

Comprehensive. In-depth. Actionable.

Revuze

# 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

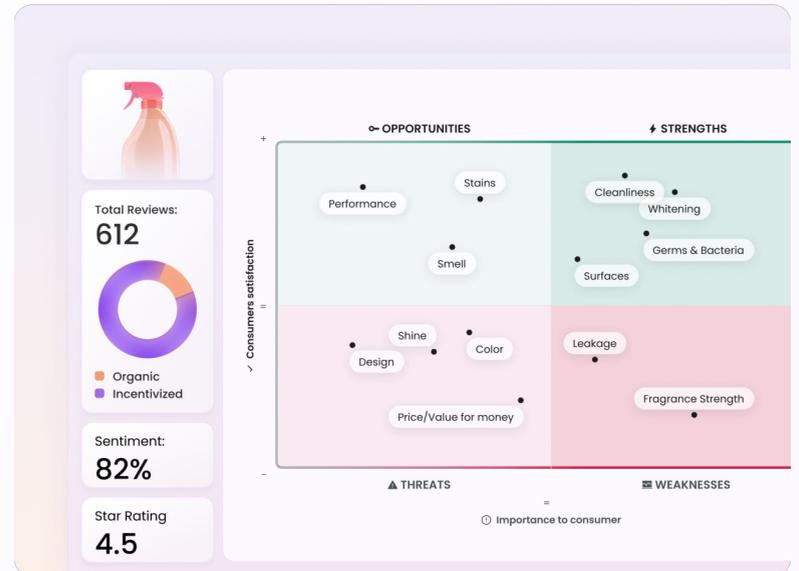
Maps product review volume (organic + incentivized), sentiment, and star ratings over time.

