Relative Insight's technology was developed as part of a project between the UK government and child protection services to catch adult **men posing as children online.**

Today, we apply the same methods of *linguistic comparison* to uncover unexpected differences in the way people, and organisations use words.

These insights are crucial to help charities identify new, effective ways to *engage* with beneficiaries, service users, policy-makers and the general public.

Relative Insight's technology provides insight in the following areas:

Outreach effectiveness

Analyse how a target demographic talks *before, during*, and *after* an activation to understand how conversation and awareness has changed because of it.

Demographic insights

Understand how any target segment speaks in comparison to others. Identify the language that is unique to each of them in order to create *messaging that resonates*.

Fundraising

Pinpoint language that drove the largest *uplift in key metrics* (e.g. donations, downloading content, or UGC activity) by comparing high yield outreach comms against less effective activity.

Theme tracking

Conduct a deep-dive analysis into how people talk about themes and topics relevant to your work – create comparisons to see how this has changed *over time, across geographies*, or between *demographic groups*.

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

Request demo

With its language comparison methodology, Relative Insight surfaces the significant differences and similarities between language sets, helping users *discover* insights from unstructured data, rather than searching to *confirm a hypothesis.*

Media analysis

Analyse the words used in *media coverage* about your organisation, but also societal and political issues relevant to your work.

Engagement

Compare the language used in your outreach efforts against that of *service-users*, *policy makers* and the *general public* to ensure the language you are using is relevant to the communities you are trying to engage.
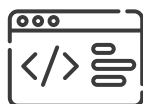
Benchmarking

Understand the differences in the way you talk compared to *similar organisations*, and how potential supporters discuss the different options being marketed to them.

We can compare any sort of language data, on or offline:

Forums & online communities

Web copy

Telefundraising transcripts

Questionnaire & survey responses

Social media & social listening data

Outbound outreach communications

Focus group transcripts

Policy reports & documents

Radio, TV & podcast transcripts

Media coverage