Relative INSIGHT | Marketing, brand and digital

1. Advertising creative
Analyse language on a particular topic to inform the creative development process.

2. Interview analysis
Compare interview or focus group transcripts to identify key themes and differences.
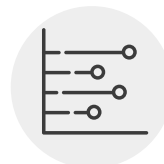
3. Advertising effectiveness
Examine social mentions before and after a campaign to understand how discussion has changed.

4. Buyer personas
Build robust customers personas by understanding the unique language used by each of your target buyers.

5. Social analysis
Demographic and channel-based comparisons of social data to help you keep a pulse on target audiences.

6. Market positioning analysis
Understand your market positioning by comparing social mentions, forum data or reviews against competitors.

7. New market entry
Localise strategies by analysing social or forum data to support growth in new geographic markets.

8. Outbound brand messaging effectiveness
Analyse competitor and target audience language to inform marketing and website copy.

9. Survey open-end analysis
Analyse survey open-ends at scale to reveal themes and differences between audience segments.

10. Product development

Use reviews, surveys and social data to identify what people like and dislike about your product.

11. Customer service and training

Utilise support transcripts, surveys and reviews to reveal drivers of customer satisfaction and improve training.

12. Sales process optimisation

Analyse emails and CRM data to reveal drivers of successful conversions and inform sales enablement processes.

13. Employee engagement

Analyse employee surveys and employer reviews to reveal drivers of employee satisfaction and dissatisfaction.

14. Job descriptions

Analyse CVs and external job postings to optimise your job descriptions and attract the best candidates.

15. Internal comms analysis

Analyse internal chat and intranet conversation to understand what employees are talking about.