Gillette Sample Insights Analysis

Powered by Yogi

June 2022



Yogi

Yogi is a product sentiment platform that enables brands to gain deeper visibility into customer feedback and voice-of-customer.

We are the only tool that uses proprietary AI & NLP technology with reviews & ratings as the main data source. This enables faster and more granular analyses to uncover issues, opportunities, and trends.

This leads to higher star ratings, improved claims, opportunities for innovation, adjustments in marketing spend, and other actions that lead to tangible ROI.

Trusted by the Biggest Brands in the World

Hisense · Church & Dwight Co., Inc. · Purina · Microsoft · Johnson & Johnson · Colgate · Mars Petcare · Charlotte Tilbury · iff · Nestlé

The Market Shift To Deeper Ratings & Reviews Analysis

Playbook One: Slower moving brands are stuck using the first generation of tools, focusing only on reaching a **minimum review count and star rating,** resulting in missed opportunities for differentiation.

Examples of Playbook One tools: bazaarvoice: Profitero PACVUE SALSIFY

Severe gaps in data accuracy by limiting views to star rating, volume, and basic keyword counts.

Focusing on outdated status quo of reaching a minimum review count and star rating.

A limited view to competitive and retailer-specific data results in rapid deterioration of market share.

Playbook Two: Leading brands recognize that when done properly, granular Review & Ratings analysis provides **actionable insights that increase ROI** throughout an organization.

Real-time, granular analysis provides consumer-focused insights across teams.

Visibility across all retailers & competitors for comprehensive market-wide intelligence.

Contextual understanding of themes, sentiment, NPS, and more across SKUs, retailers, etc.

Brands that prioritize Playbook Two have seen sizable ROI through **increased conversion rates, organic boosts in star rating and review volume, reduction in marketing spend, and more.**



Sample Insights Using Yogi For

Gillette - Razors and Blades

Sentiment vs. Star Rating

Sentiment is more precise because its able to isolate negative mentions in positive reviews and positive mentions in negative reviews.

Example of a 5-Star Review w/ a negative mention:



Example of a 2-Star Review w/ a positive mention:

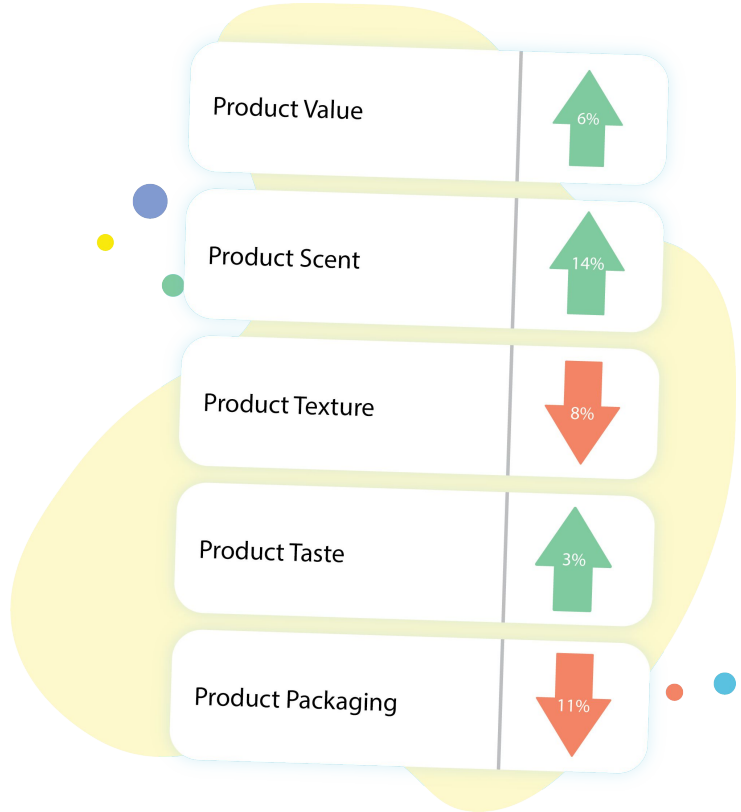


Yogi's Natural Language Processing identifies the tone and topic of each sentence help to identify strengths / weaknesses on the fly

Yogi Sentiment



Yogi Themes



I. Train

Yogi's AI has been trained on over a billion examples to recognize tone and emotion. This means Yogi can catch vernacular and slang, understanding the context of how words are used.

