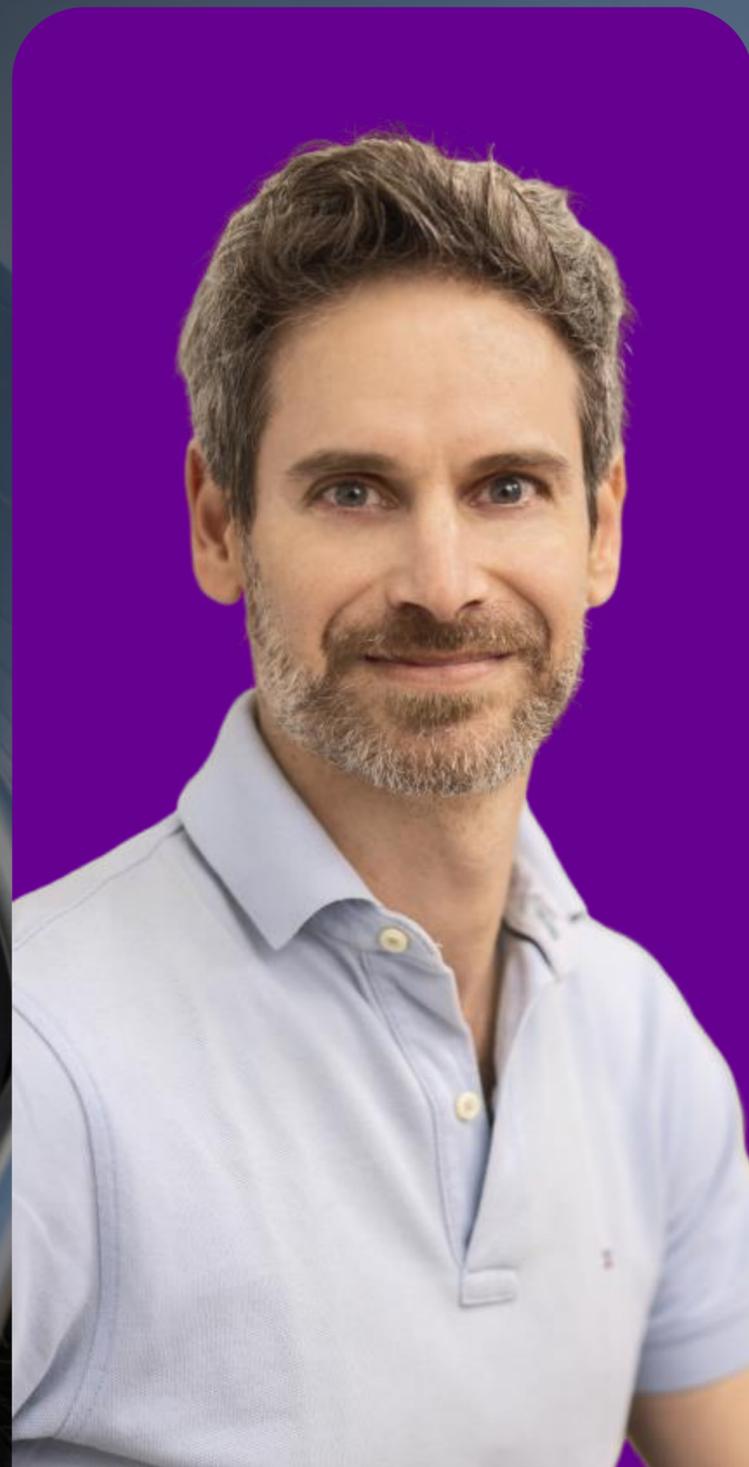


Revuze Quantitative & qualitative insights with impact.

Understanding the Consumer World at the Speed of Online Reviews



Omer Kehat
VP Product

Trusted by:



Have You Read a
Review Before
Purchasing a
Product in the
Past 6 Months?



Have You Read More
than 5 Reviews
Before Making a
Single Purchase?



Have You Changed
Your Mind or
Decided not to
Complete a
Purchase **Based on
Negative Reviews?**



★ 4.5 | Organic Review

“ This foundation is good for blending but not good for coverage. ”

Why Speed Matters in The Consumer World?

