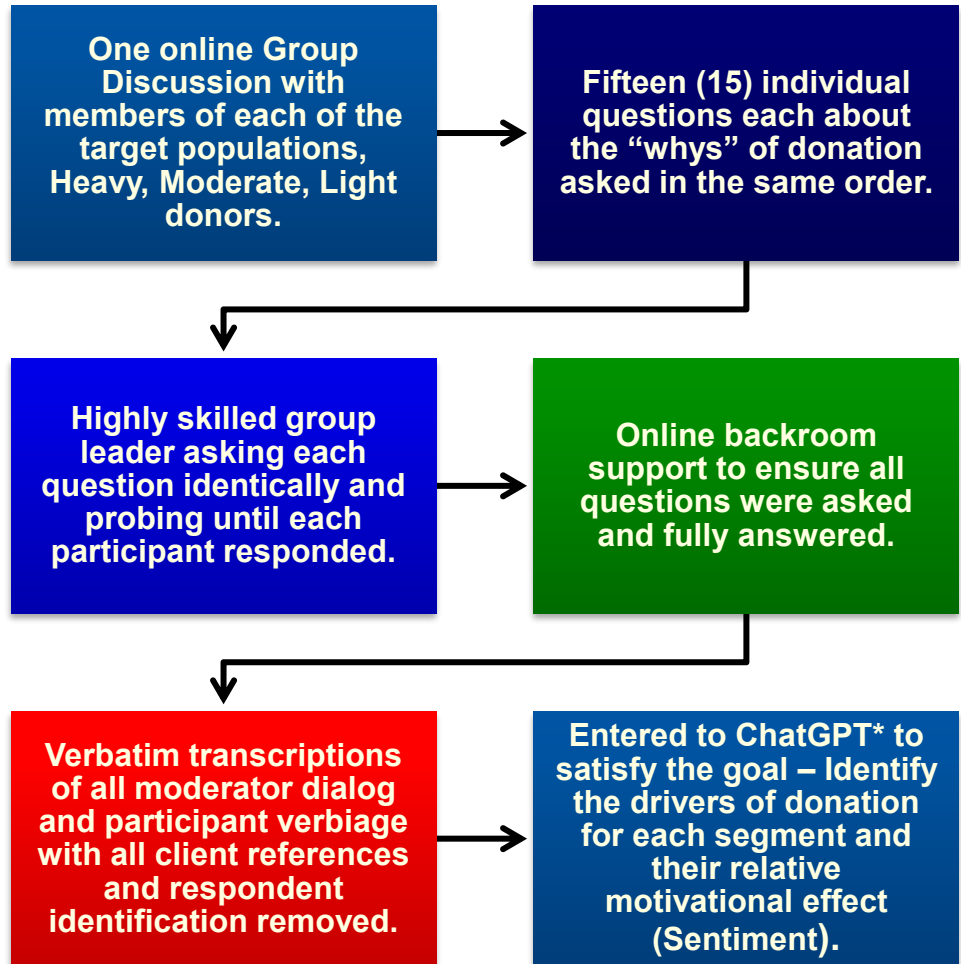


Case Purpose and Design

- Determine donation drivers among 3 target populations differing in donation incidence with the following design:
- **Online Qual to identify and assess strength (Sentiment)** of drivers among each population
- **Online Quant to model Sentiment magnitude** for each driver in each population



Qualitative Methodology



* Plus v5.2 extended reasoning, Prompt – “Use only uploaded material.”



- Moderator questions are identical in each session.
- Topics are identical and asked in the same order.
- Each respondent is different in each session and is consistently identified with the same name.
- Each segment session transcript is a separate Word® file with the segment as part of the file name..
- Only these three files are sources of analysis.

FILE 1 SEGMENT 1		FILE 2 SEGMENT 2		FILE 3 SEGMENT 3	
Moderator	Good morning, welcome to this online session...	Moderator	Good morning, welcome to this online session...	Moderator	Good morning, welcome to this online session...
Moderator	What do you get involved with Topic X?	Moderator	What do you get involved with Topic X?	Moderator	What do you get involved with Topic X?
Respondent α	I believe ...	Respondent α	I believe ...	Respondent α	I believe ...
Respondent β	I think it's...	Respondent β	I think it's...	Respondent β	I think it's...
Respondent ω	My opinion is...	Respondent ω	My opinion is...	Respondent ω	My opinion is...
Moderator	Why don't you do more related to Topic Y?	Moderator	Why don't you do more related to Topic Y?	Moderator	Why don't you do more related to Topic Y?
Respondent α	I believe ...	Respondent α	I believe ...	Respondent α	I believe ...
Respondent β	I think it's...	Respondent β	I think it's...	Respondent β	I think it's...
Respondent ω	My opinion is...	Respondent ω	My opinion is...	Respondent ω	My opinion is...
Moderator	Why don't you participate in Topic Z?	Moderator	Why don't you participate in Topic Z?	Moderator	Why don't you participate in Topic Z?
Respondent α	I believe ...	Respondent α	I believe ...	Respondent α	I believe ...
Respondent β	I think it's...	Respondent β	I think it's...	Respondent β	I think it's...
Respondent ω	My opinion is...	Respondent ω	My opinion is...	Respondent ω	My opinion is...



AI Analysis Attempts

#	Input Data	AI Prompt	Result
1	Three transcript files one for each of the 3 segments	Summarize differences between each of the three groups for each question.	Insufficient summarization, too much detail
2	Three transcript files, one for each question across the three segments		Little “cross question” differentiation
3	45 transcript files, one for each segment-question combination		Too much detail, little term comparability
4	Enter the #1 result output as input	Summarize differences between the three groups for each question	“Good Analyst” clarity of between group differences

Final Analysis Result*

* Based on the frequency with which the driver appeared as an “answer” to the 15 questions.

Donation Drivers	Donator Segments		
	Heavy	Moderate	Light
“K”	1 st		
“X”	2 nd		
“Y”	3 rd	3 rd	3 rd
“P”	4 th		4 th
“L”		1 st (Tie)	
“V”		1 st (Tie)	
“Z”		2 nd	2 nd
“M”			1 st



The Recipe

Data Collection

Skilled moderation, backroom support, consistently delivered topic questions, exhaustive responses, exact transcription.

Topic Selection

Allow the same responses to be acceptable as “Why” answers to each question by making each question a different facet of the behavior under study.

Analysis

Step 1 - Pre-process the topic-by-topic material.

Step 2 – Analyze Step 1 output for between-group differences.



Conclusions

- 1. AI output is dependent on input.**
- 2. Some output more closely resembles that of a skilled analyst.**
- 3. Don't assume that one AI approach is as "good as" another.**



Next Steps

**Validate qual results
with quantitative
Sentiment modeling**



**Experiment to
explore a Qual-only
methodology**

Easier, cheaper and faster identification of behavior drivers would speed the development of test marketing Avatars capable of reproducing the responses of entire target segments.

**Thank
You!**



Thank You!

