

IN THE AGE OF AI

# Transforming Shopper Voices into Sales

 Yogi

 firstmovr



**Mariya Babaskina**  
VP of Marketing

Sep 17, 2024

Texture +12% ↗

Packaging +21% ↗

Flavor +5% ↗

 Summarize



4.5 ★★★★★ ↗ +12%

**Texture Sentiment**

By Brand





I want to be healthier, eat delicious meals at home, and not waste food. Here's what I enjoy: shrimp, salmon, white meat chicken, all vegetables, all fruit, beans, noodles, quinoa, eggs. I love garlicky and onion flavors. I don't like other meats, processed foods, or olives. I want paleo lunch and dinner options. For dinners, I'd like to also be able to give some of the food to my two small children, they are picky. Give me recommendations for 3 lunch and 3 dinner meals for next week that I can make in 20 minutes or less. Try to repurpose ingredients as much as possible to avoid wasting food and allow me to buy in bulk, while still introducing variety into my meals.

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< 2/2 >



Memory updated

Here's a plan that introduces variety, uses ingredients across multiple meals, and stays within the 20-minute preparation limit.

## Lunches:

### 1. Garlicky Shrimp and Veggie Stir-fry

- **Ingredients:** Shrimp, zucchini, bell peppers, onions, garlic, olive oil, lemon juice
- **Instructions:** Sauté garlic and onions in olive oil, then add shrimp, bell peppers, and zucchini. Cook until the shrimp turns pink and veggies soften. Finish with a squeeze of lemon juice.
- **Repurpose:** Use leftover veggies in a dinner dish.

### 2. Salmon Avocado Salad





Create a shopping list for me based on the above for 2 adults and 2 toddlers



Here's your shopping list for the meal plan, tailored for 2 adults and 2 toddlers. This list ensures you can repurpose ingredients across meals and reduce food waste.

### **Proteins:**

- **Shrimp:** 1.5–2 pounds (frozen or fresh)
- **Salmon:** 1.5–2 pounds (for 2 meals)
- **White meat chicken breasts:** 2–3 pounds

### **Vegetables:**

- **Zucchini:** 4–5 medium
- **Bell peppers:** 4 (mix of colors)



Give me product and brand recommendations for everything on my shopping list



Here are some product and brand recommendations for your shopping list, focusing on availability, and versatility for both adults and toddlers:

## Proteins:

### 1. Shrimp:

- **Brand: Vital Choice** (Wild-Caught, Sustainable, Frozen)
- **Alternative: Whole Foods 365** (Wild-Caught Shrimp)

### 2. Salmon:

- **Brand: Vital Choice** (Wild-Caught Alaskan Salmon)
- **Alternative: SeaBear** (Wild-Caught Smoked Salmon) or **Whole Foods 365**