Dynamic nature of consumer product markets forces us to act faster

Physical shelf set up takes time & easily spot competitors

Digital shelf set up takes minutes & hard to identify competitors

54% of consumers will change the brand they use after one bad experience

How Category Insights Help Closely Monitor Competitors?

How wide are our lenses?

- With category-level insights, **all brands are collected**
- **Category-level benchmarks**, ie. feature satisfaction across all products
- **“Which sneaker has the best foot support?”** How do we know, if we are limited only to brands that we’re aware of?



Real - Life Case Studies

TOPIC: EFFECTIVENESS

♥ Sentiment 55%



After just a few hours, my hair looked as greasy as it did before washing.it.

★ Organic Review

SEPHORA

★★★★★ **Verified Purchase** 9 d ago

A dynamo

 Pitaya

So I pretty much have gross, flaky scaly lips coming out of every winter. I use chap stick and have done the whole lip buffing thing and for years have never found anything worthwhile. I picked this up on a whim because frankly I'd ...

[Read more](#)

✓ Recommended Helpful? △ (3) | ▾ (1)

qda13 • Blue eyes, brown hair, fairLight skin tone, Normal skin

★ Incentivized Review

SEPHORA

★★★★☆ 8 Mar 2024

 Pitaya

I received a free sample tube of this lip oil. immediately fell in love with the formula and i love that it leaves a stain. took off a star because of the price and the size of the tube



✓ Recommended Helpful? △ (2) | ▾ (1)

