



ConsumerHub

Consumer

 **consumer hub**

Powering Always on **Intelligence** across **4Cs** using information available on social media, news, blogs and other such digital data sources.

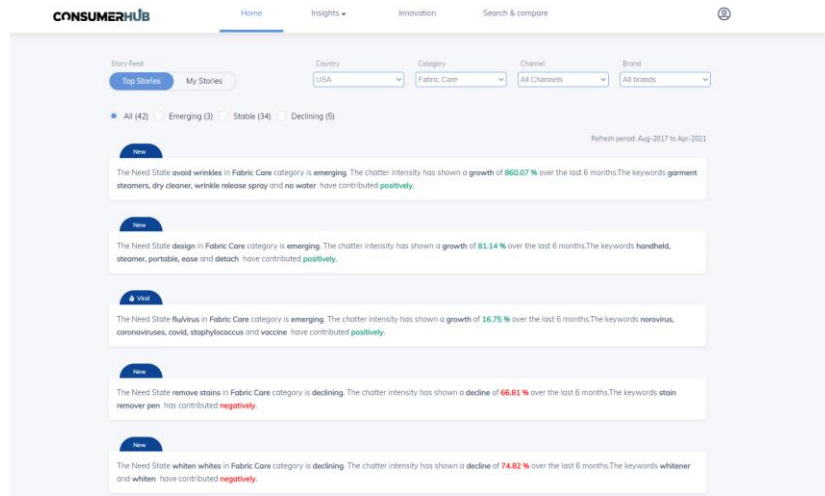
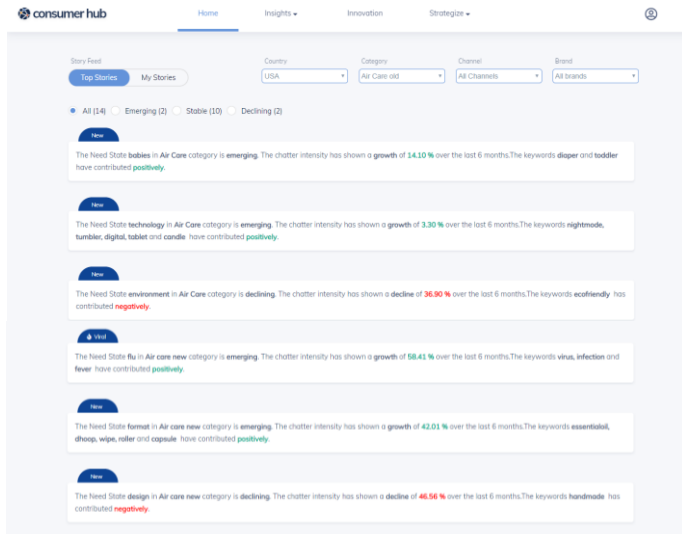
Commerce