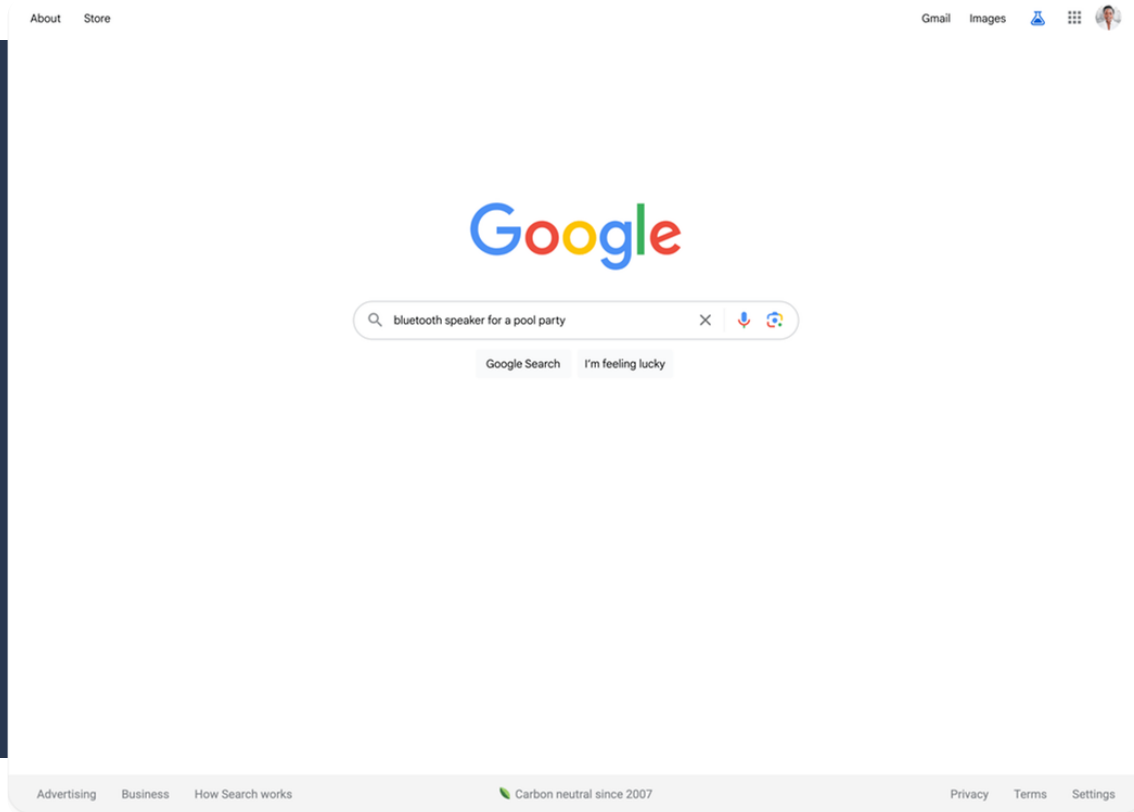
why did you recommend these specific brands?



**Organic Valley:** Organic Valley focuses on organic, sustainably farmed products, including dairy. They are known for their rigorous standards in animal welfare, ensuring their products are free from artificial hormones, antibiotics, and pesticides, making them appealing to health-conscious consumers. Their emphasis on organic farming aligns with providing high-quality, nutritious food.

**Vital Choice:** This brand is often praised for offering sustainably sourced, wild-caught seafood. Their products are known to be rich in omega-3 fatty acids and free from antibiotics or artificial additives, which appeals to those seeking health-focused, premium-quality seafood. They also highlight their commitment to environmentally responsible fishing practices, appealing to customers prioritizing sustainability and wellness.

