

## RESEARCH AND INSIGHTS DISRUPTOR YABBLE ANNOUNCES USE OF OPENAI'S GPT-3 NEURAL NETWORK

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We're incredibly excited to announce that we're using OpenAI's neural network GPT-3 to run Hey Yabble, our world-leading AI-powered insights generator.

One of the largest natural language systems in the world, GPT-3 works on 175 billion parameters of data and is widely regarded as amongst the most powerful language models ever created. Trained on a dataset that encompasses essentially the entire internet, GPT-3 is incredibly useful for the insights generation, theme counting, and summarization capabilities of our Hey Yabble product.

"It's beyond exciting to be leveraging the capabilities of GPT-3 alongside our own proprietary AI technology," says Ben Roe, Head of Product at Yabble. "Working with OpenAI enables us to use their world-leading neural network to power our own world-leading AI tool, in turn allowing us to build the fastest, smartest, most accurate product for our customers."

GPT-3's cutting-edge artificial intelligence and natural language processing capacities interact with Yabble's own state-of-the-art algorithms and technology in uniquely powerful ways, allowing us to push the boundaries of what's possible in research and insights and deliver a supremely clever, sophisticated insights generator in Hey Yabble.

Hey Yabble's development is further benefitted by our close work with OpenAI, which involves us testing and providing feedback on new models and working together to come up with solutions and improvements.

"Our work with Yabble is really important," says Zack Kass, Head of Sales and Business Development at OpenAI. "We work collaboratively with them to test and refine our products and services, which is immensely helpful in realizing the potential of both GPT-3 and Hey Yabble."

Combined with our domain expertise and proprietary technology, GPT-3 has enabled us to develop, trial, and iterate more quickly, resulting in a product that's unmatched in its speed and accuracy.

The network also plays a significant role in our future plans for Hey Yabble, which will see us continuously expand to new data types, delivering fully autonomous AI-powered insights products with zero need for human intervention.

"We can now scale beyond what was once possible in traditional market research analysis," says Alex Whillas, Machine Learning Team Lead at Yabble. "With GPT-3's help, we're solving problems once thought unsolvable with available technology and

giving people accurate answers to business questions the moment they arise. The future of Hey Yabble will reflect this constant innovation and our desire to democratize access to research and insights, ultimately leading us to a product that's far superior to what a human could do themselves."

### *About Yabble*

From revolutionary AI products to a global audience of more than 62 million consumers, Yabble is a market research and insights ecosystem that enriches customer understanding and drives business growth. Using a unique combination of proprietary and cutting-edge technology, Yabble enables businesses to seamlessly create, connect, and analyze their data, optimizing brand and customer experience and accelerating innovation.

[www.yabble.com](http://www.yabble.com)

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