| FEATURES | Virtual Audiences | Count | Gen | Summarize | Stories |
|---|:---:|:---:|:---:|:---:|:---:|
| Market insight reports or desk research | ✅ | | | | |
| AI-generated personas | ✅ | | | | |
| AI-generated (synthetic) data solutions for fast insights | ✅ | | | | |
| Powered by Augmented Data | ✅ | | | | |
| Persona chat | ✅ | | | | |
| Analyze short-form unstructured data from surveys, reviews, forums or other sources | | ✅ | ✅ | | |
| Analyze long-form unstructured data from interviews, focus groups, meetings, podcasts or other sources | | | ✅ | ✅ | |
| Reveal themes and sub-themes in your data | ✅ | ✅ | ✅ | | |
| Uncover how your customers feel with sentiment analysis | ✅ | ✅ | ✅ | | |
| Natural language chat with your data | ✅ | | ✅ | | |
| Ask your data unlimited questions | ✅ | | ✅ | | |
| Accurate, in-depth summaries | ✅ | | | ✅ | |
| Generate an executive summary | ✅ | | | ✅ | |
| Generate per-transcript summaries | | | | ✅ | |
| Generate per-interview summaries | | | | ✅ | |
| Transcribe and/or translate voice & video files | | | | ✅ | |
| Link AI analysis back to raw comments or transcripts | | ✅ | ✅ | ✅ | |
| Centralize & simplify insights visually | | | | | ✅ |
| Present insights visualizations to stakeholders | | | | | ✅ |