# The new landscape



# Traditional SEO





# Traditional SEO



**LLMs and AI-driven**  
search experiences  
are set to influence  
**50%** of all online  
interactions by **2025**

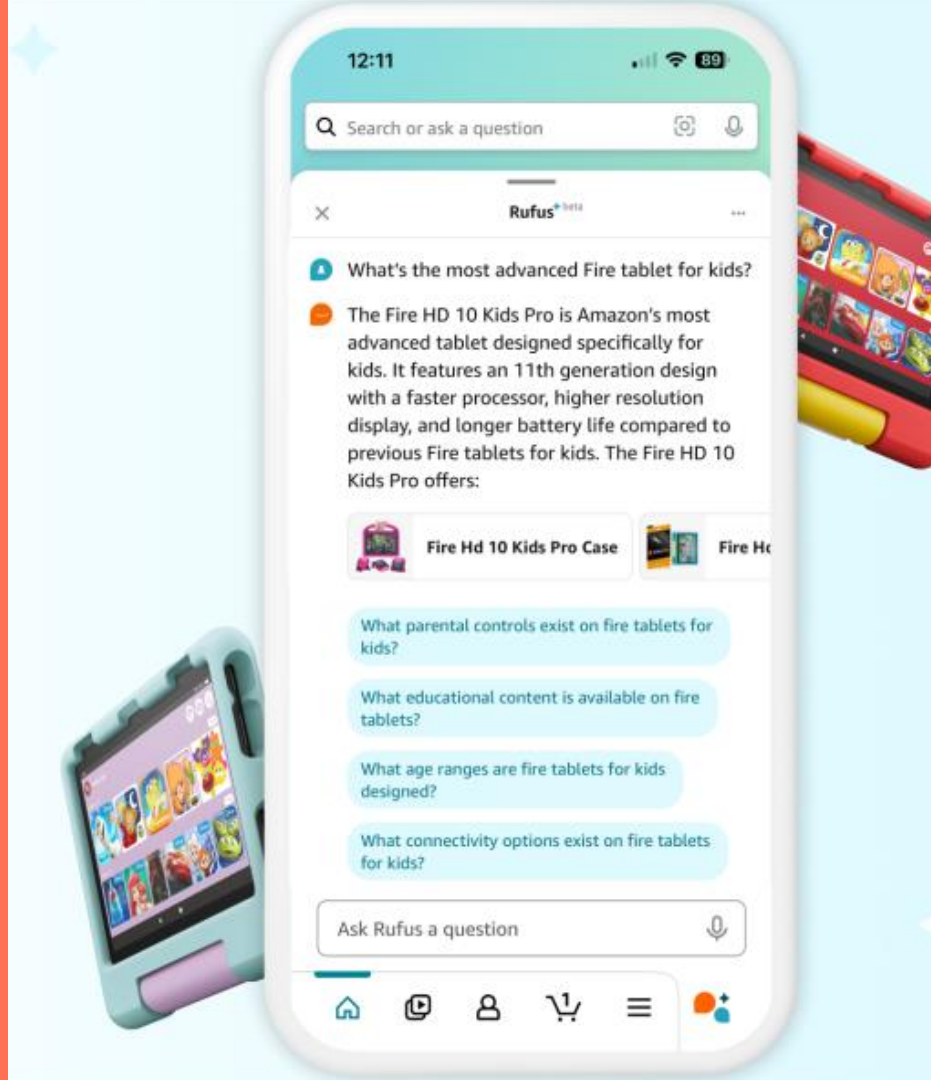
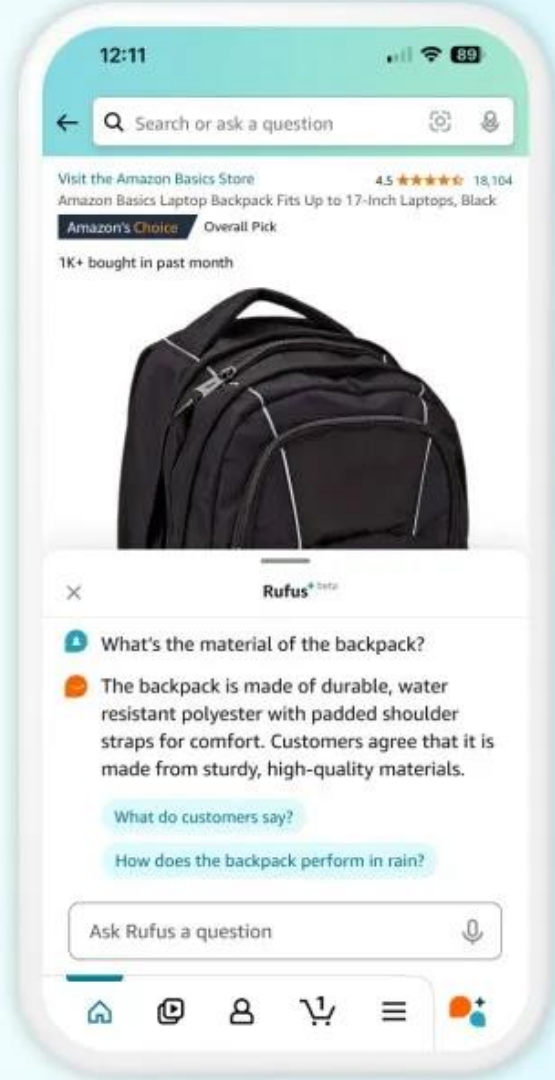
- Gartner

Ask Rufus a question



**Ask Rufus**






# LLMO

12:11

Search or ask a question

Visit the Amazon Basics Store 4.5 ★★★★★ 18,104  
Amazon Basics Laptop Backpack Fits Up to 17-Inch Laptops, Black  
**Amazon's Choice** Overall Pick  
1K+ bought in past month



Rufus

What's the material of the backpack?

