Relative Insight for
Brands, Marketing and Digital.

Introducing Relative Insight

With a background in protecting children online, Relative Insight's language analysis platform **extracts value from any source of text data.**

By comparing any amount of qualitative data, the technology reveals **differences and similarities in how people and organisations speak**. This methodology surfaces unique insights in a scalable way...

What does Relative Insight do?

Relative Insight's comparative text analysis platform helps marketing, brand and digital teams extract **valuable audience insights** from relevant text data.

By utilising a comparative approach, our platform helps you to **generate rich audience insights** quickly and at scale. This adds sophistication and science to your qualitative analysis.

How it works:

.01

Define your who, what, why

.02

Locate relevant data

.03

Upload your data into the platform

.04

Derive interesting insights

.05

Take action

Equipped with unique marketing insights, brands can develop **sharper communications,** better brand positioning and more resonant campaigns.

Let's talk **data.**

Relative Insight is completely **data-agnostic** so we can work with, and layer on top of all your tools and systems where your language data lives.

The platform can analyse anything you've got, from **open-ended survey results**, to **customer experience reviews,** our technology can compare language on your competitors' websites and all the collateral that you produce.

Some examples:

Social listening

Audience.ai, Awario Brandwatch, Clarabridge, Digimind, Falcon.io, Hootsuite, Keyhole, Linkfluence, TrackReddit, Salesforce, Social Studio, Medallia, Meltwater, Parse.ly, Pulsar, Rival IQ, Socialbakers, Sprinklr, Sproutsocial, Synthesio, Talkwalker

Reviews

Amazon, Bazaarvoice, BestProducts, Capterra, CNET, eKomi, Feefo, Wirecutter, Consumer Reports, Consumer Search, KiyOh, PCMag, Power Reviews, Reevoo, Reziew, TestFreaks, TripAdvisor, TrustPilot, TrustSpot, Good Housekeeping.

Surveys

Checkbox, Confirmit, FocusVision, Google Forms, KeySurvey, Netigate SurveyPlanet, Survicate Qualtrics, SoGoSurvey, Survey Monkey, SurveyGizmo, SurveyLab, Typeform, Zoho Survey, OnePoint Global.

Forums

FlyerTalk, JoyFreak, MakeupAlley, Mumsnet, Forums, College Confidential, Money Saving Expert, Over50sForum, Pistonheads, Quora, Reddit, StudentRoom, TripAdvisor, Yahoo! Answers.

News & magazines

BBC, Bloomberg, Buzzfeed, CNN, Daily Mail, Financial Times, Forbes.

Online communities

Communities247, Digsite, Fuel Cycle, Incling, Recollective, Rival Technologies, Toluna, Vision Critical, 20|20 QualBoard.

Marketing assets

Advertisements, blog posts, press releases, promotional materials, web copy.

Qualitative research data

Focus groups, in depth interviews, user testing, video diaries.

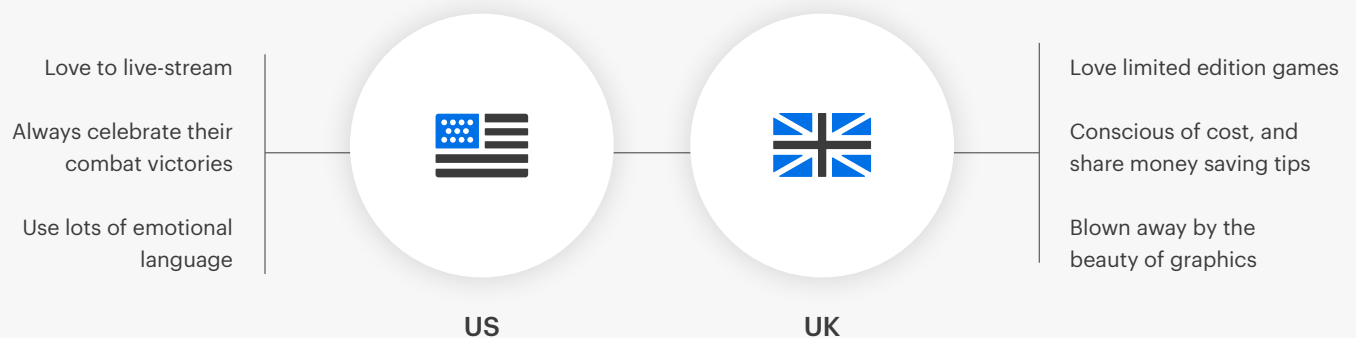# Relative Insight
in action.

Case study: Social listening data | tactic planning

.01 How do **gamers** talk in the UK vs the US?

A gaming company wanted to launch a new game, but first wanted to **discover any nuances** in the way that gamers talked in the UK compared to those in the US.

