

What is Relative Insight?

Relative Insight is a **comparative text analytics software** that helps organisations generate actionable insights from text data using technology originally developed for law enforcement.

Most decision making relies on quantitative measures that tell you *what* is happening, but taking effective action requires an understanding of *how* and *why*. Text analytics can provide these answers.

How does Relative Insight work?

The platform combines **AI-powered natural language processing with advanced comparative linguistics** to analyse *any* source of text data and drive enhanced contextual understandings of target audiences, competitors and trends. This approach reveals what makes data sets (and the audience groups, brands or products they represent) unique and similar.

What is Relative Insight used for?

Leading brands and agencies use Relative Insight to leverage text data as a source of business intelligence.



01 Voice of the customer

Analyse survey open-ends, reviews, interviews and other customer feedback to inform marketing, customer service and product development.



02 Market research

Transform relevant public discourse from social media, forums and the media into valuable market research insights.



03 Competitor intelligence

Compare website copy, advertisements, customer reviews and public discourse to understand how competing brands and products are different and similar.

Extract maximum value from your text data

Too often, text data is analysed in a *'one and done'* fashion. With Relative Insight, the average piece of text gets analysed in five different ways. Using the split functionality to breakdown your data sets, you can develop 360° understandings of the topics you are researching and ensure you are getting maximum value from your data assets.

The challenge with traditional text analysis

The text analytics capabilities commonly embedded in social listening and survey analysis platforms are **one-dimensional** and typically rely on **frequency-based analysis**. This approach involves counting the most common words and phrases and presenting the findings in word clouds or frequency tables. There are two problems with this approach.

Topic-specific language

The most common words and phrases aren't always the most insightful. Frequency analysis tends to surface obvious topic specific findings.

Supermarket reviews are likely to include many mentions of the words 'shopping', but this isn't interesting or surprising.

Lack of context

Context is necessary to judge the importance of a finding, and one-dimensional frequency analysis does not incorporate any element of baselining.

It's great to know 20 customers praised the quality of your product, but is this better or worse than the competition?

The power of comparison

All analysis in Relative Insight is organised around one or more comparisons. Comparisons can be built across time, audience segments, geographic markets, competitors and more. This approach overcomes the challenges of traditional text analysis methods in two important ways.



Insights that capture context

A comparative approach produces high quality insights by enabling you to learn about a particular audience group or brand in relation to a relevant reference point or baseline.



Focus on differences

Relative Insight cuts through the noise and focuses your attention on the statistically significant differences and similarities that reveal the most important and insightful elements of the text.

Get in touch to request a demo and see our technology in action!

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