

WhatsApp-native research

Full-method research on a **1.8M+** **panel** — quant, qual and everything between.

Brand tracking, concept & pricing tests, ad testing, AI interviews and diary studies. Fielded conversationally over WhatsApp across 20+ countries, in 150+ languages.

From brief to fielded study in hours, not weeks.

A conversational field method that holds up to agency rigour.

1

Design

AI-assisted scripting with skip logic, randomisation and adaptive follow-ups. Quant and qual in one flow.

2

Recruit

Tap the 1.8M+ panel or upload the client's own database. Verified, profiled respondents across 20+ countries.

3

Field

Respondents reply in WhatsApp — text, voice or video — in 150+ languages with live translation. PII auto-masked.

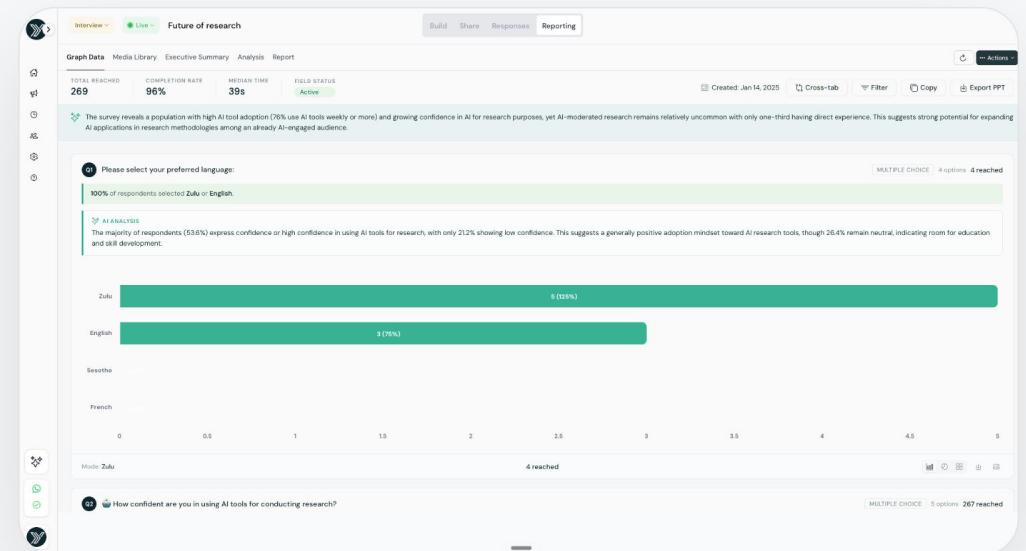
4

Analyse

Real-time themes, cross-tabs and AI summaries. Export clean data straight into your reporting.

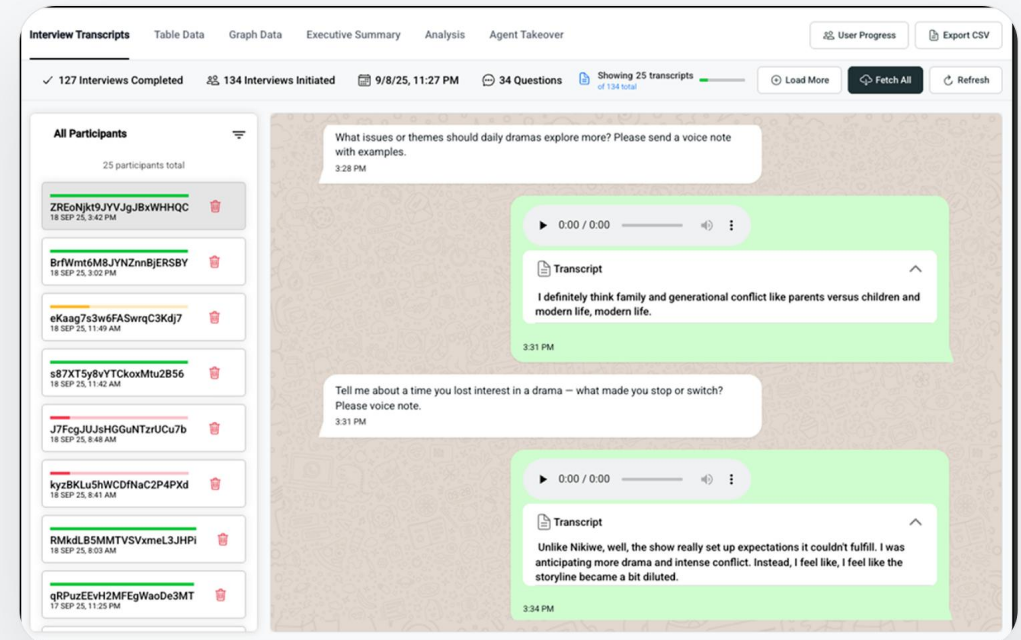
Live analytics, exportable to PowerPoint.

- Real-time completion, reach and median-time tracking as the study fields
- Interactive bar charts with filtering and cross-tab capabilities
- AI analysis surfaces the “so what” on every question
- One-click export straight to PowerPoint or your stats package



Qual depth, at survey-level scale.

- **Immersive chat view** — read transcripts and play voice & video, with image meta-text
- **Media gallery** — browse and download every rich-media response in one grid
- **Agent takeover** — step in as a human moderator to probe in real time
- AI threads themes across every participant, in 150+ languages



A better field method, on the numbers.

METRIC	TRADITIONAL (EMAIL / PHONE / PANEL)	WHATSAPP VIA YAZI
Response rate	~3–5%	68%+
Time to complete	3–5 days	< 2 hours
Cost per complete	\$15–25	\$0.50
Data depth	Fixed-form, text only	Text · voice · video, 150+ languages