stellxr • Brown eyes, brown hair, Light skin tone, Combination skin

Incentivized ⓘ

★ Syndicated Review

SEPHORA

★★★★★

lovelylauren159 · 25 days ago

Good for enhancing natural color

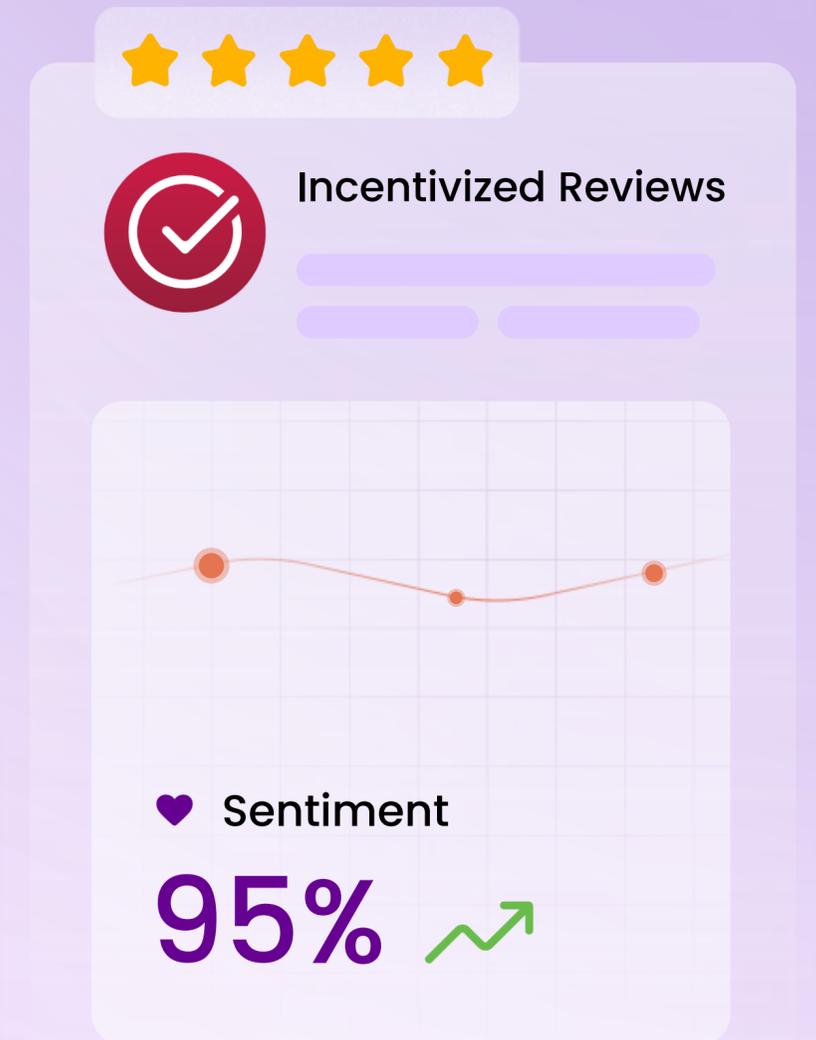
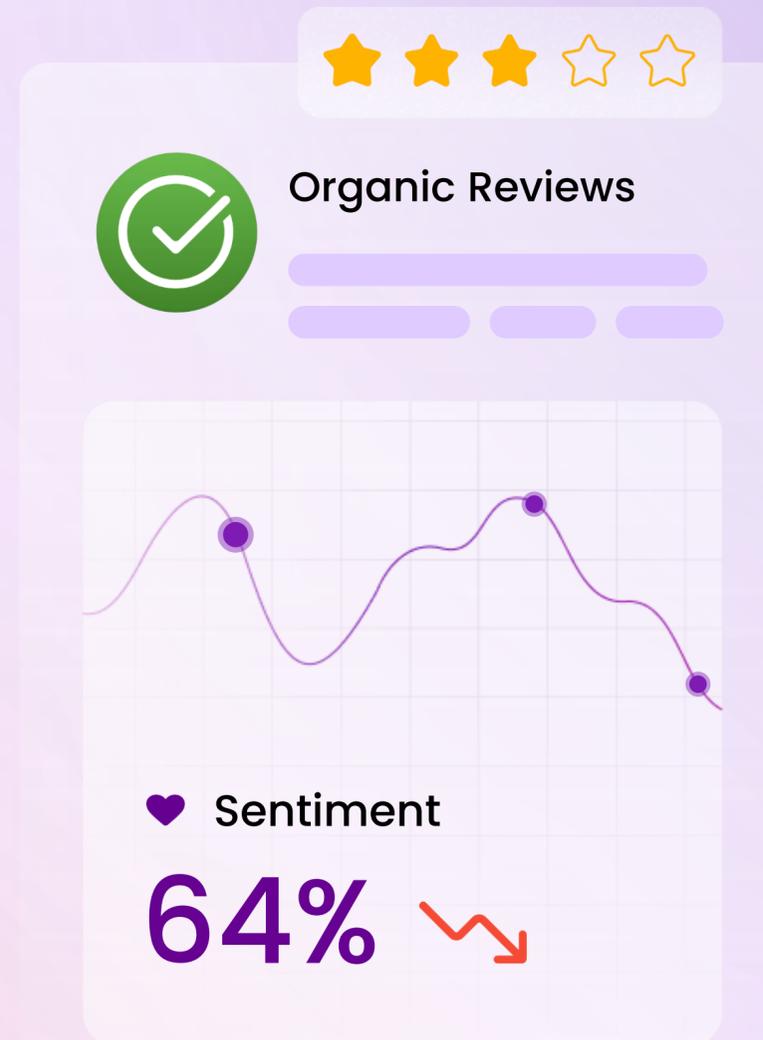
Came in looking for a product that would give me that fleshy “bitten lip” red shade. Immediately this was recommended! I really like the color and compliments my natural lip color nicely. It is slightly scented so pay mind to that if that is something that bothers you with lip product. I will say it can be a little sticky depending on how much you put on, but with even distribution it should be just fine! Within a couple of minutes it’s not sticky either so didn’t raise a huge problem. Overall really nice shade and pretty much what I was looking for, which is something that would enhance my natural color rather than change it!

Recommends this product ✓ Yes

SEPHORA Originally posted on sephora.com



How Do We Lead With Consumer Analysis Rather Than It Leading Us?



I wish I could give this no stars. Please don't buy. This made my hair fall off so horribly. **I noticed long healthy strains of hair just fall off at top of my hair.** Now I have bald spots. This was the only new product introduced because of the supposedly good ingredients. I would skip completely. Please be aware



SEPHORA.COM

DID YOU KNOW?

2 out of 3 consumers
are one time buyers...

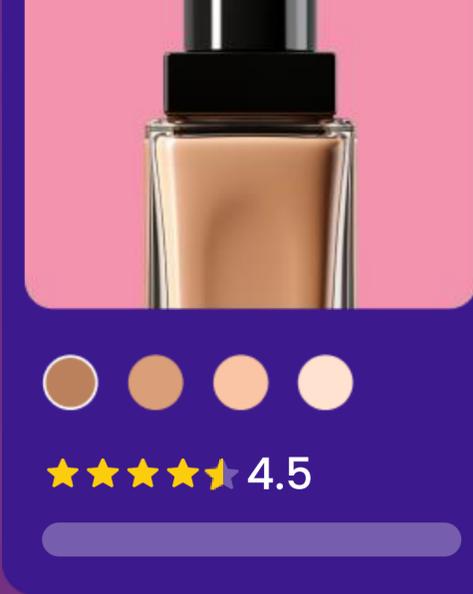
So how do you get
repeat buyers?



