Insighter – Centralized feedback

Main features

What are the true drivers of my consumers' loyalty? Is it brand image, taste, or pricing? How my limited edition is received by consumers and how does it impact sales of the main product line?

One place for data from multiple - internal and external - sources including external social media listening tools
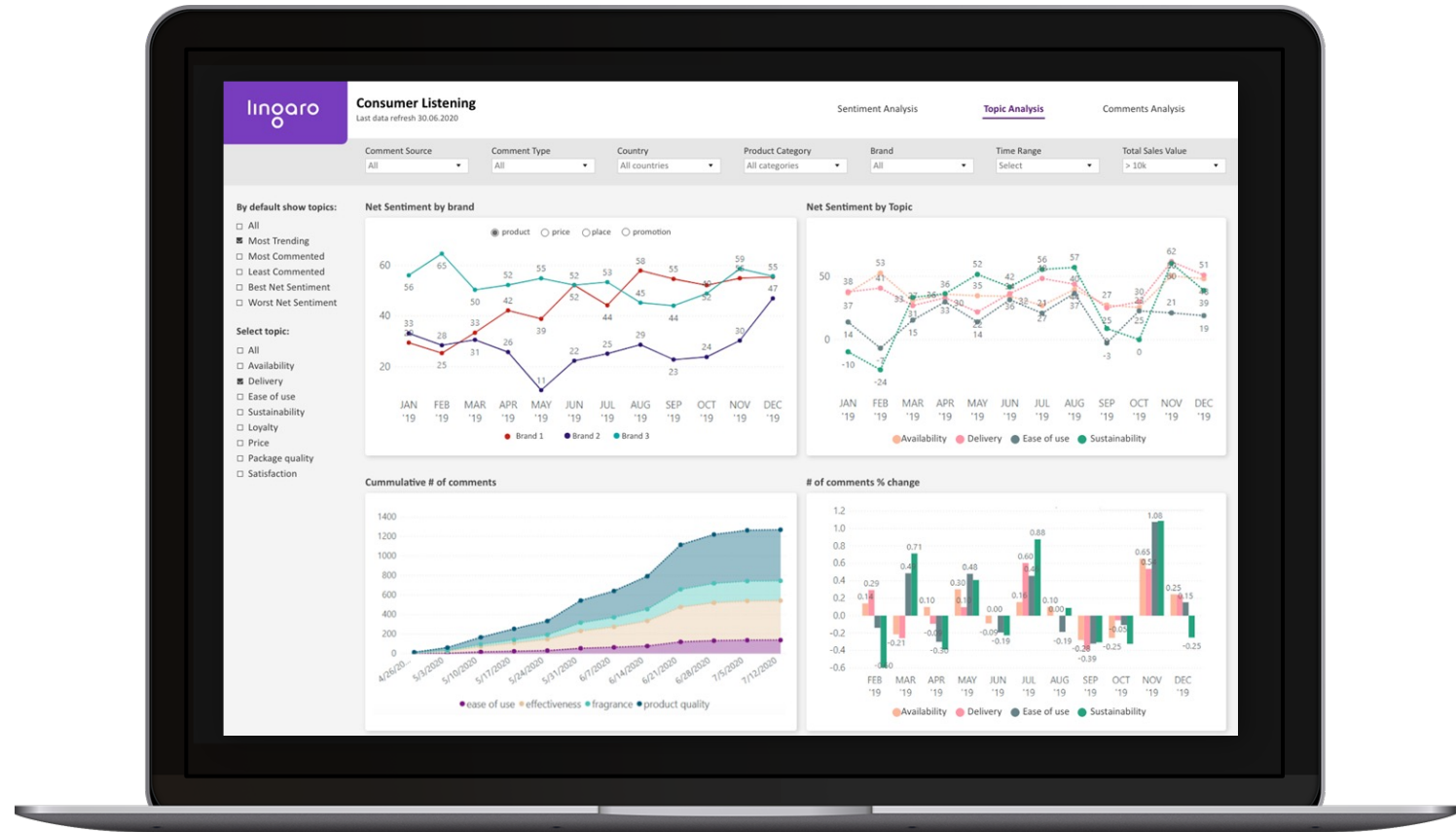
Transcription from audio to text

Automatic comment classification

**Application of PII masking to consumer comments and feedback data**

Insighter – Holistic Brand overview
Main features

What are the true drivers of my consumers' loyalty? Is it brand image, taste, or pricing? How my limited edition is received by consumers and how does it impact sales of the main product line?

