Hyper-Target Your Marketing Campaigns Using Sentiment Analysis

Focus your marketing campaigns to your target audience through sentiment analysis. Learn how a major consumer electronics leader puts an AI-driven consumer feedback analysis tool to work.

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Supercharge your marketing campaigns through sentiment analysis of customer feedback

A location technology and consumer electronics provider, leveraged Wonderflow's technology to dive into consumer sentiment. Their main focus is to generate the greatest available detail, accuracy, and real-time updates for their customers.

Before working with Wonderflow's solution, the company analysed customer feedback manually, and only after collecting very specific reviews from a limited number of sources. This resulted in certain insights, but not enough to meet their goals of truly understanding their customer.

> *More than 75% of riders-reviewers used words like "joyride, interesting, discover, tour", describing a sense of adventure.*

After the successful pilot period, the Wonderboard was implemented to serve the product development and marketing departments. The artificial intelligence (AI) took over the entire data collection and analysis process, increasing the quantity of sources and reviews, improving the data quality, and increasing the accuracy of the analysis. Before long, Wonderflow analyzed and reported on more than 112.000 reviews for 41 products, from 11 channels, in 6 different languages.

The data analysis generated crucial insights. The most significant one was that Wonderflow segmented the

reviewers based on which mode of transportation they were using. The company was of course aware of different audience segments, but the writers of consumer feedback did not identify themselves as such.

Through the Wonderboard, the company was able to segment the reviewers through advanced sentiment analysis, based on how they expressed themselves when reviewing the navigators. For example:

"What I liked most was that it could plan interesting routes for me to go out for a joyride. It meant that I got to discover new places and new ways to go that were great fun. Hands down this is my favorite part".

> *More than 82% of the driver-reviewers used words like "business miles, guide, road closures, plan a route"*

The above would be a review by a rider. **More than 75% of riders-reviewers** used words like "joyride, interesting, discover, tour", describing a sense of adventure. It is safe to assume then that riders were using their motorbikes for more than just commuting. Additionally, riders were analyzed to have long-winded reviews (average length of 280 words), since they are eager to share their emotions and a sense of adventure. Finally, riders

used strong, emotional adjectives, like "significantly, excellent, fantastic". Riders were proven to be more romantic and sensitive in their reviews. Most of them were eager to use the navigator in order to take on adventures of all kinds with their bikes. Traveling while going through beautiful scenery or taking an interesting route was more important for them than how long the ride would take.

On the other hand, we have this review:

"I now use my [navigation device] daily on my commute to work, just in case there are road works or an accident I can divert."

You can already guess, it belongs to a driver. **More than 82% of the driver-reviewers used words like "business miles, guide, road closures, plan a route"**. These words are mainly used to describe day-to-day processes (i.e. daily commute). Drivers were found to be more pragmatic and concise than the riders. Their reviews had an average of 200 words, which is a significant difference from the riders' average review length. Finally, driver-reviewers used unemotional phrases and neutral adjectives, like "simple to use, accurate directions" and "it works ok". With that being said, the main aspects that they cared about were the ease of use and the best way to commute.

Conclusion

0.1 How to apply this analysis for Marketing Campaigns?

Wonderflow's team worked with the marketing department to apply the sentiment and words associated found in the analysis in the marketing communication. By using words most frequently used in reviews, you can mirror the sentiment of your target audience. This can be leveraged to increase the Click Through Rate (CTR) and engagement of your digital campaigns. Here's how: before the company puts money behind campaigns and advertising, they test and experiment.

"The Wonderflow analysis gave our copywriters great input by recommending which words and tone of voice to use."
Sophie, Head of Marketing

They created three facebook ad variations for both groups: same visual, but different messaging. One of them was the copy they used in previous campaigns, and the other two were based on the wording from the analysis. The outcome proved their assumption: the engagement with the ads was significantly higher for the new text. More specifically, **CTR increased by 26% for drivers and 67% for riders**.

0.2 Wrap up

Overall, the analysis helped to further identify the customers' needs. They were able to strengthen their customer personas, enabling them to provide products that will be more accurate to their needs, and market these more efficiently.

Ultimately, the improved marketing campaigns resulted in an increase of sales of 13% for the tested geographies.

+26%
Driver CTR

+67%
Rider CTR

+13%
Product sales

Consumer Feedback Analysis made easy

The most complete enterprise solution in the market to transform the voice of your customers into concrete strategic actions

WONDERFLOW
Data Science for the business

The most complete enterprise solution in the market to transform the voice of your customers into concrete strategic actions

- Consumer Experience Lead at Philips

The Smart choice

Wonderflow helps the world's best brands to become customer-centric through consumer feedback analysis.

PHILIPS   **SAMSUNG**   **KANTAR TNS**   **DHL**

LAVAZZA   **Scholl**   **durex**   **prima**.it

Data handling

We collect consumer feedback coming from different sources and touchpoints (for example Amazon reviews, surveys and NPS, customer contact transcripts)
Case study ROI: Up to 90% time saved in the customer feedback analysis process.

> *"Before we started leveraging on Wonderflow, all data collection was done through scraping and manually translating the transcripts and reviews using Google Translate. I used to do this myself."*

Data analysis

We extract insights from millions of feedback through natural language processing, with high accuracy and consistency.
Case study ROI: €600k saved in traditional market research cost

> *"Because Wonderflow has the relevant information, I am able to answer questions within minutes, rather than days."*

Data reporting

Our dashboard (the Wonderboard) is designed with business users in mind, which makes it an extremely accessible reporting tool.

Case study ROI: Over 500 users business users within 1 enterprise

> *"Wonderflow enables our company to establish a truly global and harmonized way to collect, process and report qualitative VoC"*

A strategic tool to solve business challenges

✓ Set a product development strategy through feature search and validation

✓ Find out product issues by analyzing customer feedback Decrease the amount of customer support calls and messages

✓ Build highly targeted marketing campaigns through feedback analysis

✓ Find out how to improve customer satisfaction for your products and service

✓ Learn what drives customers to your competitors

✓ Hunt for counterfeit products

Data source we work with

✓ Online reviews (e-commerce & apps)

✓ Call center, chat & email

✓ Survey & NPS data

✓ Private data sources from our clients

Ask For a Demo
Book via call or email

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