### 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.



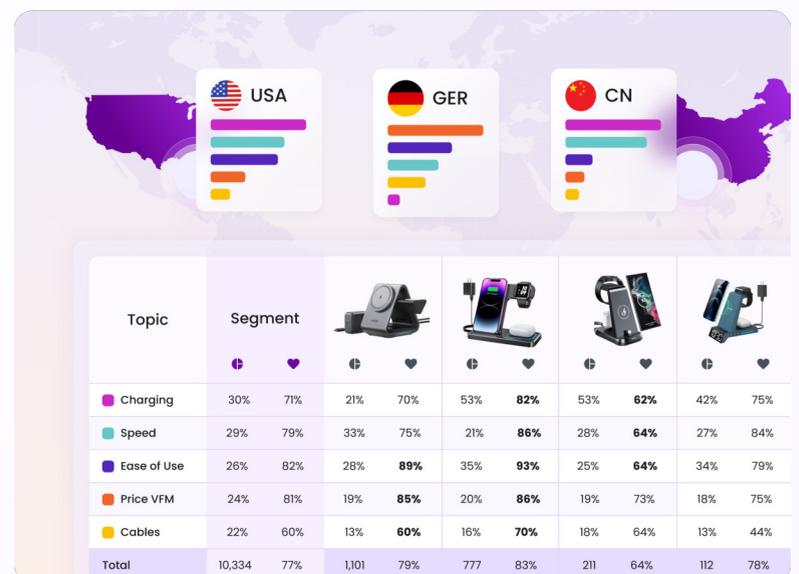
## 02 Comparison Report

### 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.



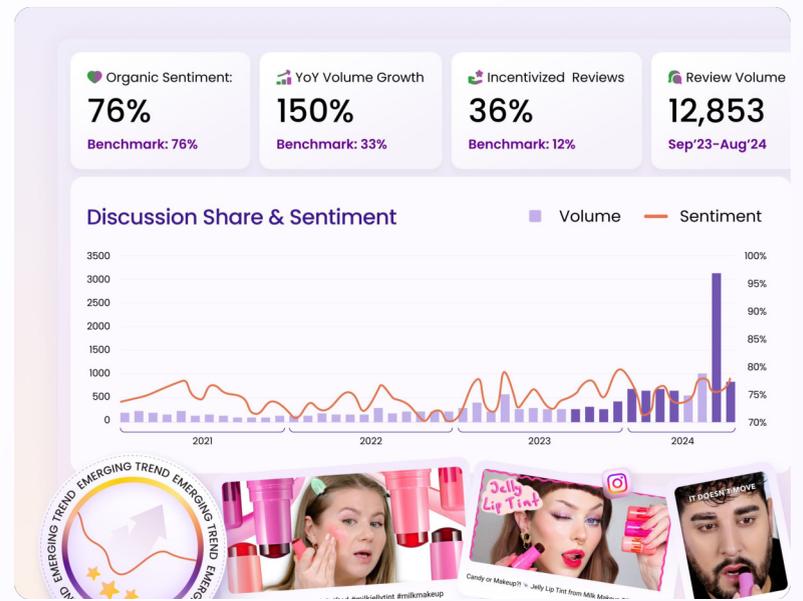
# 2 Market Trends Report

## 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.



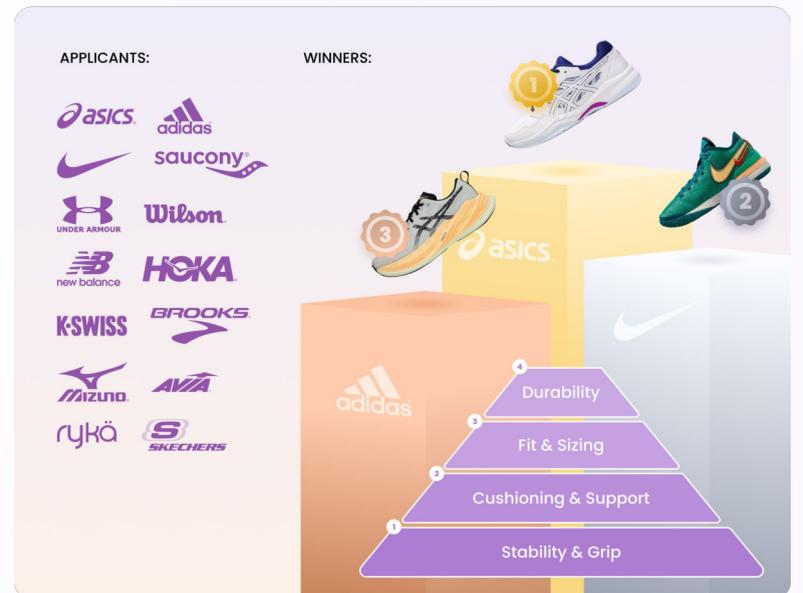
# 4 Product Superiority Report

## 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.



# 5 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

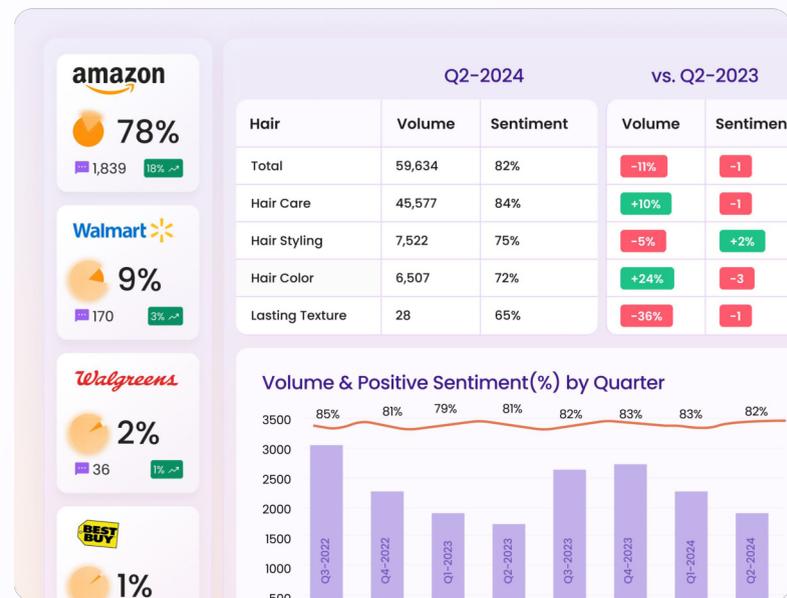
- By Country
- By Segment level
- Top 5 Brand level
- By Source

## 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.