Competitive

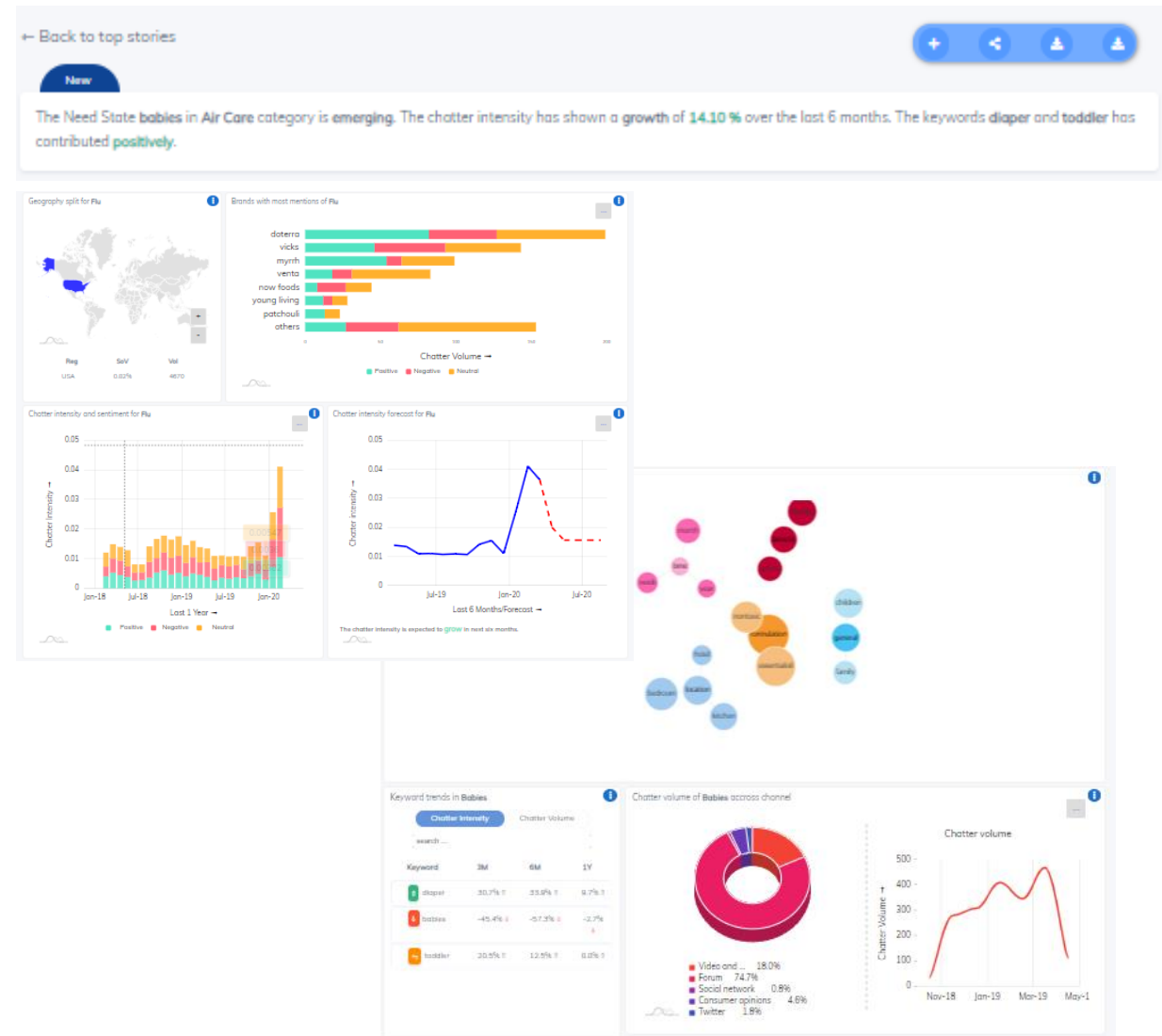
Content

# ConsumerHub Screenshots

## Get story feeds of the key trends and emerging