- Possibility to match consumer feedback insights and trends with key marketing and sales performance indicators

- Enables to contextualize business performance data to compare and interpret it

- Provides businesses with guidance on most important metrics to make key decisions

- Analysis of correlations, break points and anomalies between e.g. sales and opinions over time
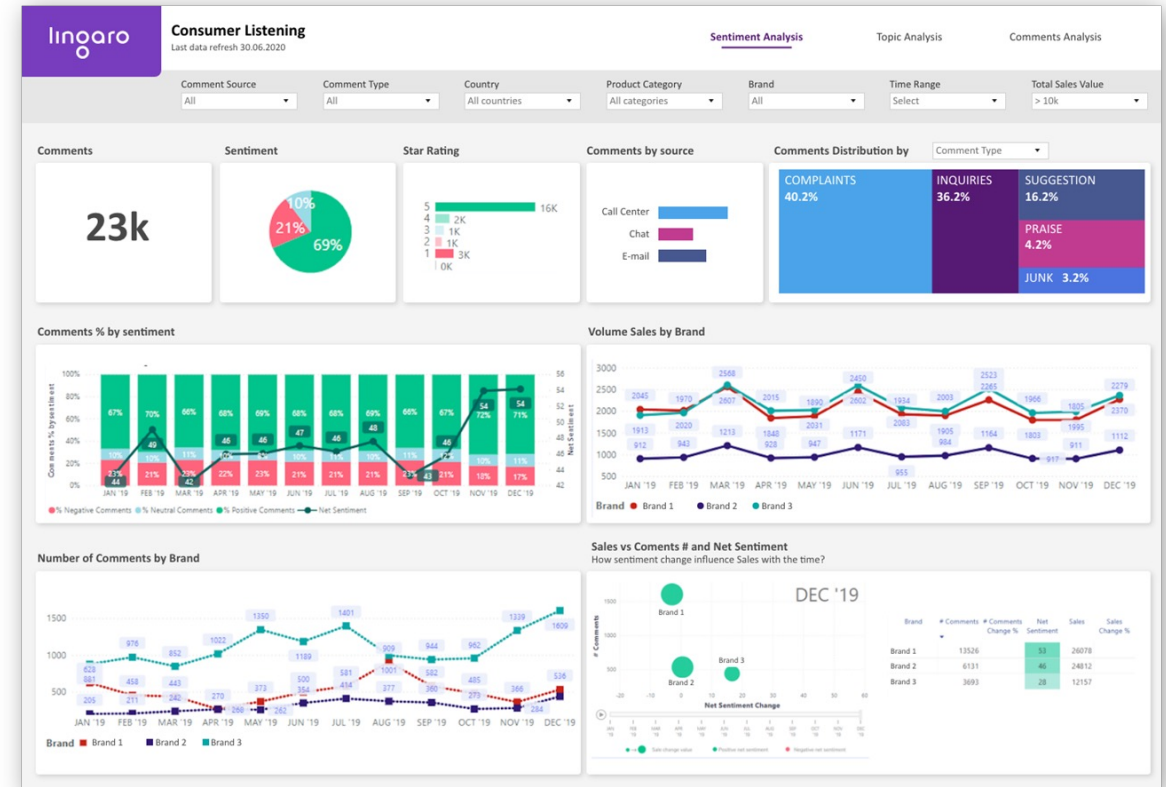
Insighter – Competitive brand analysis

Main features

Are my consumers more satisfied with my brand than with competitive brands?

Which product features are most important to my consumers in comparison to competition?

- Providing comparison of given consumer feedback and key performance indicators with competitive brands

- Augmented Analytics enables to drive actionable insights with possibility to create reports designed to solve a specific business problem