II. Assign

Yogi reads each sentence in each review and assigns a 'theme' and sentiment score to it. This score is purely based on the text and doesn't consider other factors like username or star rating.

III. Improve

Although Yogi's baseline is near human-level accuracy (82% vs 85%), your team can further refine Yogi's algorithm by "flagging" data within the platform. This leads to constantly improving results.

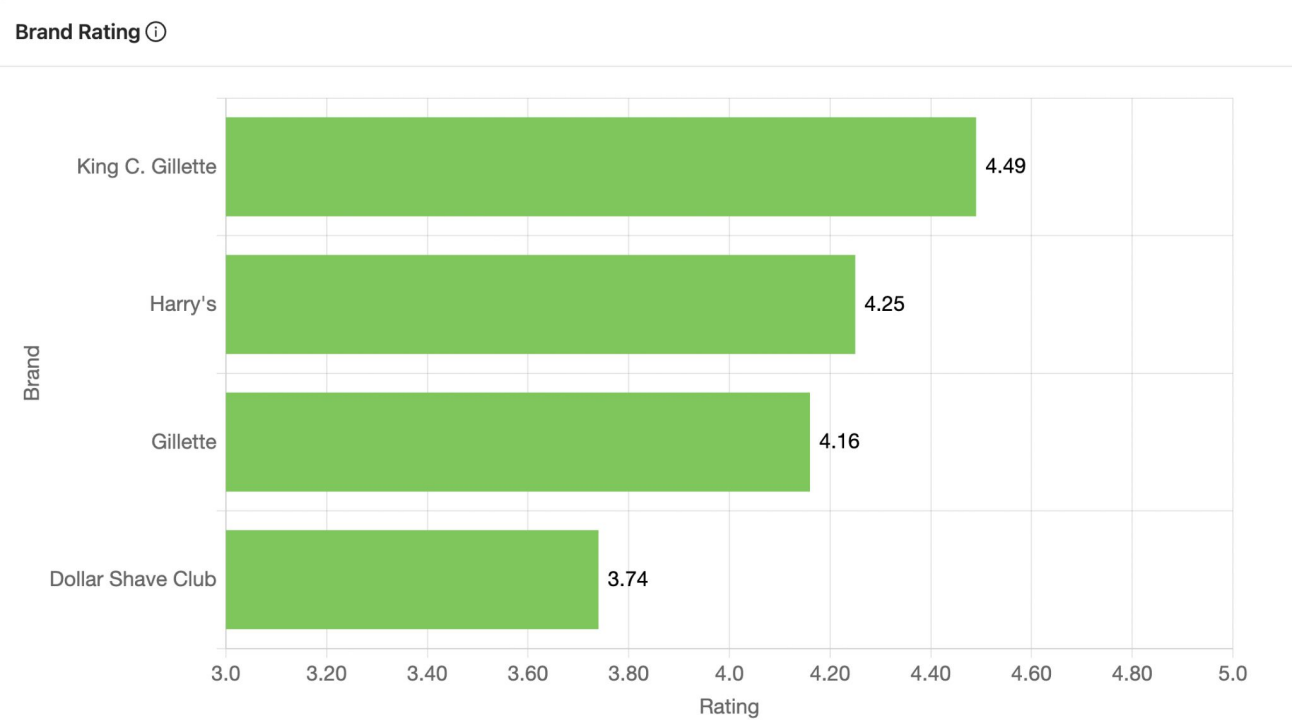
Yogi

Methodology

Yogi analyzed **15,103** of reviews across **17,570** sentences across 4 brands.

