The M(AI)trix

AI for Product Innovation + Positioning

firstmovr Yogi

Yogi

Gautam Kanumuru, CEO & Co-Founder, Yogi

We help leading brands make sense of consumer feedback data down to the SKU and attribute level. With the power of advanced machine learning & AI, brands can turn millions of ratings, reviews, calls, and messages turn into insights that are easy to understand and act on.

The right feedback turns into the right answers

Consumers are your greatest source of truth.

- How do my product ratings compare to category benchmarks?
- What do consumers love (or dislike) about my (or my competitor's) products?
- How are consumers reacting to a new ingredient or packaging type?
- Where do gaps exist in the current market that I can address?
- How has product sentiment changed over time?
- What are the drivers behind changes in sentiment?
- How does product sentiment vary by retailer?

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Leading brands and retailers are using advanced **AI** analysis to **unearth critical insights** from **genuine** consumer feedback.

The average company is only analyzing 40%
of it's consumer data, leaving ample opportunity on the table.

The Power of Product Reviews & Ratings

Ratings and reviews offer a **unique look** into direct, unfiltered consumer feedback that is specific to individual products.

Honest Feedback in Real Time
Reviews reflect the latest unfiltered opinions about unique consumer experiences.

High Volume
Reviews are abundant and detailed, offering a large dataset with insights into product performance, packaging, usability, and consumer satisfaction.

SKU-level Insights
Insights on what consumers love or find problematic are at the SKU-level, allowing for targeted improvements, innovation, and messaging adjustments.

Retailer-Specific
Reviews are retailer-specific, painting a clear picture of performance and competing product rankings by retailer.

Consumer Perception
99.9% of consumers read reviews before purchase. Star ratings and commentary have a profound impact on buying decisions.
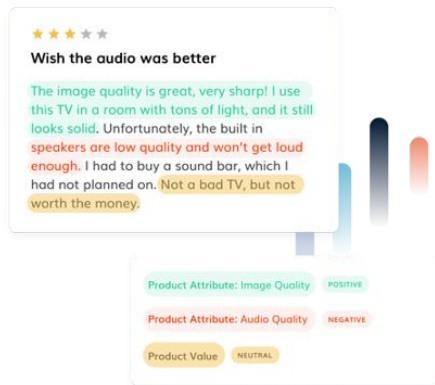
Competitive Benchmarking
Competitive ratings & reviews hold a wealth of information on competitor strengths and weaknesses.

Yogi transforms **high volumes** of reviews into clear, **actionable** strategy

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★★★☆☆
Wish the audio was better

The image quality is great, very sharp! I use this TV in a room with tons of light, and it still looks solid. Unfortunately, the built in speakers are low quality and won't get loud enough. I had to buy a sound bar, which I had not planned on. Not a bad TV, but not worth the money.

Product Attribute: Image Quality   POSITIVE
Product Attribute: Audio Quality   NEGATIVE
Product Value   NEUTRAL

0.33

Data Collection & Aggregation   **Advanced Analytics Engine**   **Actionable Intelligence**

Coffee Creamer: Positioning

By keeping track of themes and topics of conversation, Coffee mate quickly discovered **new use cases** and **trends** to help position their products.
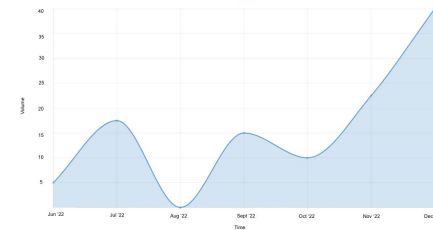

Breakdown of brands by alternative beverage mention.

4% Brand 3
7% Brand 2
11% Brand 1
55% Brand 4
23% Brand 5
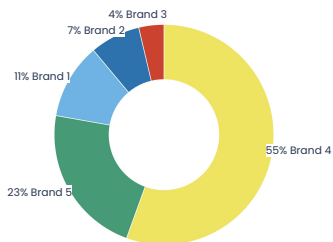
Updated marketing & PDP imagery.

Reviews mentioning alternative beverages following the update.

Opportunity

Coffee mate discovered that their products were highly ranked among consumer mention of "other beverages" (e.g. tea, hot chocolate).

Action

To capitalize on this, they incorporated "other beverages" into their product imagery, PDPs, and marketing strategy.
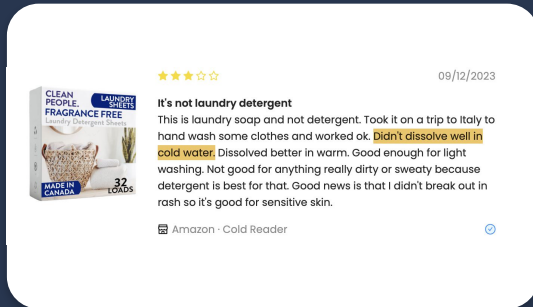
Outcome

The result was a ~60% increase in mentions of alternative beverages in reviews & ratings. These reviews were also higher rated than average.

