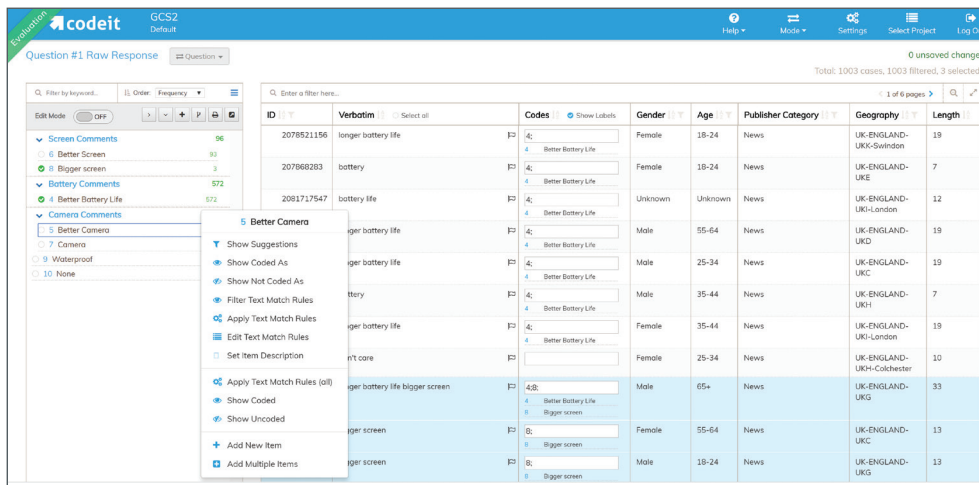


The smarter approach to coding free text

Codeit is an automated tool for coding any unstructured text. Designed by market researchers and built by coding professionals, Codeit seamlessly combines several advanced technologies to enhance coding productivity and quality, enabling the surfacing of real insight from a valuable, but often untapped, source.

Designed by coders, Codeit's interface is streamlined, enhancing ease of use, minimising coding error and fatigue, and delivering significantly greater throughput, consistency and quality of data. Coders love the simplicity and speed that Codeit delivers.

Codeit's blend of advanced artificial intelligence, machine learning and sophisticated text analytics techniques deliver significant improvements in project set-up, implementation and coding productivity – real world examples show up to a 2.5 times improvement over current speeds.



| ID | Verbatim | Codes | Gender | Age | Publisher Category | Geography | Length |
|------------|---------------------------------|------------------------------------|---------|---------|--------------------|---------------------------|--------|
| 2078521156 | longer battery life | Better Battery Life | Female | 18-24 | News | UK-ENGLAND-UKK-Swindon | 19 |
| 207866203 | battery | Better Battery Life | Female | 18-24 | News | UK-ENGLAND-UKK | 7 |
| 2081717547 | battery life | Better Battery Life | Unknown | Unknown | News | UK-ENGLAND-UKK-London | 12 |
| | nger battery life | Better Battery Life | Male | 35-64 | News | UK-ENGLAND-UKK | 19 |
| | nger battery life | Better Battery Life | Male | 25-34 | News | UK-ENGLAND-UKK | 19 |
| | tery | Better Battery Life | Male | 35-44 | News | UK-ENGLAND-UKH | 7 |
| | nger battery life | Better Battery Life | Female | 35-44 | News | UK-ENGLAND-UKK-London | 19 |
| | n't care | Better Battery Life | Female | 25-34 | News | UK-ENGLAND-UKH-Colchester | 10 |
| | nger battery life bigger screen | Better Battery Life, Bigger screen | Male | 65+ | News | UK-ENGLAND-UKK | 33 |
| | nger screen | Bigger screen | Female | 55-64 | News | UK-ENGLAND-UKK | 13 |
| | nger screen | Bigger screen | Male | 18-24 | News | UK-ENGLAND-UKK | 13 |

Digital Taxonomy prides itself on its responsive customer service and support. Our professional team has decades of practical experience in building and managing coding programmes of all shapes and size, helping to get you productive as rapidly as possible. Agile development means rapid deployment of new, customer-focused features and enhancements following rigorous testing. To find out how Codeit could transform your text coding from an overhead to an opportunity, and to learn more about our products, including real-world case studies, please email us or visit our website.

Key features

- Melds AI, machine learning and text analytics
- Modern, easy to use coding interface
- Cloud-based service minimises onboarding time & IT security issues
- Full management reporting

Coding

- Multiple coding modes for total flexibility
- AI-guided coding maximises manual coding speed

Advanced technology

- Artificial intelligence
 - Auto code-frame generation
 - Automated coding
 - Guided coding
- Machine learning
 - Enhanced accuracy
 - Productivity gains
- Text analytics
 - Sentiment
 - Topic identification

Applications

- Market research open-end responses
- Voice of Customer comments
- Social media posts
- Customer reviews
- Customer complaints