Strategic Insights Generator — Quick Start Guide

1. What you can do with Strategic Insights

- Generate research-backed insights and summaries with structured reasoning, the first step in your marketing workflow.
- Ask strategic business questions and receive insights synthesized from Visa research and market intelligence sources.
- Use Quick Mode for rapid answers and Deep Research for broader source coverage and deeper analysis.
- Find existing Visa research and sources on a particular topic from our combined global knowledge base
- Upload your own supporting documents to provide additional context for analysis.
- Use optional Audience, Market, and Product Portfolio filters to improve research relevance.
- Continue the conversation through follow-up questions to progressively deepen analysis and explore related topics.
- Create a ready-to-share strategy artifact: Export outputs in Markdown, PDF, or PowerPoint-ready formats.

2. Before you begin (access & prerequisites)

- Sign in with your Visa work credentials using SSO.
- Access the tool through the Visa AI Marketing Accelerator: https://amigo-insights.visa.com/insights/
- Prepare a business question, research topic, or strategic challenge you would like to explore.
- Strategic Insights Generator is designed around a conversational experience that supports follow-up prompts and deeper research.
- Only upload content that is the appropriate Information Classification for your intended use and complies with Visa policies.

3. Get started (first-time setup)

- Open Strategic Insights Generator.
- Enter your business question in the main input area.
- Write your question in the chat box to begin your research.
- Optionally select Audience and Market filters.
- Open optional settings for Product Portfolio, Answer Length, or Model selection.
- Upload supporting documents if desired.
- Use Quick Mode (default) for faster answers.

- Switch to Deep Research when deeper analysis is needed. This may take additional time, as it provides richer results drawing from web sources and 27,000+ documents.
- Review the answer, sources, and Assistant Steps.
- Continue the conversation with follow-up questions.

4. Choose the right research mode

Quick Mode is designed for initial research, brainstorming, fact-finding, quick business questions, and high-level summaries.
Deep Research is best for strategic planning, market trend analysis, competitive intelligence, executive briefings, and complex business questions.
Assistant Steps provide transparency into how insights were generated.

5. 10-minute walkthrough

1. Enter a business question or strategic challenge in the Chat box field.
2. Add Audience and Market filters if relevant.
3. Upload supporting documents.
4. Begin in Quick Mode or switch to Deep Research.
5. Review the answer and cited sources.
6. Ask a follow-up question.
7. Export the final result.

6. Where This Works Best

Use Case	Description
Market Research	Explore trends and opportunities
Consumer & Audience Insights	Understand customer behaviors
Competitive Intelligence	Analyze competitors
Research Synthesis	Combine insights across sources
Strategic Planning	Support decision-making
Creative Brief Development	Gather foundational research

7. Continue the conversation

After receiving a response, ask follow-up questions, explore markets, investigate competitors, compare audiences, or dive deeper into recommendations.
Strategic Insights Generator will suggest next steps for you to explore, including sizing your market opportunity and/or competitive analysis.

8. Troubleshooting and support

What if the page does not refresh or connection is lost?

Use the Refresh button or manually refresh the page in your browser.

What should I do if the results seem unclear or not relevant?

Ensure that your question contains sufficient business context and that any uploaded supporting materials are relevant to the topic.

If needed:

- Add more specific details to your prompt.
- Refine your Audience or Market selections.
- Review the cited sources to confirm they align with your intended topic.
- Ask a follow-up question to clarify or deepen the analysis.

The richer the context, the more relevant and actionable the output typically becomes.

Can the tool answer in multiple languages?

Yes. The tool usually follows a direct request for a preferred language, and recent updates improved multilingual intelligence and region-aware coverage.

Who do I contact for help?

Contact the Visa Marketing AI Insight GDL team at gdlsupportstrategyandinsights@visa.com.

Addendum

A. Your first successful prompt

- For a recap on basic prompting format – go here.
- You can find additional prompts at our prompt library

B. Here are a few applicable prompts to work with

Prompt Name	Prompt
Risk Analysis	Execute 'Risk Analysis' using the following input: {input}. Return key insights, structured output, and recommended actions. Keep concise, clear, and business-ready.
Business Ideas	Execute 'Business Ideas' using the following input: {input}. Return key insights, structured output, and recommended actions. Keep concise, clear, and business-ready.
Go-To-Market	Execute 'Go-To-Market' using the following input: {input}. Return key insights, structured output, and recommended actions. Keep concise, clear, and business-ready.

Value Proposition	Execute 'Value Proposition' using the following input: {input}. Return key insights, structured output, and recommended actions. Keep concise, clear, and business-ready.
Market Size / Market Opportunity	Act as a senior market research and strategy consultant. Conduct a rigorous market size and market opportunity analysis for the following business: Product/service: Describe the offering Target customers: Customer segments Geography: Country, region, or global Industry/category: Market category Business model: Subscription, transaction fee, licensing, etc. Average price/revenue per customer: Amount and frequency Analysis period: Current year and forecast horizon Primary use case: Fundraising, strategy, product launch, expansion, etc.