topics at a glance

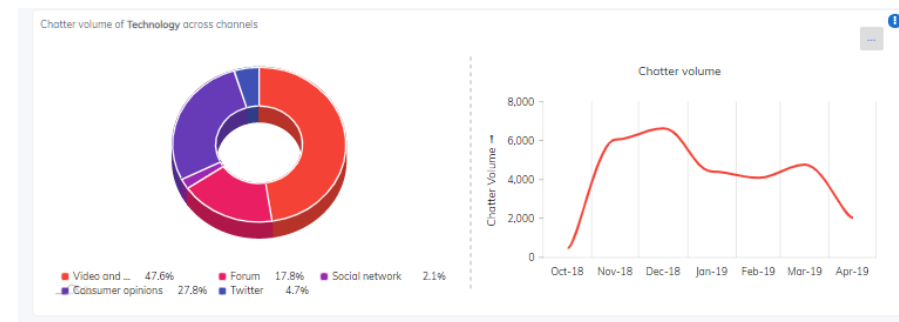
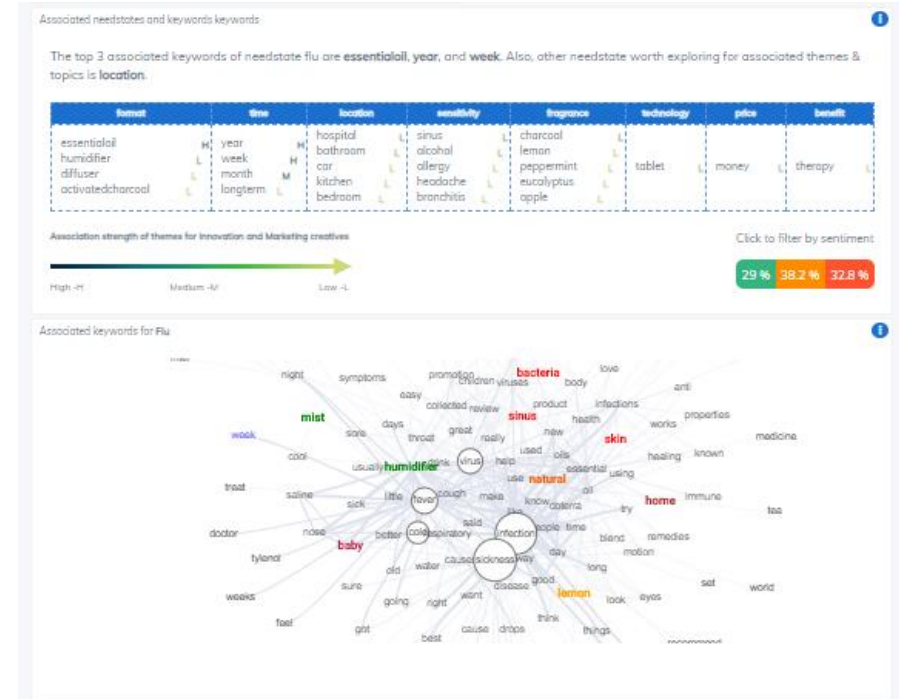
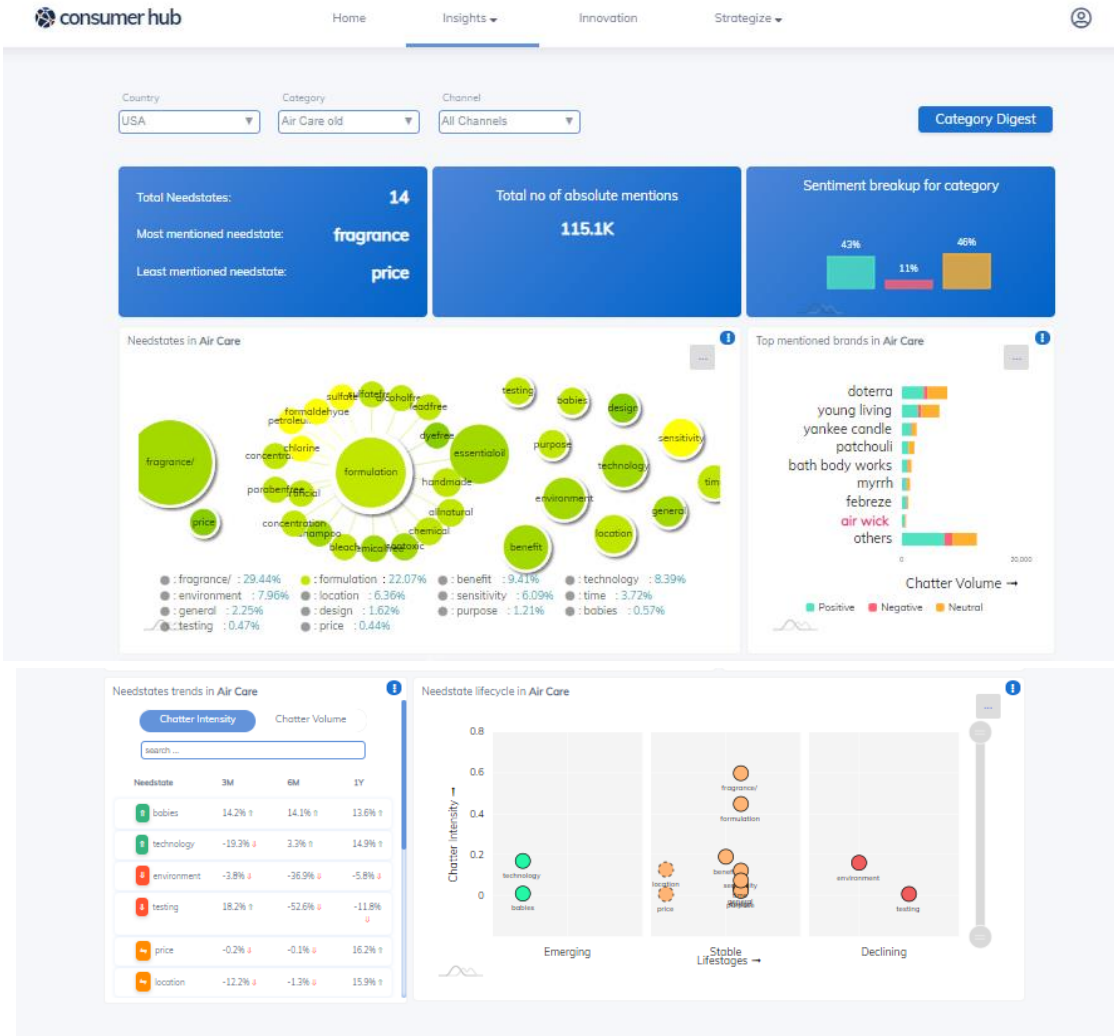