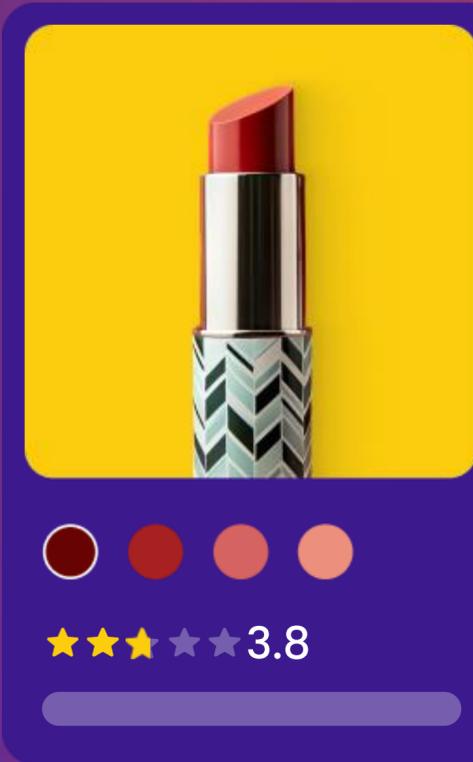
What We Do

Collect and analyze textual consumer opinions without the heavy lifting or constraints to achieve accuracy, granularity & scalability

Revuze



A product card for foundation. It features a clear glass bottle with a black pump dispenser against a pink background. Below the image are four color swatches in shades of brown and tan, a 4.5-star rating with five yellow stars and a blue star, and a purple progress bar.



A product card for lipstick. It features a red lipstick tube with a silver and black patterned base against a yellow background. Below the image are four color swatches in shades of red and pink, a 3.8-star rating with five yellow stars and two grey stars, and a purple progress bar.



A product card for cream. It features a dollop of white cream with a gold-colored lid against a teal background.

