

Comprehensive. In-depth. Actionable.

Consumer Reports Hub

The Consumer Insights Team has extensive experience serving clients across all CPG verticals, providing tailored post-purchase research as part of our suite of professional services.

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About Revuze

Revuze is at the forefront of delivering cutting-edge AI-powered, actionable consumer insights and VoC solutions, revolutionizing how businesses leverage data to drive success in the digital landscape. Revuze helps truth-driven organizations transform online feedback across all sources into true, actionable insights to make informed data-supported decisions and lead categories.

01 Product Launch Report

Key Health Metrics

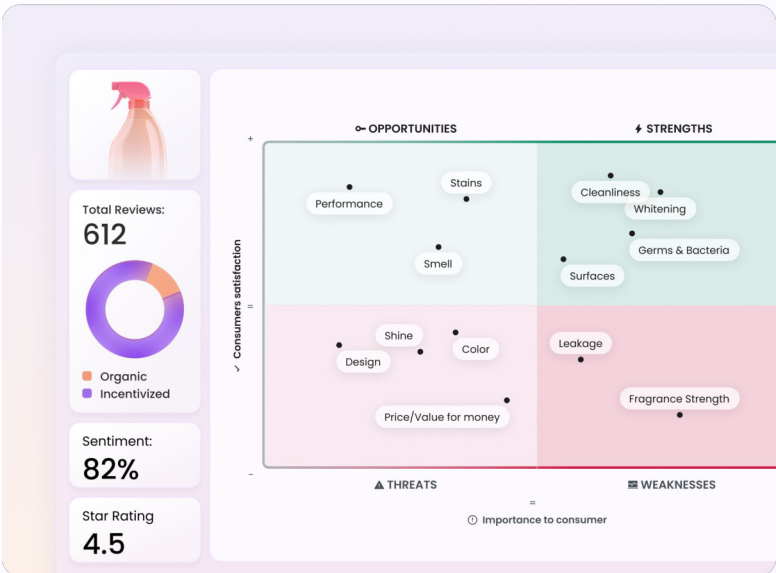
Maps product review volume (organic + incentivized), sentiment, and star ratings over time.

SWOT Breakdown

Offers insights into the product's unique value proposition and pain points relative to the segment or direct reference.

Innovation Opportunities

Identifies growth opportunities around feature expansions.



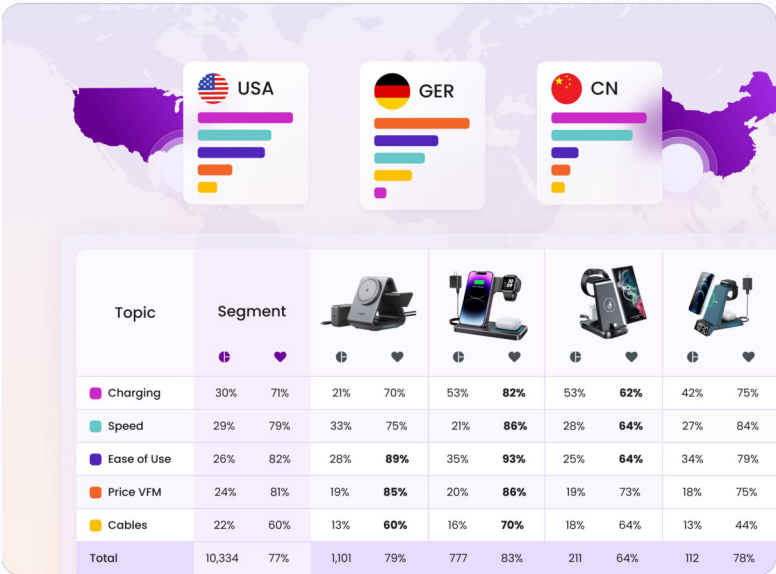
02 Comparison Report

Competitive Positioning

Maps the unique value proposition of every brand or product in the pre-defined competitive set.

Blue Ocean Opportunities

Highlights unclaimed areas within the market and the player best positioned to capitalize on them.