## Explore stories to drill down in detail and uncover triggers of the story



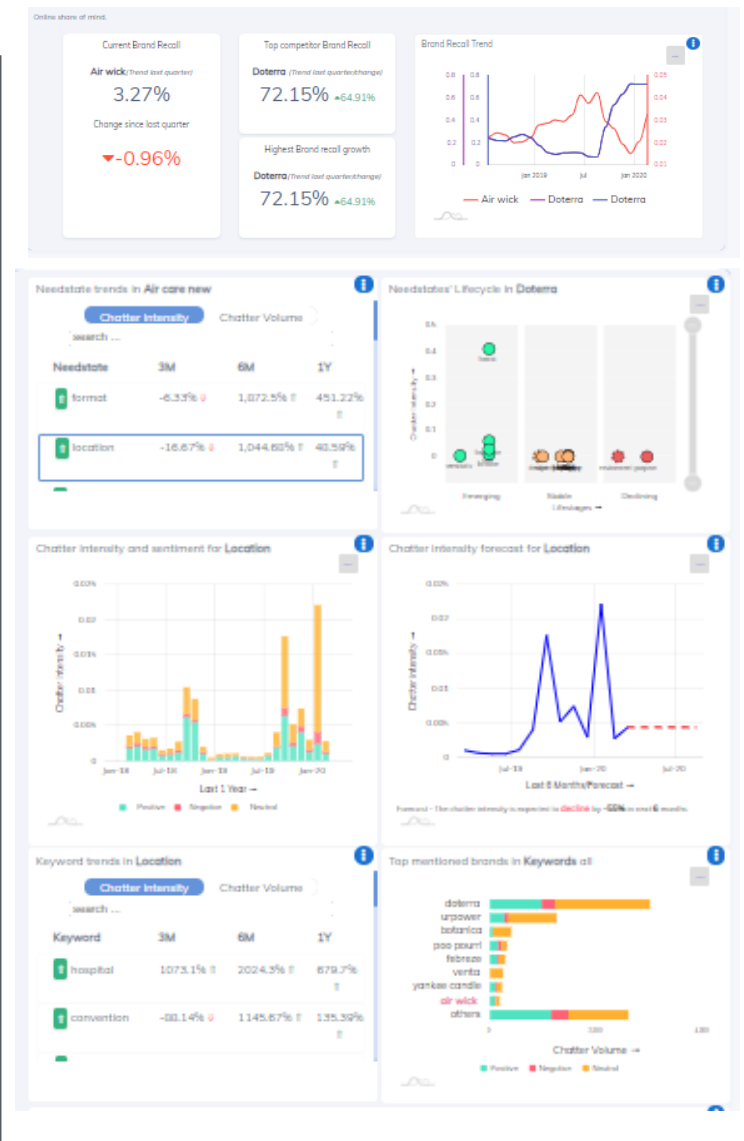
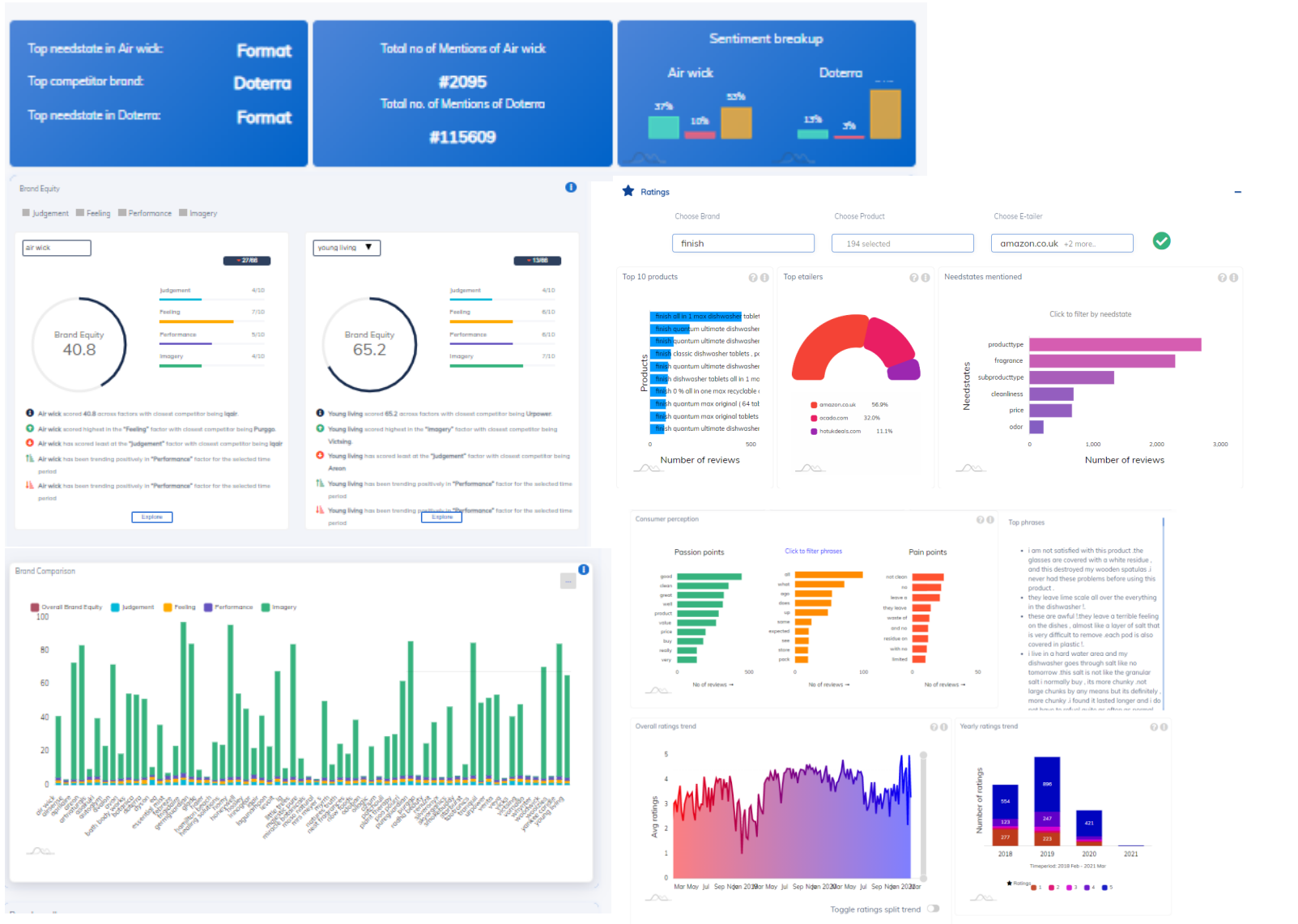
# ConsumerHub Screenshots

Deep dive into category insights to identify and track trend lifecycles, forecasts, associations, the 'why' and more..



