

# How a Personal Care Brand **Saved \$18M** by Preventing the Sale of Fake Products

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## ● Overview

In this case study, we will uncover how a world-leading personal care brand was able to identify and **stop an online seller of fake brand products**. Our client estimated that Fraudulent product sales at \$18,000,000 per year and hurting the brand reputation and online ratings.

Sales of fraudulent products are  
**\$18,000,000** per year

! *It hurting the brand reputation  
and online ratings.*



## ● The challenge

Our customer, a leader in the personal care category, noticed a steep decline in customer satisfaction coming from online, a decline in eCommerce and retail sales was soon to follow.

Trying to identify the sources for this drop in sentiment and sales, the brand considered two data-driven alternatives:

- ✓ Hiring market research services
- ✓ Opinion mining technologic solution

It's no secret **Revuze Explorer was selected for this project**, here's why:



**Time to resolution** – Revuze Explorer's time to resolution is almost immediate; it only takes 2-3 weeks to reach actionable insights. Market research firms, alongside other first-generation CX analytics solutions, require a few months to set up.



**Product level granularity** – The brand decided to eliminate all solutions relying on human-experts (data scientists and analysts) and go with a solution unlimited by human imagination.



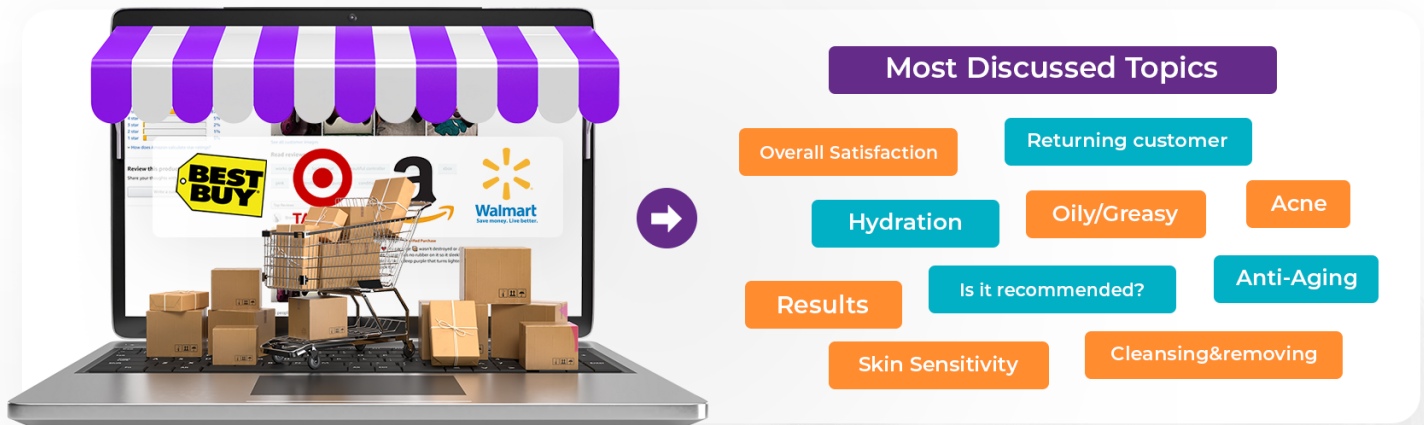
**Cost and Scalability** – Our client suspected the issue is not specific to this product line, and other product lines might be affected as well. Revuze explorer is industry agnostic and can monitor the entire industry at no extra cost.



## ● The solution

Within a span of 3 weeks, our AI was able to extract the entire industry's data from eCommerce marketplaces, retail and internal data the customer provided. It then automatically obtained the consumer opinions and sorted them into the 50 most discussed topics.

With this wealth of insights, our client was able to see which issues were brand-specific or industry-specific.



In this case, the drop in sentiment was attributed to a single SKU sold in one of the biggest eCommerce websites. The seller for this SKU was not one of our client's official sellers/distributors, and the product itself was low-grade fakery.

## ● Results

The brand improved satisfaction and sales by improving product functionality, marketing, eCommerce performance, and even supply chain aspects such as availability and shipping from specific eCommerce sources.

In the process, our platform surfaced a growing concern by consumers of a marketplace that they are not buying the genuine brand product. In other no experts needed to speculate that this is an issue, our AI reported back what it identified that customers discuss.

The brand legal department explored this information; legal action initiated shut that seller down. **Immediately sales jumped back up by \$1,500,000 a month (\$18,000,000 on an annual basis).**