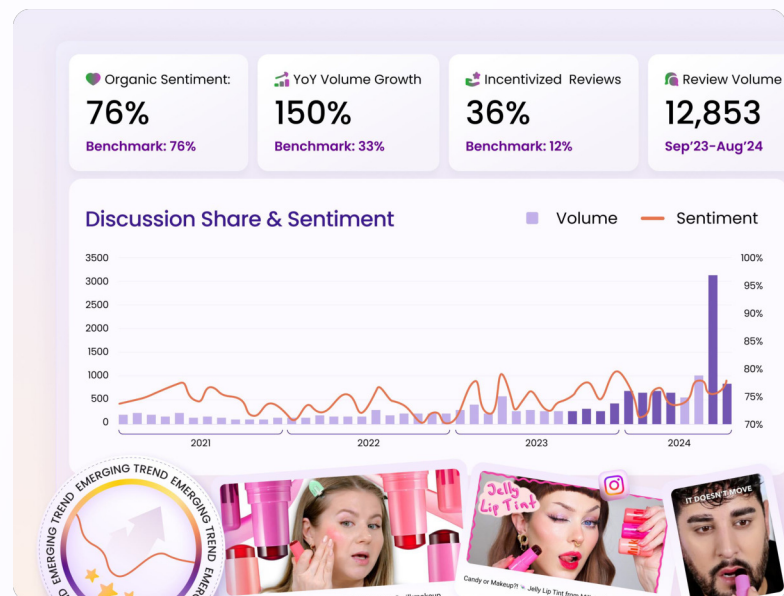
03 Market Trends Report

Shifts In Consumer Interest

Identifies products, features, ingredients, or use cases showing significant volume growth over time.

Trend vs. Hypes

Evaluates whether the shift is industry-driven or organic by examining incentivized review levels, volume changes, and verified buyer sentiment.



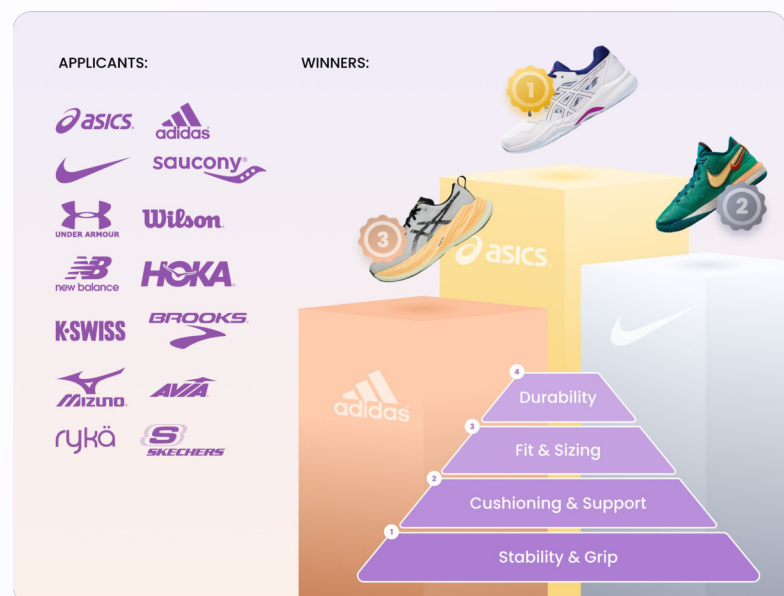
04 Product Superiority Report

Product Superiority Guidelines

Identifies the building blocks that contribute to being perceived as superior for a specific benefit.

Implementation Deep Dive

Examines how to effectively communicate superiority through product packaging and design, product features (ingredients, texture, material), and messaging examples.



05 Purchase Motivation Report

Purchase Motivations

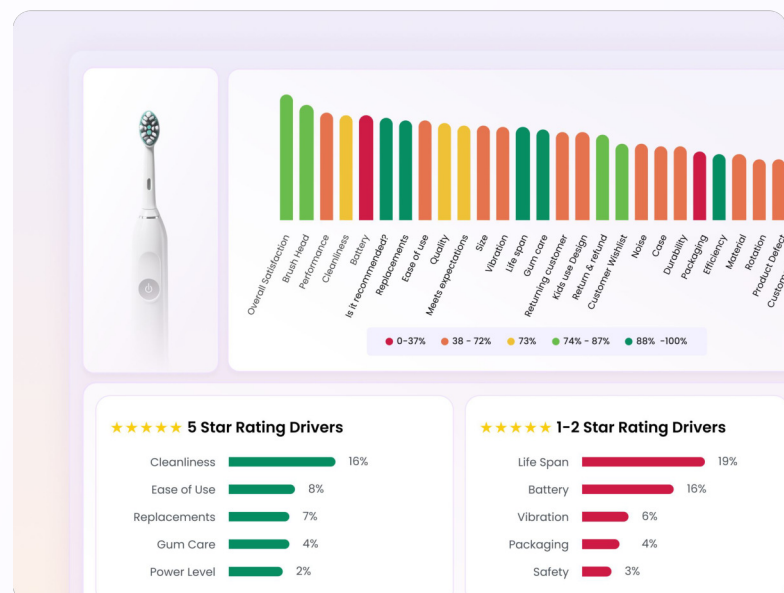
Analyzes the topics most discussed by consumers and assesses whether expectations are met, exceeded, or unmet.

