

Audience intelligence

Our global CPG client is on a mission to become the most customer-centric business on the planet.

Approach:

Reason Being designed a multi-source 'voice of new customer' report to build better understanding and implications of how our client's brands can better support customers.

Outcome:

By shifting from brand-centric to customer-centric data collection, we expanded their intelligence coverage from 97,000 brand mentions to 5.25 million customer signals.

More importantly, our analysis transformed this data into clear, actionable strategic recommendations with enhanced visibility into customer decision-making, enabling them to redesign touchpoints based on genuine customer needs.

The work

Voice of customer: what do our audiences need?



Digging into the most valuable customer journey stage – point of market entry: Where do they need us most?



Mapping out key themes in advice-seeking conversations among new pet owners: How do they interconnect?



Identifying sources of influence and their impact on our audiences: Who do they trust?



Analysing search as an untapped resource to understand unmet needs



Understanding regional difference and nuances to craft localised strategies



Identifying and quantifying trending and emerging topics we need to have a POV on