We collected tweets containing specific gaming related keywords to identify differences in language used between the two audience groups. By comparing these two data sets, we were able uncover linguistic differences in **words, phrases, grammar, topic** and **emotion** that were surfaced.

What we found:

Love to live-stream

Always celebrate their combat victories

Use lots of emotional language

US

Love limited edition games

Conscious of cost, and share money saving tips

Blown away by the beauty of graphics

UK

The marketing team were able to take these insights and create two **very different launch campaigns** that spoke specifically to each geographic audience in the language they used, about elements they love.

Access the case study

Case study: Forum data | white space analysis

.02 Competitor benchmarking for shipping services

We analysed online customer reviews for four delivery and shipping providers to gain a glimpse into individual challenges and strengths of different brands. By comparing the language used in these reviews, very **specific topics and themes emerged** which were unique to each brand.

Our analysis showcases all the factors that differentiate **how consumers view each brand**, it highlights what people love, what they hate, and how they talk about it.

What we found:
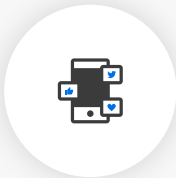
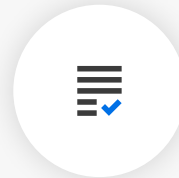| USPS	FedEx	UPS	DHL
Friendly employees Satisfied customers	Lazy delivery drivers Inadequate service	Late deliveries Unusual issues	Expensive International shipping

The sophisticated form of benchmarking can be used to determine future advertising and comms campaigns, it can also be shared with CX teams to **improve customer service.**
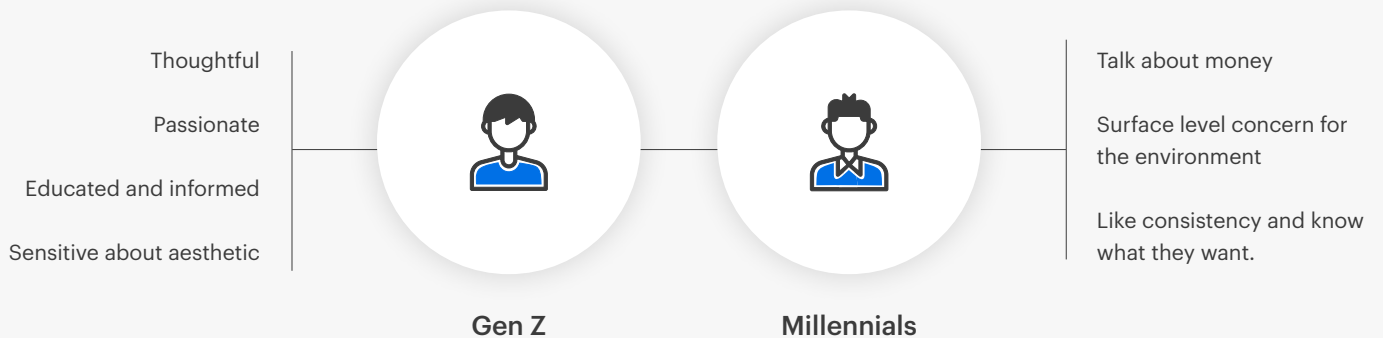
Access the case study

Case study: Survey data | campaign strategy

.03 How to target generation Z

We know that members of the post-millennial generation are ferocious and passionate, care deeply about social responsibility and hardly pay attention to traditional media – but we wanted to find out **how to resonate with them on a deeper level.**

So we ran a global survey seeking to compare opinions of **millennials vs gen Z**. We asked respondents open-ended questions about sustainability, ethics, what and how they buy, what they would never buy on principle, personal brand identity and even emojis.

What we found:

Gen Z		Millennials
Thoughtful		Talk about money
Passionate		Surface level concern for the environment
Educated and informed		Like consistency and know what they want.
Sensitive about aesthetic		

By comparing the language used in both data sets, we found **unique differences in the way each demographic set views the world**. These insights inform marketing, brand and digital teams on not just what they need to do, but how to communicate this.

Access the report

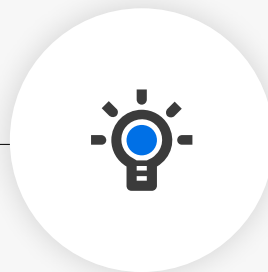# How can Relative Insight **help you?**

Relative Insight helps brands speak the language of their consumers. Using words or topics familiar to your target audience is crucial in creating relatable marketing content. Relative Insight can break down and analyse data by any given demographic or audience attribute – including **age, location or gender.**

Text analysis gives you a deep dive into the opinions of customers, providing the insight to develop effective marketing strategies.

Text analysis will help you decipher:

The opinions of customers

Insights for effective marketing strategies

Get in touch to see how we can help you.

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Request demo