# ConsumerHub Screenshots

Deep dive into Brand insights to track competition, trend lifecycles, brand equity scores, brand recall, trend forecast and more..



# ConsumerHub Screenshots

Deep dive into Brand insights across brand placement by themes and demand spaces to come up with the right competitive strategy

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Brand Recall (beta) +

Ratings +

Brand Strategy -

Brand:  Needstate:

● The areas of strength for brand Air Wick are fragrance and wellbeing.  
 ● The key competition to watch out for are Doterra in fragrance and Doterra in wellbeing.  
 ● The needstates to focus on to improve brand perception for Air Wick are location and airpurification/cleaningtheir.

	Levoit	Air wick	Urpower	Yankee candle	Febreze	Doterra	Young living	Plant therapy
wellbeing	581	1,891	1,088	212	264	13,156	3,269	2,751
fragrance	36	2,369	266	3,429	3,441	31,503	1,402	1,397
technology	839	130	23	39	718	980	134	47
airpurification/cleaningtheir	1,781	3	45	5	45	275	20	15
odor	305	815	172	1,478	3,003	5,057	280	533
time	248	117	428	290	173	2,128	948	130
location	1,331	898	533	775	671	4,278	274	76

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Demand Space

	whirlpool	seventh generation	samsung	lemi shine	kitchenaid	ge	finish	dawn	cascade	bosch
Clean beyond dishes	Orange	Grey	Grey	Cyan	Cyan	Orange	Grey	Grey	Grey	Cyan
Deep Clean - Hygiene	Grey	Grey	Yellow	Grey	Grey	Grey	Yellow	Cyan	Yellow	Grey
Delicate - Responsible Pioneer	Cyan	Red	Grey	Cyan	Grey	Grey	Grey	Grey	Grey	Cyan
So clean it shines	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Grey

Mentions: 3889

- Unique differentiation for Brand Of Interest (On a particular attribute the Brand of Interest performs well)
- Dual differentiation (On a particular attribute two brands perform well)
- Shared differentiation (On a particular attribute more than two brands perform well)
- Above average (On a particular attribute these brands perform above average)
- Unique differentiation for competition (On a particular attribute the competitive brand performs well)
- Significant (Not a differentiator)

Toggle detailed view

Toggle mentions visibility

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Demand Space

	lemi shine	bosch	kitchenaid	whirlpool	ge	seventh generation	dawn	finish	cascade	samsung
Clean beyond dishes	209	230	121	160	206	409	791	3,133	730	1,322
Leaves no residue	2,248	5,930	5,317	5,886	6,276	977	3,737	5,386	10,962	2,039
Plays well	0	0	0	0	0	0	0	0	0	0
Rinse-aid	183	305	168	299	185	153	251	439	653	144
Removes bacteria	5	5	8	5	5	115	198	251	54	112
No food residue	1,254	312	292	251	345	1,078	2,374	3,898	427	427
No grease or cuts through grease	2,487	3,975	3,122	3,362	4,209	9,020	12,741	21,969	13,321	16,467
Sanitizes	10	138	36	45	91	50	110	86	102	48
Spashes clean	564	778	621	576	422	121	1,286	351	2,688	329
Value for money	300	820	533	968	874	1,102	1,685	3,742	2,688	2,410
Delicate - Responsible Pioneer	239	141	119	109	154	716	1,688	1,035	496	350
Gentle	16	11	13	6	12	1,385	339	197	87	26
Green	185	59	24	20	25	2,000	515	764	168	101
Responsible	150	553	401	423	486	1,137	891	1,893	611	638
So clean it shines	5	76	32	59	74	42	50	899	97	292
Deep clean	209	230	121	160	206	409	791	3,133	730	1,322
Dries completely	962	1,778	1,531	1,737	1,654	1,254	3,748	3,319	2,963	647
Good quality	1,043	2,002	1,674	1,849	1,971	4,274	6,093	6,006	1,778	1,778
No white film	964	244	188	185	239	309	1,662	721	1,778	1,778

