

Dscout and HeyMarvin Announce Integration, Uniting Research Execution, AI-Powered Analysis, and Insight Management

CHICAGO, IL, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- [Dscout](#),

the flexible experience research platform trusted by leading brands, and HeyMarvin, the first AI-native collaborative research platform, today announced a new integration for companies looking to scale high-quality research. This collaboration brings together Dscout's AI-powered

research workflows with HeyMarvin's insight repository to create one seamless path from capture to action.



This integration helps teams move faster. Dscout's AI generates stronger questions, tags key moments, spots patterns, and gives you the context you need, while HeyMarvin can bring insights together."

Jonathan Fairman, VP of Emerging Product at Dscout

The partnership with HeyMarvin strengthens Dscout's position as the experience research platform with the most robust and rapidly growing AI capabilities, supporting everything from study setup to recruitment to deep analysis. HeyMarvin connects your Dscout data with all other customer research in a single searchable knowledge hub where anyone can ask a question and get an answer backed by real evidence. With both companies' robust AI features, researchers can speed up their workflows while uncovering richer, more nuanced insights.

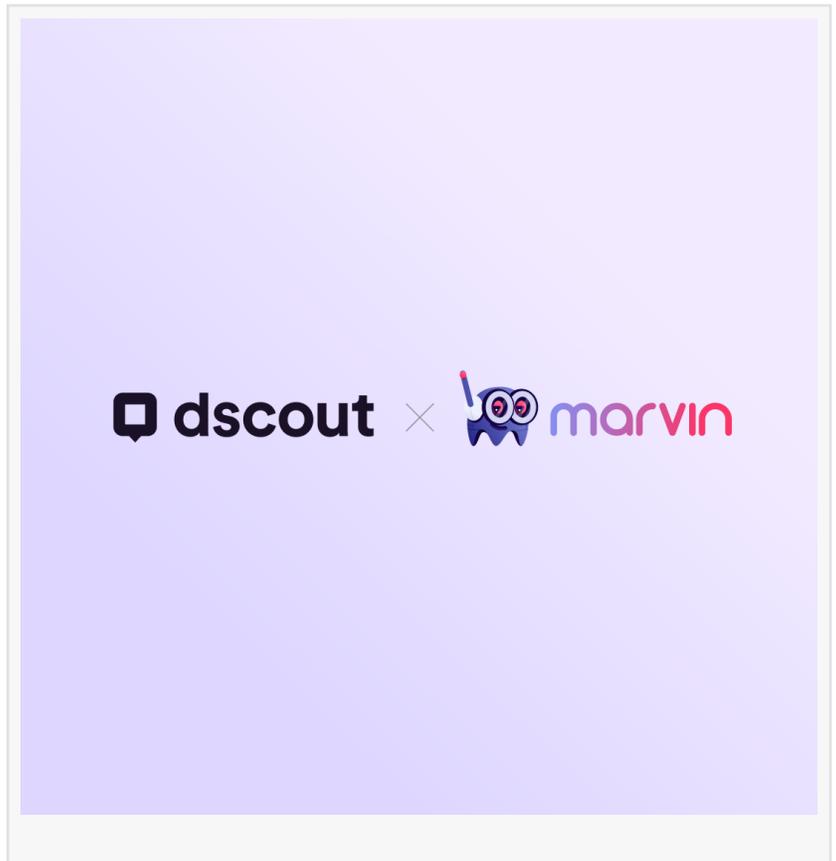
The new integration allows teams to explore their data using natural language to surface trends and test hypotheses in real time, and refine survey questions with instant, research-informed feedback. They can then generate dynamic, context-aware follow-ups that deepen understanding without burdening participants and automatically surface notable moments that highlight key emotions and turning points in interviews.

"Researchers want speed without sacrificing depth," said Jonathan Fairman, VP of Emerging Product at Dscout. "This integration helps teams move faster. Dscout's AI generates stronger questions, tags key moments, spots patterns, and gives you the context you need, while HeyMarvin brings all of your insights together—regardless of where the research was run—to make them discoverable, connected, and actionable. Together, they give teams a faster path to insight and a clearer view of the full story."

The Dscout and HeyMarvin integration gives research teams a clearer, more connected workflow:

- Stronger research, from setup to synthesis: From optimizing questions in Dscout to surfacing cross-study themes in HeyMarvin, AI helps you move faster without cutting corners.
- A single source of truth: Insights from Dscout studies now automatically sync to HeyMarvin, keeping all customer insights in one central, searchable hub.
- More actionable outcomes: Researchers can pair authentic, in-context feedback from Dscout participants or their own participants with the historical customer context in HeyMarvin to identify patterns and drive decisions.

- The ultimate modern research workflow: This integration lets you keep using best-in-class tools while building an integrated, repeatable research process.



"The best research happens when tools work together without hurdles for their users," said Chirag Narula, cofounder and chief product officer at HeyMarvin. "Our new integration with Dscout gives research teams the workflows that help them understand their customers faster. This partnership unlocks new capabilities while respecting the tools researchers already use."

This integration builds on both Dscout and HeyMarvin's AI foundations. While many tools focus AI on one part of the research process, Dscout and HeyMarvin work together to create a faster, smarter, and more connected way for teams to learn from their customers.

To learn more about the Dscout and HeyMarvin integration, [read the blog announcement on People Nerds](#) or visit <https://dscout.com/platform/integrations>.

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