The backpack is made of durable, water resistant polyester with padded shoulder straps for comfort. Customers agree that it is made from sturdy, high-quality materials.

What do customers say?

How does the backpack perform in rain?

Ask Rufus a question

Home, Search, Profile, Cart, Menu, Rufus



12:11

Search or ask a question

Rufus

What's the most advanced Fire tablet for kids?

The Fire HD 10 Kids Pro is Amazon's most advanced tablet designed specifically for kids. It features an 11th generation design with a faster processor, higher resolution display, and longer battery life compared to previous Fire tablets for kids. The Fire HD 10 Kids Pro

10 Kids Pro Case Fire Hd

What educational content is available on fire tablets?

What age ranges are fire tablets for kids designed?

What connectivity options exist on fire tablets for kids?

Ask Rufus a question

Home, Search, Profile, Cart, Menu, Rufus



**How should brands respond?**

# Use Case Spotlight: Oreos



Mega craving. Can you get Oreos?



# “Where’s the milk?”



Mega craving. Can you get Oreos?



# To “dip” or to “dunk”, that is the question.



- One 25.5 oz party size package of OREO Chocolate Sandwich Cookies (packaging may vary)
- Chocolate wafers filled with original OREO creme make great afternoon snacks
- Sandwich cookies are supremely dunkable cookies for children and adults
- Party size snack packages of are great for sharing and entertaining
- Resealable package helps keep snack cookies fresh

Take a delicious break with OREO Chocolate Sandwich Cookies, America's favorite sandwich cookie for over 100 years. Supremely dunkable, OREO cookies sandwich a rich creme filling between the bold taste of two chocolate wafers—making them milk's favorite cookie. Original OREO cookies are great for serving at parties, packing in school lunches, or mixing into your favorite dessert recipe. The resealable container with easy-pull tab keeps chocolate cookies fresh and is perfect for snacking, sharing, or traveling.

## Oreo Reviews Mentioning “Dip”, “Dipping”, or “Dipped”

Number of Reviews & Ratings

**3,159**

Avg Rating

**4.83**

Number of Sentences

**3,220**

Avg Sentiment

**0.7**

## Oreo Reviews Mentioning “Dunk”, “Dunking”, or “Dunkable”

Number of Reviews & Ratings

**2,139**

Avg Rating

**4.82**

Number of Sentences

**2,194**

Avg Sentiment

**0.63**



## Yogi PDP Suggestion Sample

- Dip
- Milk
- Creamy



### Temperature of Changes







## Tylenol sparks a sales and rating boost with a PDP fix.

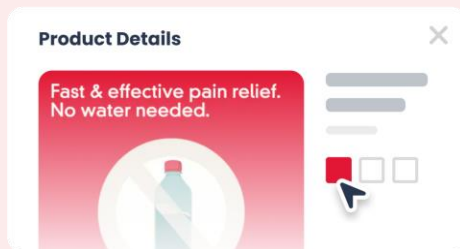
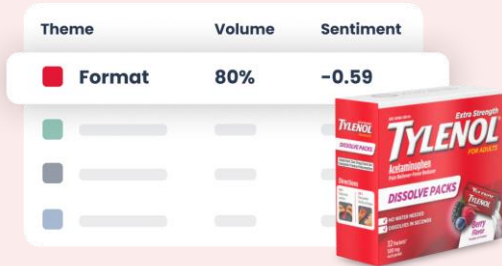
### KEY RESULTS

**+0.4**

Organic star increase in average product rating

**+9%**

Conversion rate to sales on product eCommerce pages



### DISCOVER

**Complaints about 'Format' were driving negativity.**

Also, dissolve Packets were mentioned most with 'fast acting relief.'