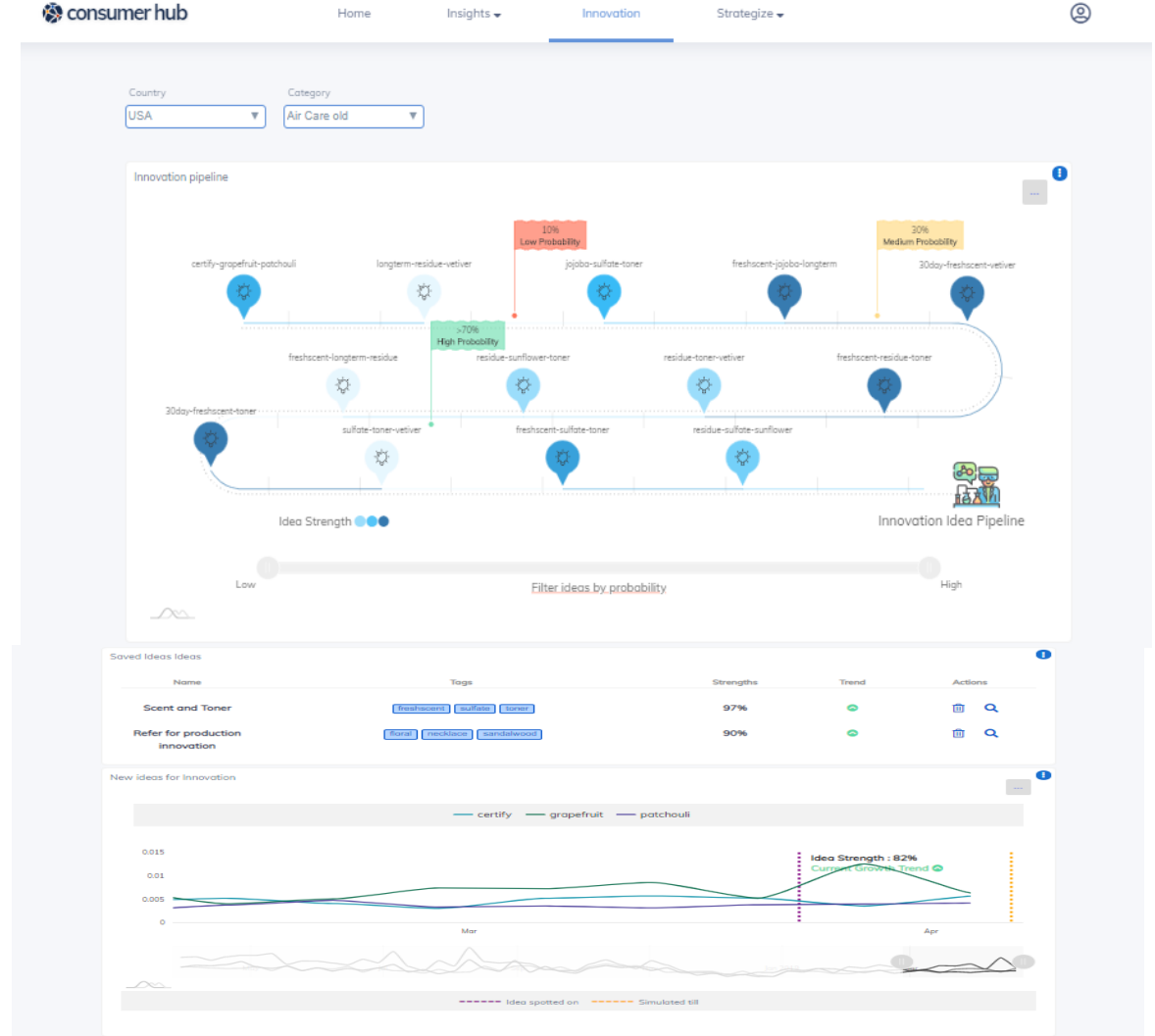
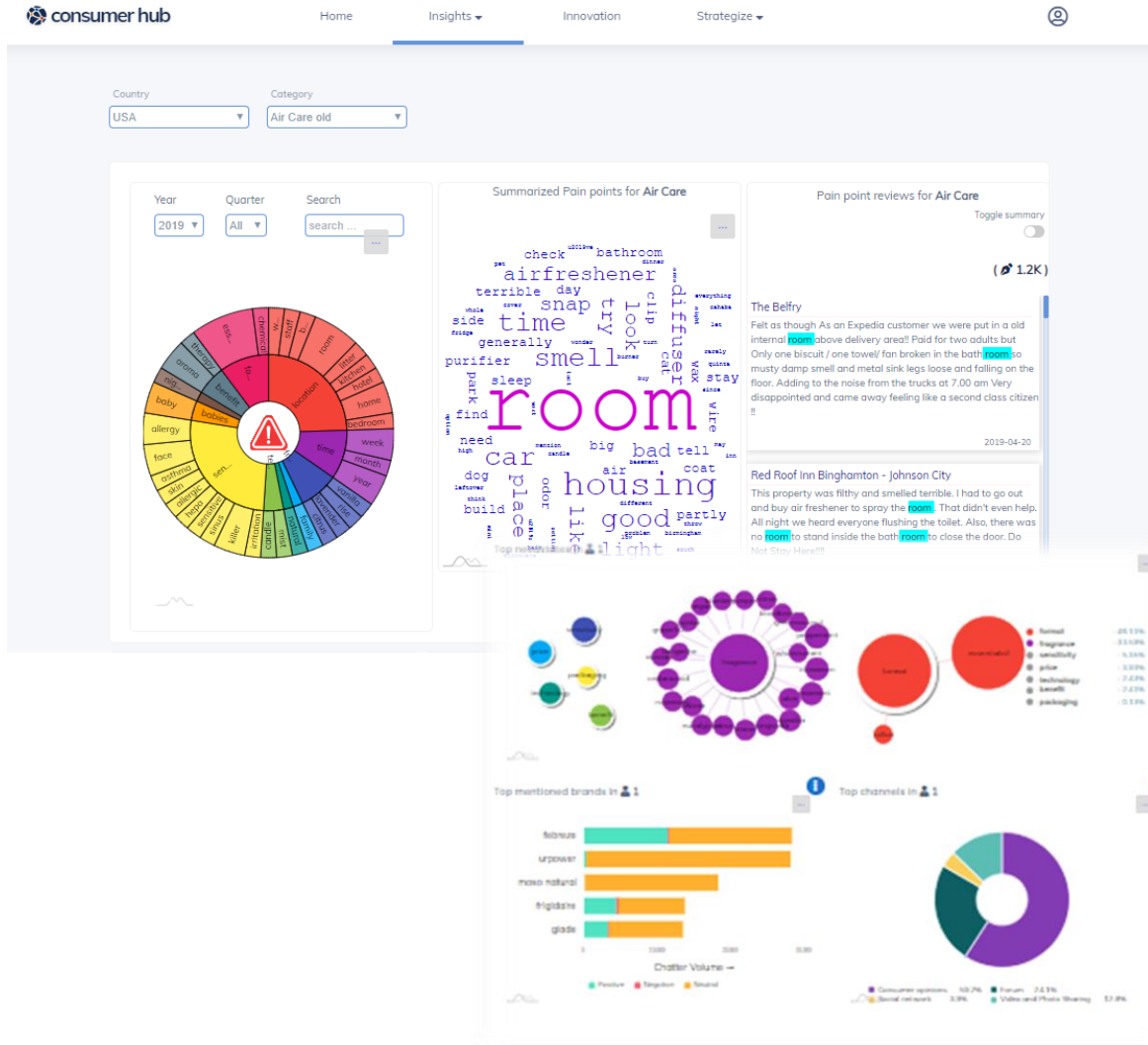
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Deep dive on consumers to understand consumer segments and profiles, pain points, innovation ideas and more..