1-2 & 5 Star Rating Drivers

Explores the reasons behind consumers' high and low ratings.

Consumer Language

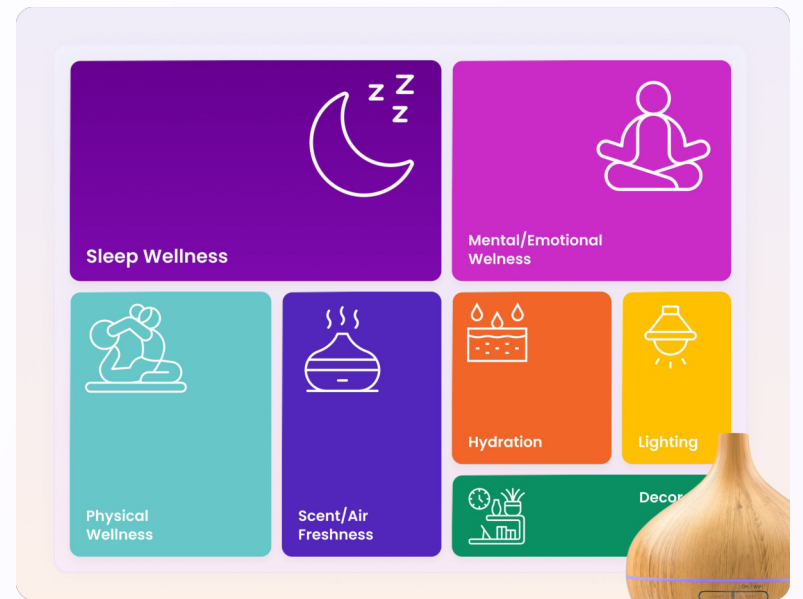
Highlights how consumers express their purchase motivations and what they truly mean by them.



Usage & Attitudes Report

Maps Out Usage Context for a Segment or Product

- Purpose (anti-aging, cleansing, acne relief)
- Applicable Surfaces (body, counters, sofas, toys)
- Occasions (parties, work, hikes)
- Locations (gym, car, office, kitchen, pool)
- Timing (winter, summer, morning, afternoon)
- Complementary Items (with sunscreens, with soy sauce)



Brand Tracker Report

Volume, Sentiment and Star Ratings vs. LY

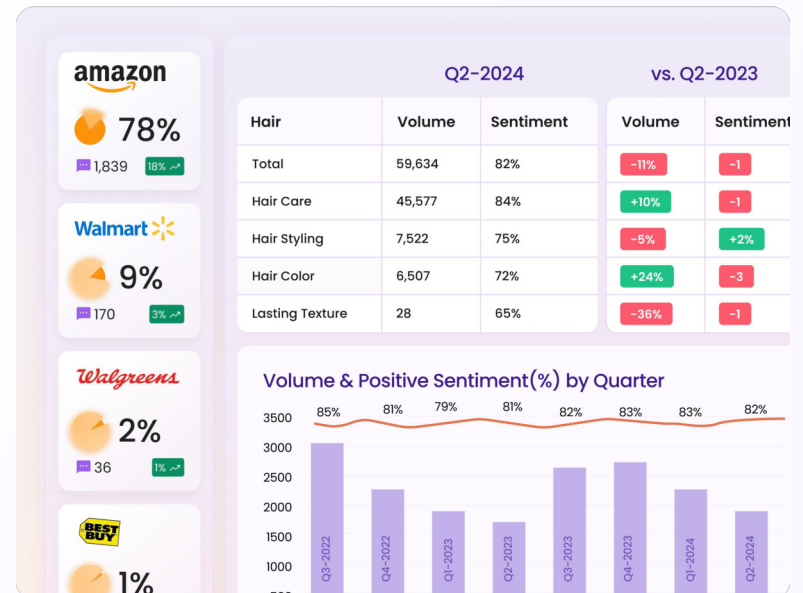
- By Country
- By Segment level
- Top 5 Brand level
- By Source

Products Driving the YoY Changes

Products showing significant growth or decline in brand or topic performance

New products

Products launched in last quarter



Market Penetration Report

Key Purchase Motivations

Identifies the primary reasons consumers choose specific products within the category and whether expectations are met.

Top-Performing Brands and Products

Ranks the leading brands and products based on consumer preferences.

Trending Product Features

Reveals product attributes that are gaining popularity among consumers.