SEPHORA

Walgreens

♥ Avg. Sentiment 78%

-88%

★ macy's

♥ CVS®

NEGATIVE TOPIC

Shine -25%

Reviews 33,108

ULTA BEAUTY

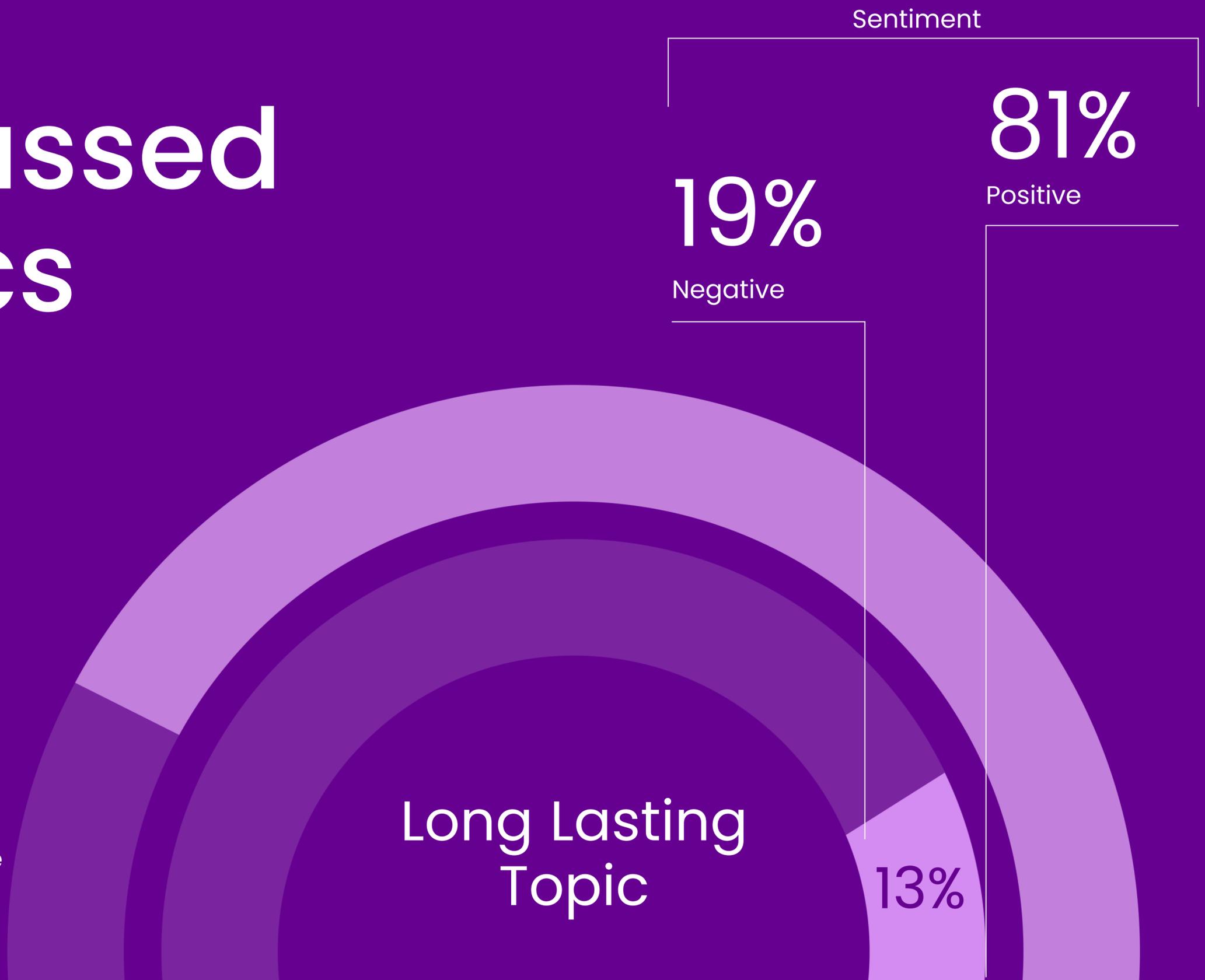
TARGET

+64%

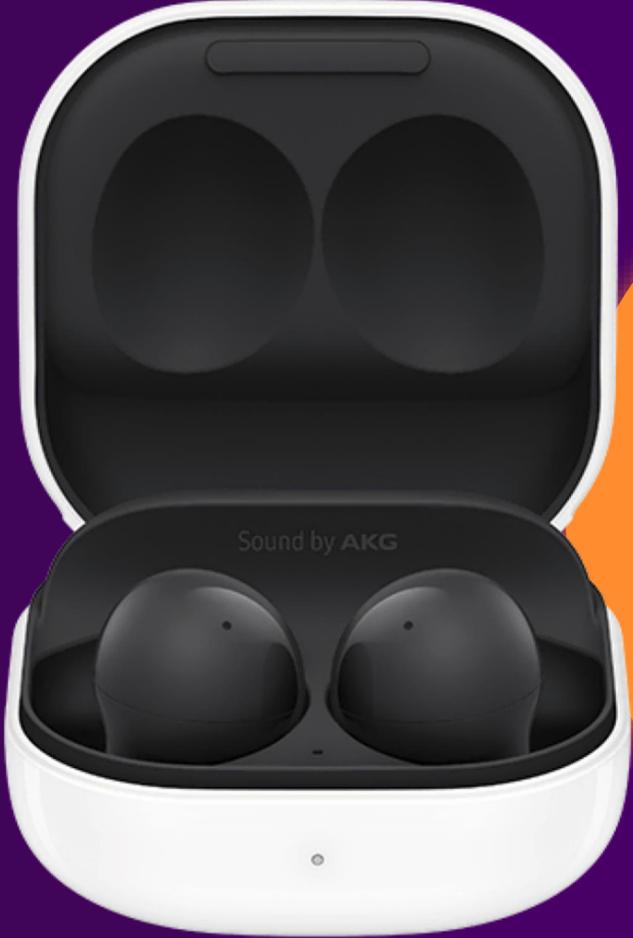
Walmart

Most Discussed Topics

■ Long Lasting Share of Discussion



SAMSUNG



VS



 **Apple**



What it takes to work with online reviews



350+ Sources

Worldwide eCommerce & Marketplaces



12 Languages

English, French, German, Spanish, Chinese, Japanese, Korean, Indonesian, Portuguese, Dutch, Polish