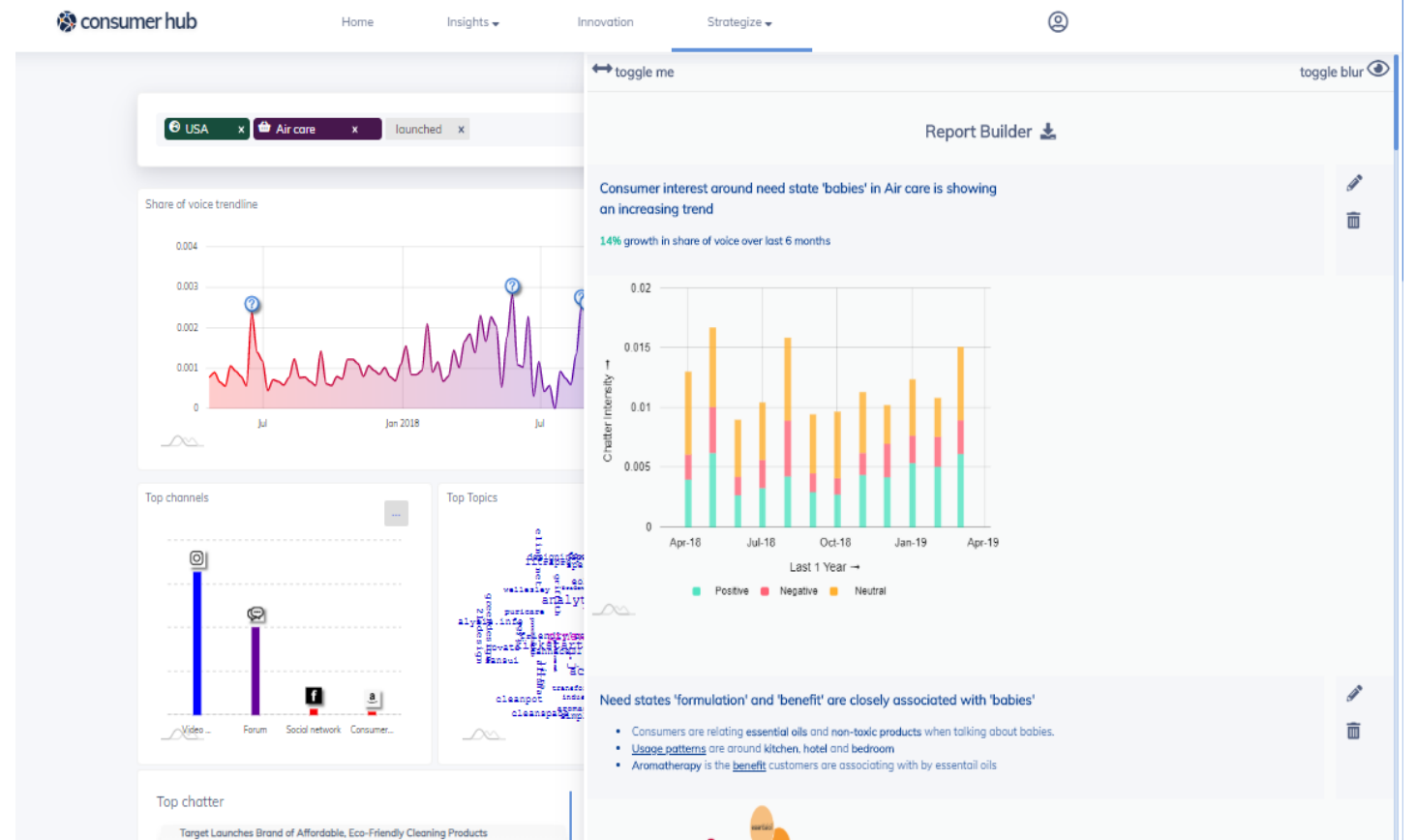
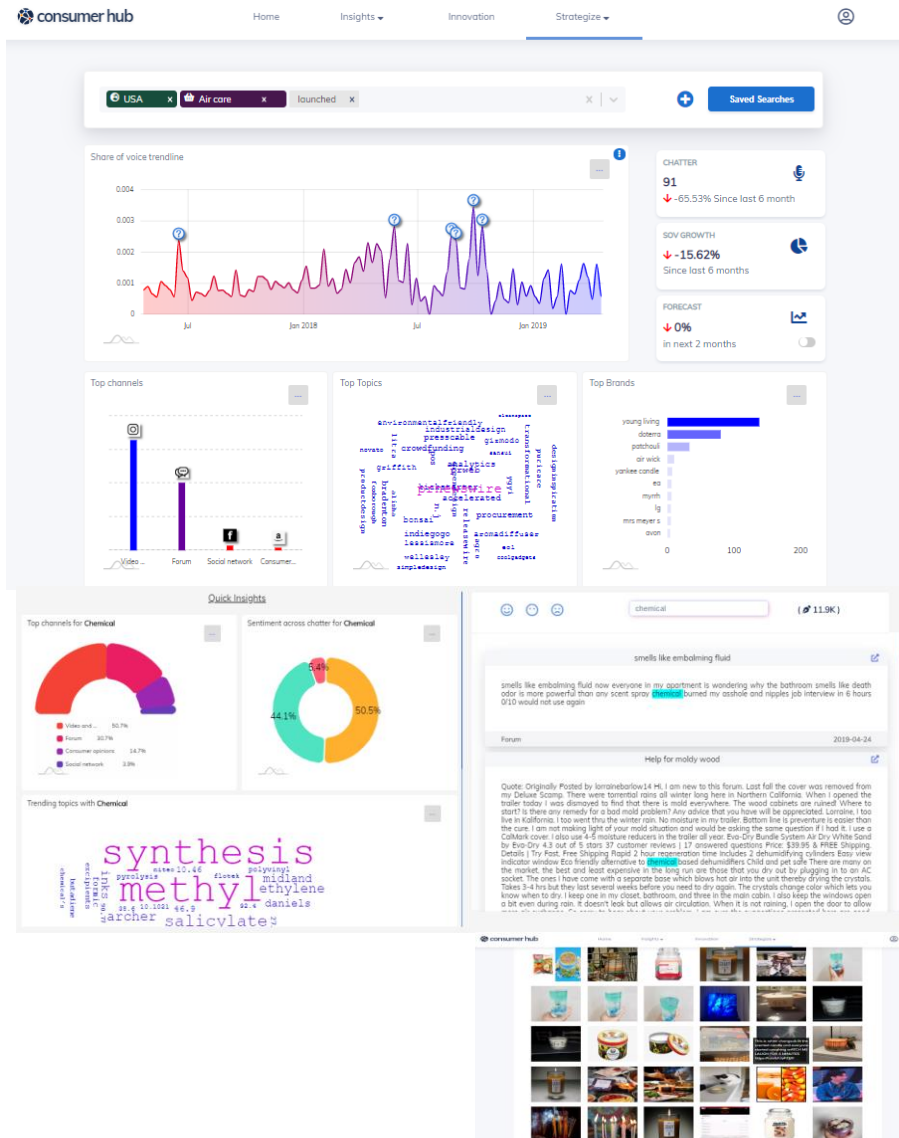






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Search for insights on any topic to get quick insights, see actual chatter contextual to selections, media wall and more. Create dynamic reports within the platform with pdf export functionality.





: A strategic analytics partner to the most admired  
: Fortune 500 companies globally, we help them power  
: every human decision in the enterprise by bringing  
: analytics & AI to the decision-making process.