

PRODUCT INTELLIGENCE USING RATINGS & REVIEWS FOR PRODUCT EVALUATIONS

Understand what drives consumer liking and preference of In-market products

With the rise of eCommerce and the increasing impact of online touchpoints, and peer-to-peer influence within the path to purchase, the role of Ratings and Reviews is critical to generate authentic product intelligence.

Ipsos' Product Intelligence leverages the full potential of online Ratings & Reviews, in terms of data volume and insights, combining Artificial and Human Intelligence techniques. With our unique analytic approach we provide in-depth product performance insights based on unfiltered consumer feedback for your products and competitive SKU's, in a fraction of the time and half the cost compared to traditional approaches.

WHAT PRODUCT INTELLIGENCE USING RATINGS & REVIEWS DELIVERS:

Product Intelligence is a **consumer-centric approach** that provides critical knowledge of products features that drive overall product satisfaction through the analytic combination of review text and star ratings.



Online reviews acquired for each of the products from ecommerce retailers. Alternatively, we can work with existing review data from our client.



- Analyse volume of review data.
- Use text analytics to analyse consumer feedback across competitors.
- Sentiment analysis of positive and negative comments.



We employ human based analytics on top of text analytics to detect the context and nuances from the key product associations.



- Synthesis of Findings:
- Product strengths & weaknesses
 - Comparison to competition
 - Next steps

OUR PROCESS



Phase 1: Large Data-Drive

Online reviews acquired for each of the products from ecommerce retailers, including star ratings

WHY?

- To measure the impact of review commentary to star ratings



Phase 2: Artificial Intelligence

Technology-enabled text analytics to automatically detect pre-defined and new topics inside of all reviews

WHY?

- Highest level of consistency and efficiency based on logic from technical algorithms



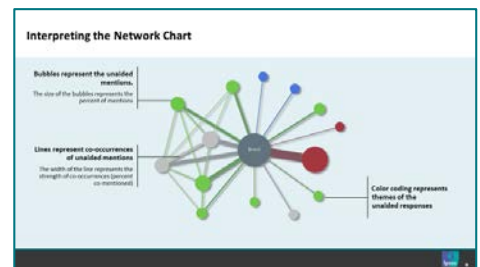
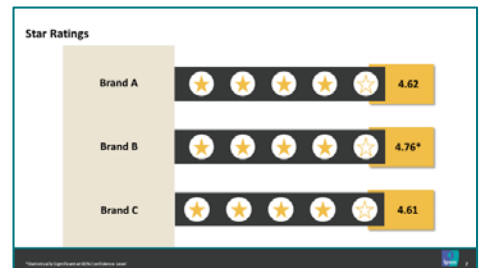
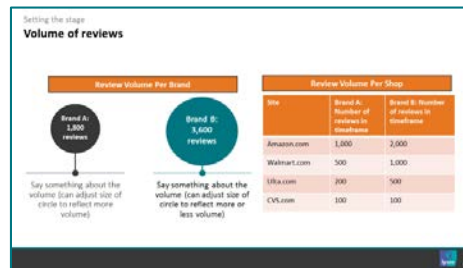
Phase 3: Human Insight Layer

Experienced researchers read and analyze review text to deliver insights on relevant product features

WHY?

- To dedicate nuances not uncovered from text analytics

EXAMPLE:



BENEFITS OF WORKING WITH IPSOS

RESEARCH RIGOR

We utilize social ratings and reviews data to gather feedback on in-market products, analysed through a product testing lens in a fraction of the time and half the cost.

GLOBAL POWER

Unparalleled rigor and consistency across 88 global markets.

INDUSTRY EXPERTISE

We integrate comprehensive skill sets and in-depth expertise across our organization to suit our client's needs.



CONTACT

For more information on Ipsos Product Intelligence using Rating & Reviews please contact your Ipsos representative or visit us online:

www.ipsos.com

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