

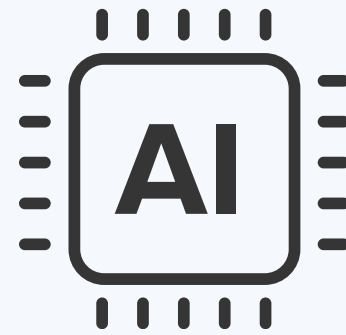
Zamplia

The Breakthrough Playbook

A practical playbook on how Zamplia
embeds AI into real research workflows.



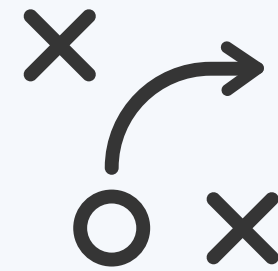
What's Inside



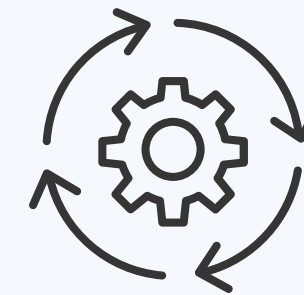
A practical framework for using AI without breaking the workflow around it.



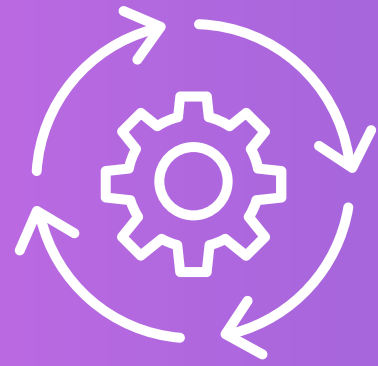
Three examples: AI Conversion, Data Quality, and Localization.



How Zamplia fits into existing client teams and processes.



Why process turns innovation into breakthrough.



Uniform Process



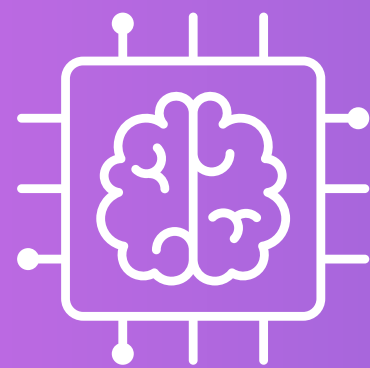
Integrated Tools



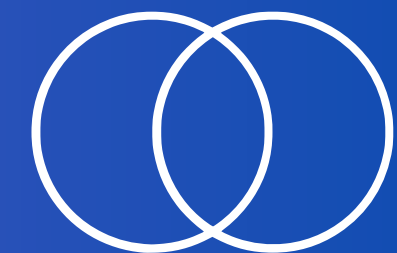
Research Acumen



Quality Controls



Technology



Process Overlap

Where
Breakthrough
Happens



Breakdown Happens When

- AI is used in disconnected steps
- Tools add complexity instead of reducing friction
- Bad data is discovered too late
- Manual handoffs create delays and rework





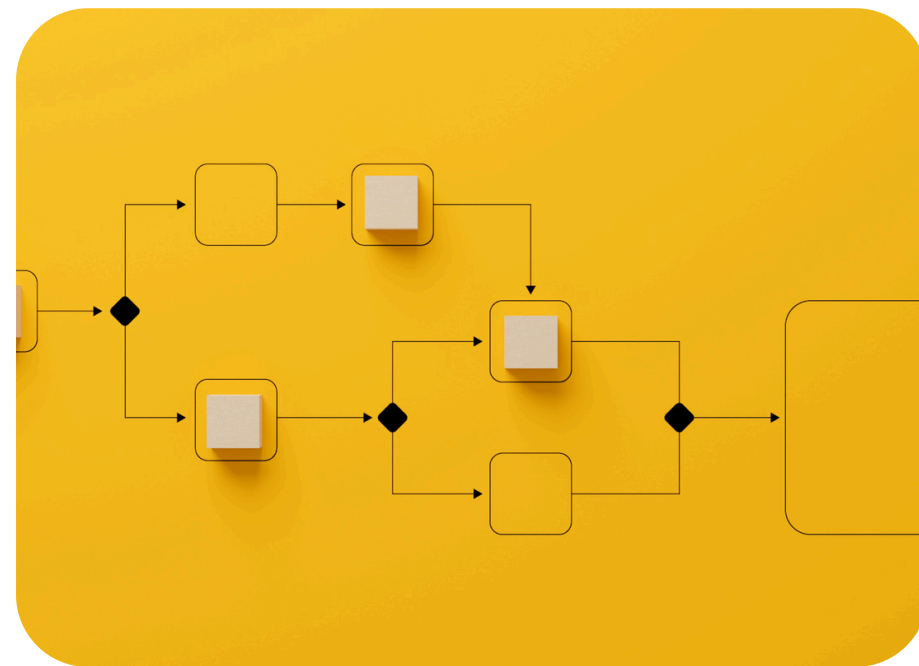
Breakthrough Happens When

- AI is embedded into the workflow
- Research acumen shapes how the tools are used
- Quality checks overlap across the process
- Speed and rigor improve together

Why Zamplia?

The challenge is not just adopting AI.

The challenge is making it work inside real research operations.



