Relative Insight delivers a new approach to qualitative analysis powered by *language comparison*.

Building comparisons allows you to generate insights that capture *context* in a way that traditional approaches to qualitative research do not.

Frequency analysis vs language comparison

Analysing the frequency of words and phrases in isolation only tells one side of the story.

Frequency based analysis (such as that provided by social listening platforms) can surface dominant themes and spot changes in particular conversations, yet it often fails to incorporate any *points of reference.*

Competitors

Audience

Time

Think, for example, how your analysis might be enriched by comparing against a *competitor*, another *customer segment* or *over time*.

The language comparison approach can help overcome the *one-dimensional nature of traditional frequency* analysis by enabling decision making that accounts for the *differences* and *similarities* between audience groups and brands.

Consider this:

Does finding 100 reviews of your product that mentions '*good quality*' mean that you're universally known for providing good quality

No, a competitor may have just as many, or even more mentions of good quality in their reviews - which might mean that this is an area where you need to improve.

Request a demo

Contact us to see what Relative Insight can do for you, and together we'll put the platform through its paces.

Focusing on the unique differences

The nature of how we use language is such that half of everything we say is composed of the **same 170 words** – these are building block words such as '*if*', '*and*', '*but*' and '*the*'. Because of this, any bodies of text are destined to have much in common.

171,000
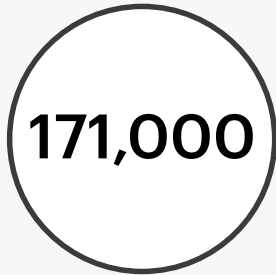
Words in the English dictionary

170
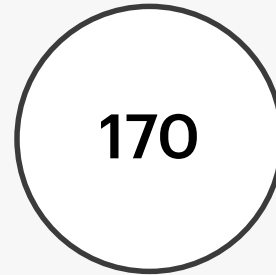
Words make up 50% of what we say

Relative Insight enables you to focus on the key differences and similarities that get at the **true meaning** being conveyed in a particular language set – helping you better understand the audiences you are interested in.

How Relative Insight works

It's as simple as sourcing your data, uploading it into the platform and then letting Relative Insight do its magic.

Relative
INSIGHT

Once you've done this, you are left with an easy-to-navigate output that highlights the differences and similarities across **topics, phrases, words, grammar** and **emotional** categories.