### ACT

**Tylenol updated imagery and content on PDPs and packaging.**

Images, copy on PDPs, and packaging were updated to help clarify product usage and emphasize strengths.

### MONITOR

**Star ratings and sales quickly improved.**

Tylenol sees an organic increase in star rating and sales numbers after PDP changes are made.



# Nestlé capitalizes on new Coffee Mate use cases identified by customers.

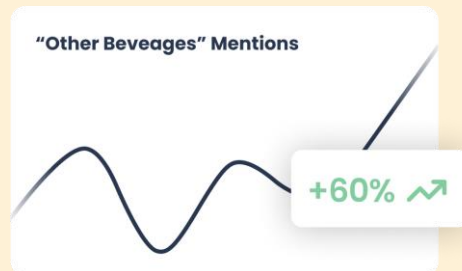
## KEY RESULTS



Audience expansion through alignment with VOC themes

# +60%

Increase in reviews mentioning new use cases



## DISCOVER

**Coffee Mate consumers often mention "other beverages."**

Coffee Mate was amongst the top brands with consumers mentioning beverages other than coffee like tea and hot chocolate.

## ACT

**Nestlé incorporates other beverages into their product imagery and marketing.**

They mirrored customer interest in other beverages to capitalize on new use cases.

## MONITOR

**New use case mentions grow, and ratings shine.**

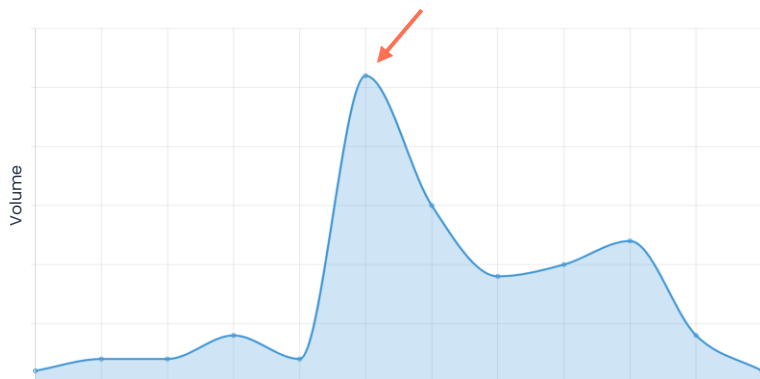
There was a ≈60% increase in mentions of alternative beverages. These reviews were also higher rated than the normal average.

# TULA: Messaging & Innovation



Topics of conversation identify emerging trends and unmet consumer needs, revealing opportunities for innovation.

Spike in mentions of “blue light protection”



Ratings over time

Positioned their product as a leader in the space



protect + glow

**daily sunscreen gel broad spectrum SPF 30**

★★★★☆ 2697 Reviews

**\$36**

This broad spectrum sunscreen provides skin with daily SPF 30, as well as protection from the damaging effects of pollution & blue light—a must have for indoors & outdoors. A non-comedogenic formula with skincare-



# Thank you.

Learn more

→ [meetyogi.com](https://meetyogi.com)

TRUSTED BY THE WORLD'S LEADING BRANDS

The Colgate logo consists of the word "Colgate" in a white, serif font, with a white smile-like curve underneath.



The Microsoft logo features the four-pane Windows logo icon followed by the word "Microsoft" in a white, sans-serif font.

The MARS Petcare logo displays the word "MARS" in a large, bold, white, sans-serif font, with "Petcare" in a smaller font below it.

The KEURIG logo shows the word "KEURIG" in a white, bold, sans-serif font, with a stylized coffee cup icon integrated into the letter "K".

The Hisense logo features the word "Hisense" in a white, bold, sans-serif font.

The KOHLER logo displays the word "KOHLER" in a white, bold, sans-serif font.



The tapestry logo shows the word "tapestry" in a white, lowercase, sans-serif font.



"Before Yogi, I would manually do keyword searches on products that have pages of reviews. This can become tedious work. It is very convenient to have an AI tool that summarizes themes and keywords in just minutes that I can place into a presentation!"



**Lisa Lovell**  
Marketing