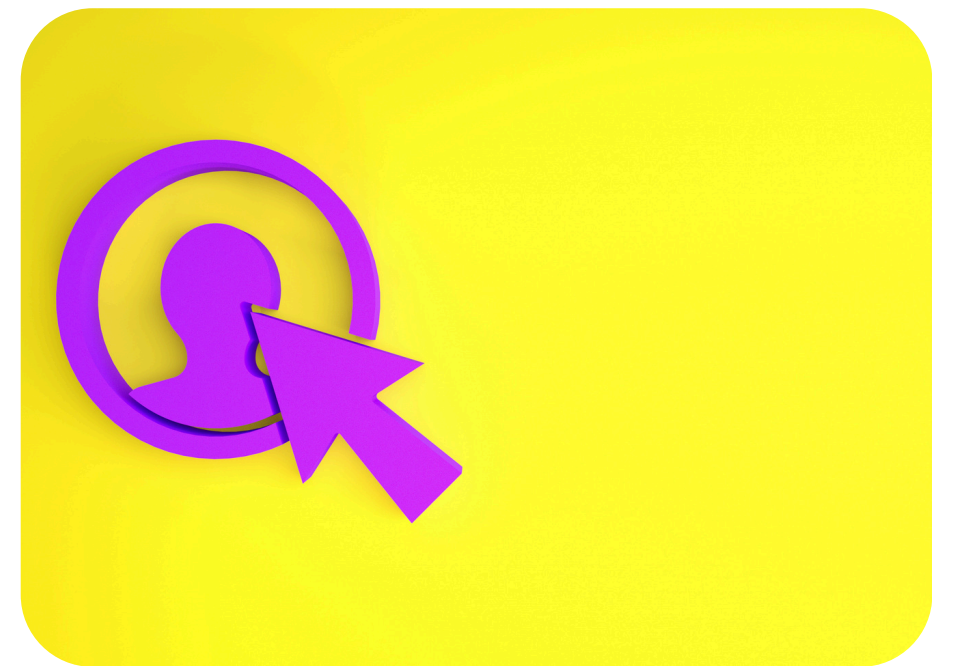
What We Bring

Deep field execution knowledge paired with innovation that solves real workflow problems.



How We Help

Reduce manual work during launch preparation while protecting data quality earlier in the fielding process.



How We Fit

Built to work inside existing platforms and survey instruments alongside internal teams and partners.

Workflow Examples

These are practical examples of how AI can strengthen the process before launch, during fielding, and as learning starts to take shape.



Before Launch

AI Conversion

AI Conversion helps turn more traffic into qualified completes by using known respondent data and behavioural signals to predict the best-fit survey path in real time.



During Fielding

AI-powered Data Quality

Catch bad traffic and risky patterns earlier with Calibr8. It protects the integrity of survey results by addressing bots, and manipulated data.



As Data Comes In

AI Localization

Helps adapt studies for different markets faster by using AI to support translation, and regional language nuance while keeping the research intent consistent.

AI Conversion

Zamplia helps improve conversion by routing respondents toward better-fit opportunities earlier.

/1

Traffic Enters

Respondents enter Zamplia through available sources, profiling, or active projects.

/2

AI Routes Smarter

Known qualifications and behavior signals help predict which studies a respondent is most likely to qualify for.

/3

Conversion Improves

Better-fit paths reduce wasted traffic and create more completed interviews.

AI Conversion

Client Outcome

- Higher conversion from existing traffic
- Less waste from dead-end routing
- A smoother path to the right studies



AI Data Quality



Calibr8 helps improve trust by catching bad traffic and risky behavior earlier in fielding.

/1

Study Launches

The client keeps using the current platform or survey instrument.

/2

Calibr8 Layers In

Quality signals help screen traffic and flag risky response behavior earlier.

/3

Data Gets Protected

Issues are surfaced before they have more time to distort final outputs.

AI Data Quality

Calibr8

Client Outcome

- Better trust in the data flowing into reporting
- Stronger quality without rebuilding the project around a new system
- Cleaner data and more confidence



AI Regionalization + Translation

Zamplia helps adapt studies for local markets
with faster translation and regional setup support.

/1

Study Expands

A project is prepared for launch across multiple countries, languages, or regions.

/2

AI Adapts Content

AI helps translate language and regionalize terminology, formats, and market details.

/3

Experience Feels Locals

Respondents see clearer, more natural surveys that support better engagement and setup speed.

AI Regionalization + Translation

Client Outcome

- Faster multi-market study launches
- Better respondent comprehension in local markets
- Cleaner localization without extra manual lift



How This Helps Brands & Agencies

The model works for both, but the value shows up slightly differently depending on where you sit in the process.

For Brands

- Reduce operational friction around fieldwork
- Strengthen confidence in the outputs shared internally
- Use AI in a way that improves quality, not just speed
- Get more value from the data you are already collecting

For Agencies

- Extend capability without adding more internal burden
- Protect delivery on the steps that create drag
- Bring clients stronger quality and faster learning
- Use Logit as an execution and innovation partner

Engaging Zamplia

You do not need a full transformation project to get started.

Most good engagements begin with one workflow problem that needs to move faster, cleaner, or more confidently.

/1

Identify the Pressure Point

Is the friction happening in questionnaire intake, data quality, open-end coding, or overall process continuity?

/2

Map the Current Workflow

What platform, survey instrument, team setup, and delivery model are already in place?

/3

Embed the Right Solution

Zamplia helps layer the right tool and operating support into the workflow instead of replacing everything around it.

/4

Scale What Works

Once the first improvement proves useful, the model can extend to other parts of the process.

Zamplia

Ready to Get Started?

If you are looking for a partner who can modernize the workflow around your research without sacrificing rigor, Zamplia is ready to help.

[Send Us Your Bid or RFQ](#)