15B+

Insight

15M+

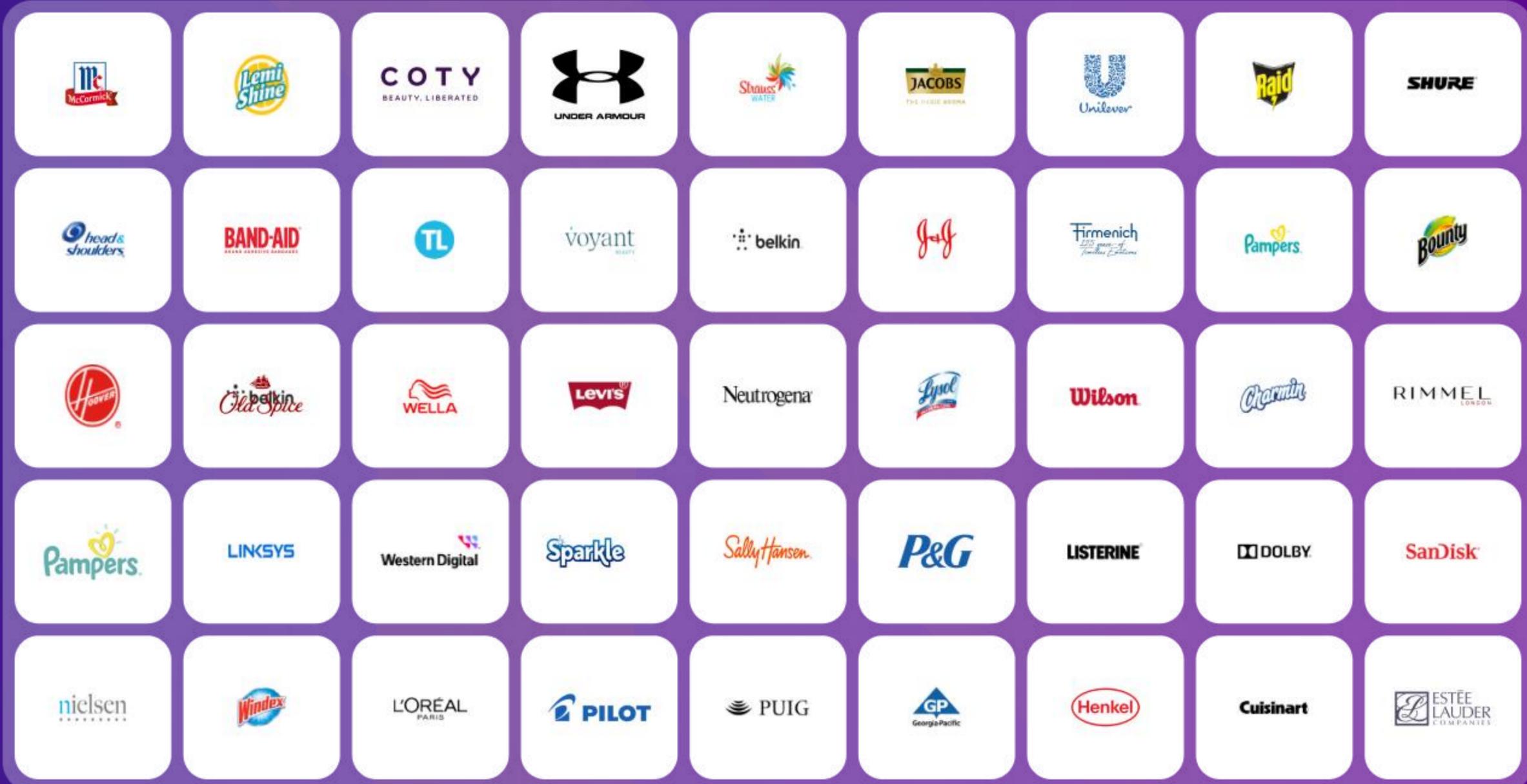
SKUs

✓ Unbiased Buyers opinions

✓ Only verified buyers



Brands Who Lead the Way with Revuze AI



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At **Booth #207**
for a Custom
Walkthrough