- Possibility to look at historical data, trends, comparisons any time
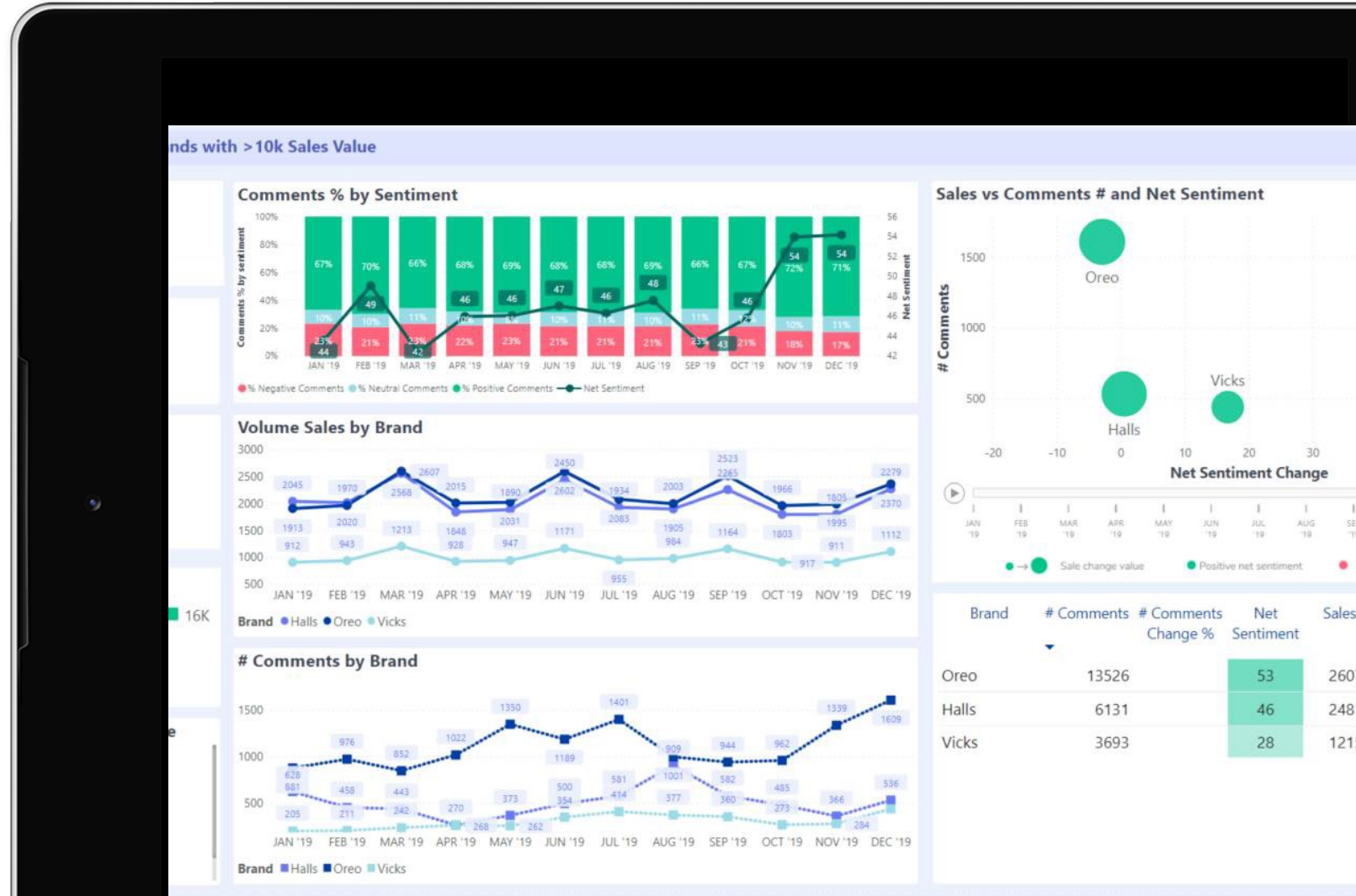
Insighter – Trends and sentiment
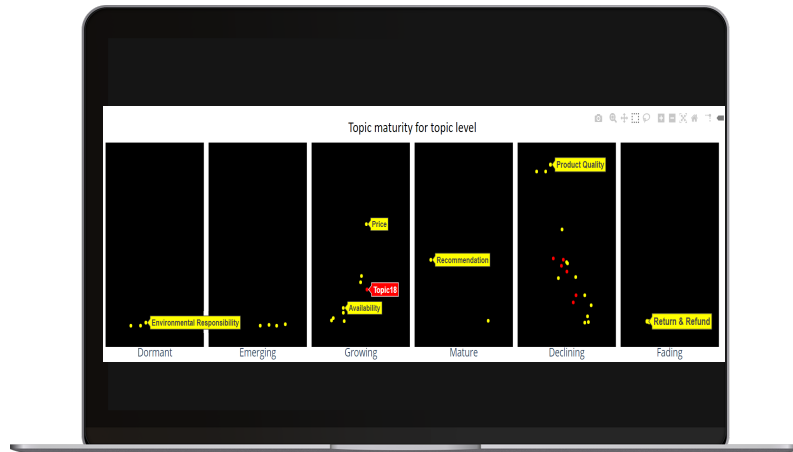Main features

I want to track and analyze newest trends in my consumers approach towards health.
Are my consumers mindful about healthy and non healthy food ingredients?

Local products?

Is it vegan?

Identification and tracking of new trends in consumer behavior, needs, buying preferences or product features (data driven topics) with NLP algorithms

AI-driven, accurate sentiment insights - sentiment towards brands/categories (positive, negative trends, changes)

Analysis of predefined consumer feedback trends from initiation through growth to decline

Topic maturity for topic level

Environmental Responsibility

Price

Recommendation

Topic16

Availability

Product Quality

Return & Refund

Dormant   Emerging   Growing   Mature   Declining   Fading

Insighter – Marketing Effectiveness
Business use case

Objective: Recommend initiatives that will improve marketing effectiveness of your actions.

Scope: Ingest your Social Media engagement, Ratings & Reviews, Sales and Marketing data to create a holistic view of your marketing performance.

Outcome: Central dashboards tailored to your marketing specifics. The tool will give you answers to questions like:

- Is the brand image that I am communicating reflected in the Consumer comments? Or is the brand perception different?

- Are my marketing actions reflected by sales increase? If not – what is the root cause of such situation (also – locally/by city if data available) - is it availability, the product itself, my competitor's actions or other factors?

- What are the emerging topics in the Social Media? Can I leverage the virals or popular hashtags in my marketing campaigns to maximize reach?

- Is there anything that should draw my attention and action in millions of comments daily?