



Relative

INSIGHT

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What does Relative Insight do?



What?

An AI based text data analytics platform which delivers high value audience insights



Why?

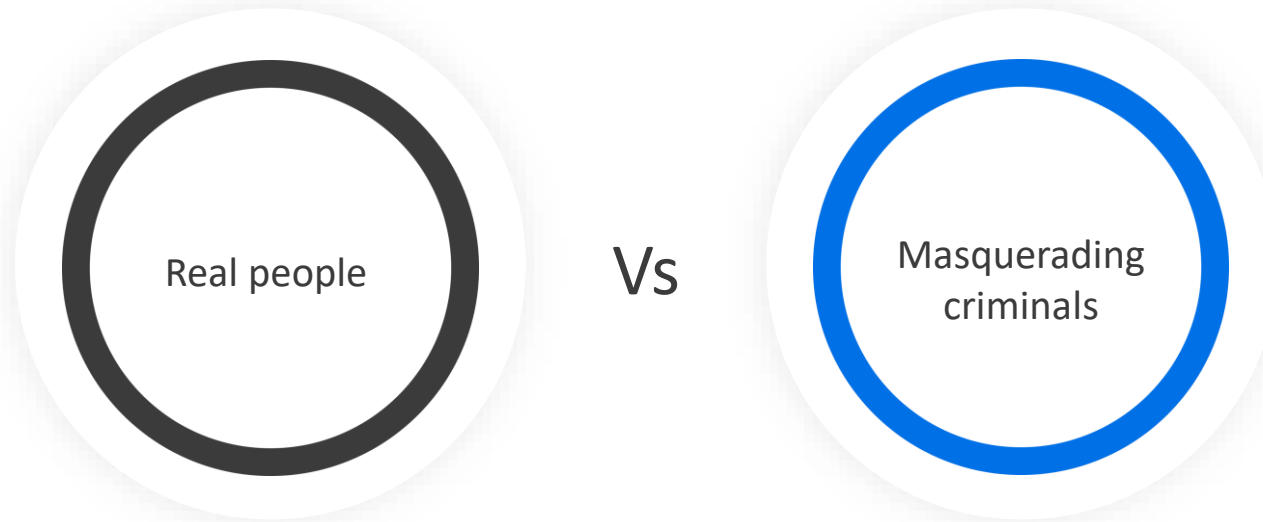
Companies currently have access to huge amounts of valuable text data, yet most do not use it



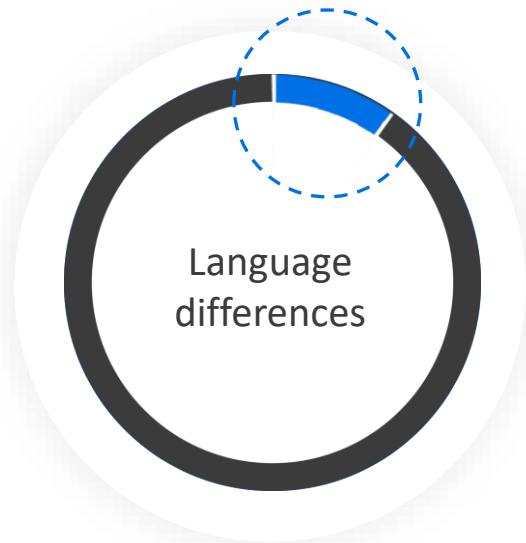
How?

By using innovative comparative techniques to highlight critical differences in consumer language

Relative Insight originated in law enforcement, where we compared text data to detect criminals online



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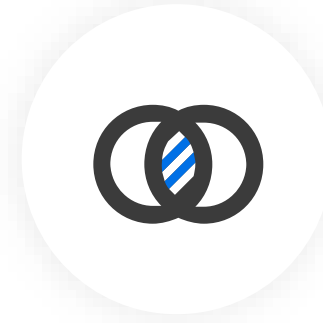
This technique was applied to the business world



Digital marketing



Consumer analytics



Customer experience

And we work with some cool customers



amazon



NESPRESSO®



Johnson & Johnson



■ R/GA



FTM



BEST
BUY.

What do we mean by 'text data'?



Social media



News & online articles



Open-ended survey results



Review sites



Forums & online communities



Focus group transcripts



Blogs & website copy



Audience insight tools

Common comparisons from metadata



Audience



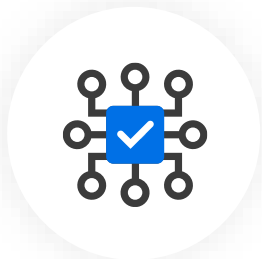
Customer satisfaction



Time



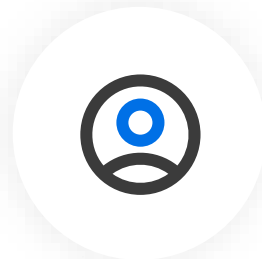
Geography



Specific channel



Competitors



Demographic