Detergent Sheets: Innovation

Yogi played a key role in the **full product lifecycle,** from finding white space, through development, messaging, and retail performance.
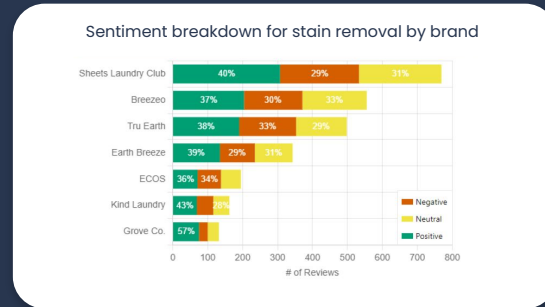

Sentiment breakdown for stain removal by brand

Opportunities for market expansion

Opportunity

38% of reviews for laundry sheets mention an issue with dissolution, leaving white space for a quick dissolving product.

PDP Recommendations

With "effectiveness" as a key concern, the brand created top line messaging around a "Powerful, Deep Clean".

Audience Targeting

"Sustainability" and "travel" were additional opportunities to gain market share. The brand highlighted eco-friendliness and targeted travelers.

Laptops: Renovation

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Yogi helped a leading brand diagnose an **unknown product issue**, saving **several months** and **hundreds of thousands** of dollars.

Review

★★☆☆☆   07/19/2022

Loud fan with every use
I put on the laptop because I was completely convinced by the previous laptops model and thought that this would be a good successor. I'm honestly quite dissatisfied with it and would advise against buying it for the following reasons: – Very, very loud fan no matter what operation, even just when watching YouTube etc. where there is hardly any load. – Gets very warm quickly, which is rather uncomfortable when working on the lap etc. – Programs like Autocad with larger drawings are a pain because you can't work fluently here. The worst point here is definitely the extremely loud fan. I would advise against buying it.
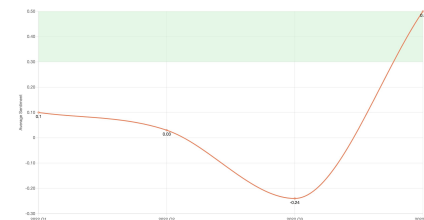
Challenge

A leading consumer electronics company learned that sales of a leading laptop dropped in the Middle East.

Insight

Thanks to Yogi, the team was surprised to learn the laptop was underperforming due to regionally hot temperatures.
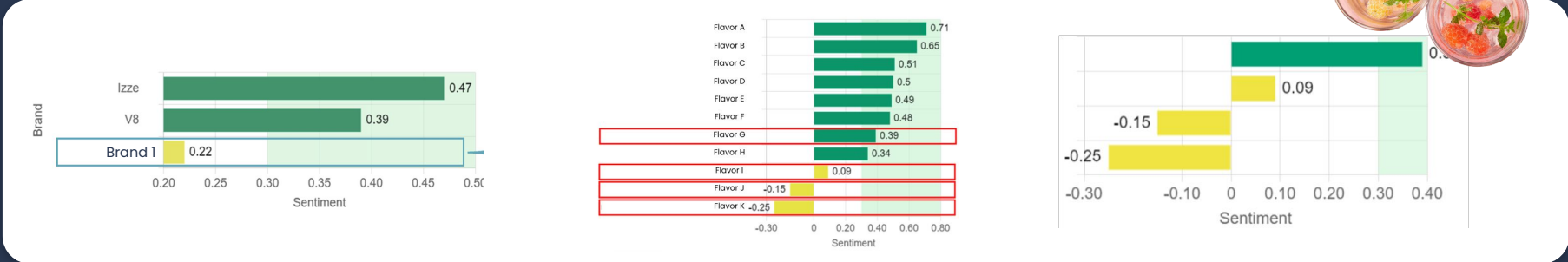
Action

Rather than spending costly marketing dollars, the team prioritized an update that focused on fan controls.

Flavored Water: Innovation

Yogi allowed a leading water brand to **understand consumer pain points on a product and SKU level** so they could better align products with their consumers.

Challenge

A well known water brand wanted to understand why sales were underperforming in the highly fragmented marketplace for flavored waters.

Insight

They uncovered that a particular product was dragging down sentiment, causing them to rank last amongst competitors in 'Flavor and Taste'

Action

They drilled further to understand which SKUs were impacting ratings and why. Uncovering light flavors and unappealing aftertaste were the downward drivers, they informed data-backed opportunities for innovation.

Thank you for having us, any questions?

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- **1B+** Sentences Processed
- **1M+** Products on Platform
- **Leading 100** Tech Company

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