For this sample analysis we focused on **Dollar Shave Club, Gillette, King C Gillette and Harry's** across the category of **Razors and Blades.**

When diving deeper into all brands you can see that **King C. Gillette has an Average Rating of 4.49** while **Dollar Shave Club has the lowest Average Rating at 3.74**



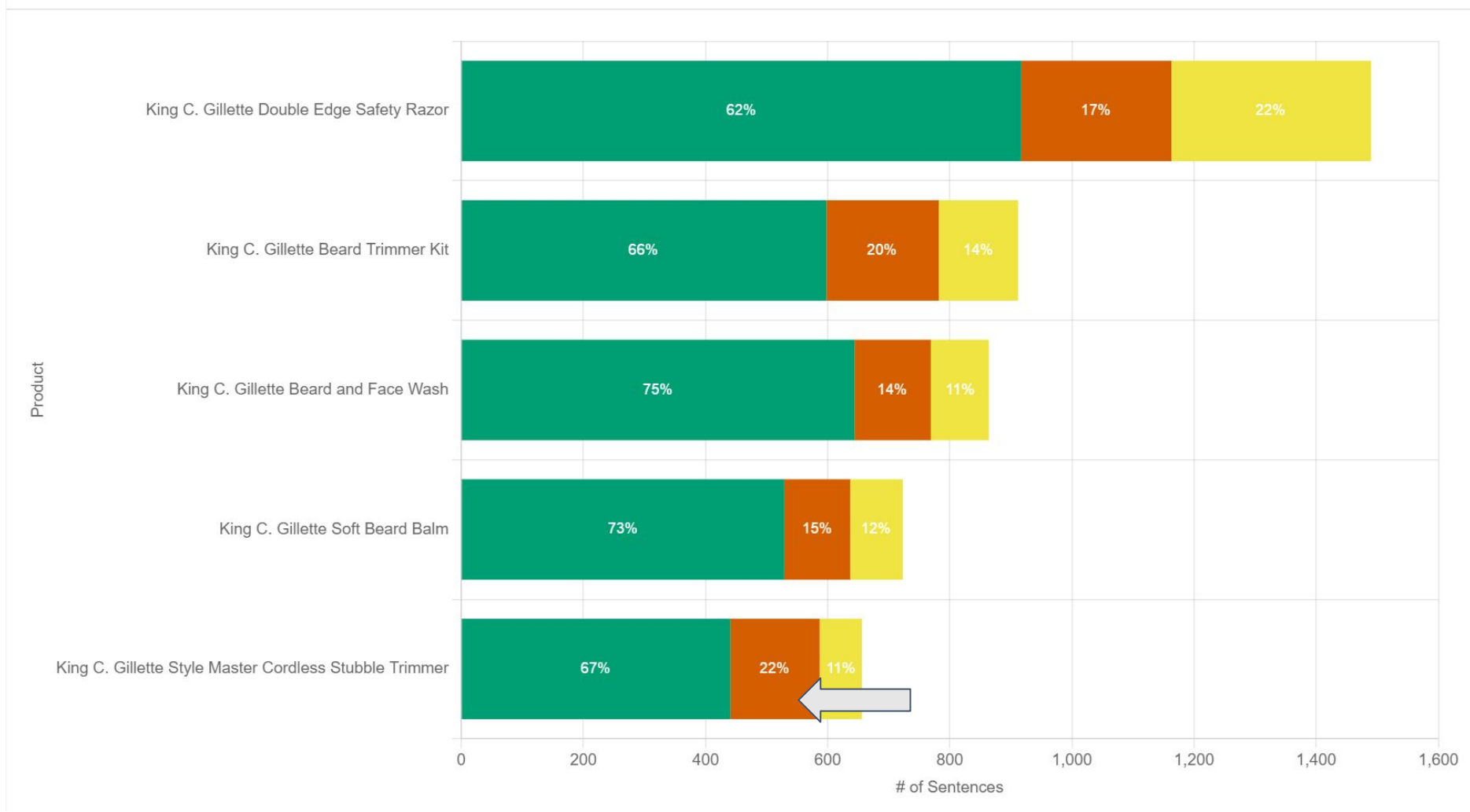
Example One: King C. Gillette Style Master Trimmer



A Deeper Dive Into Negative Sentiment...

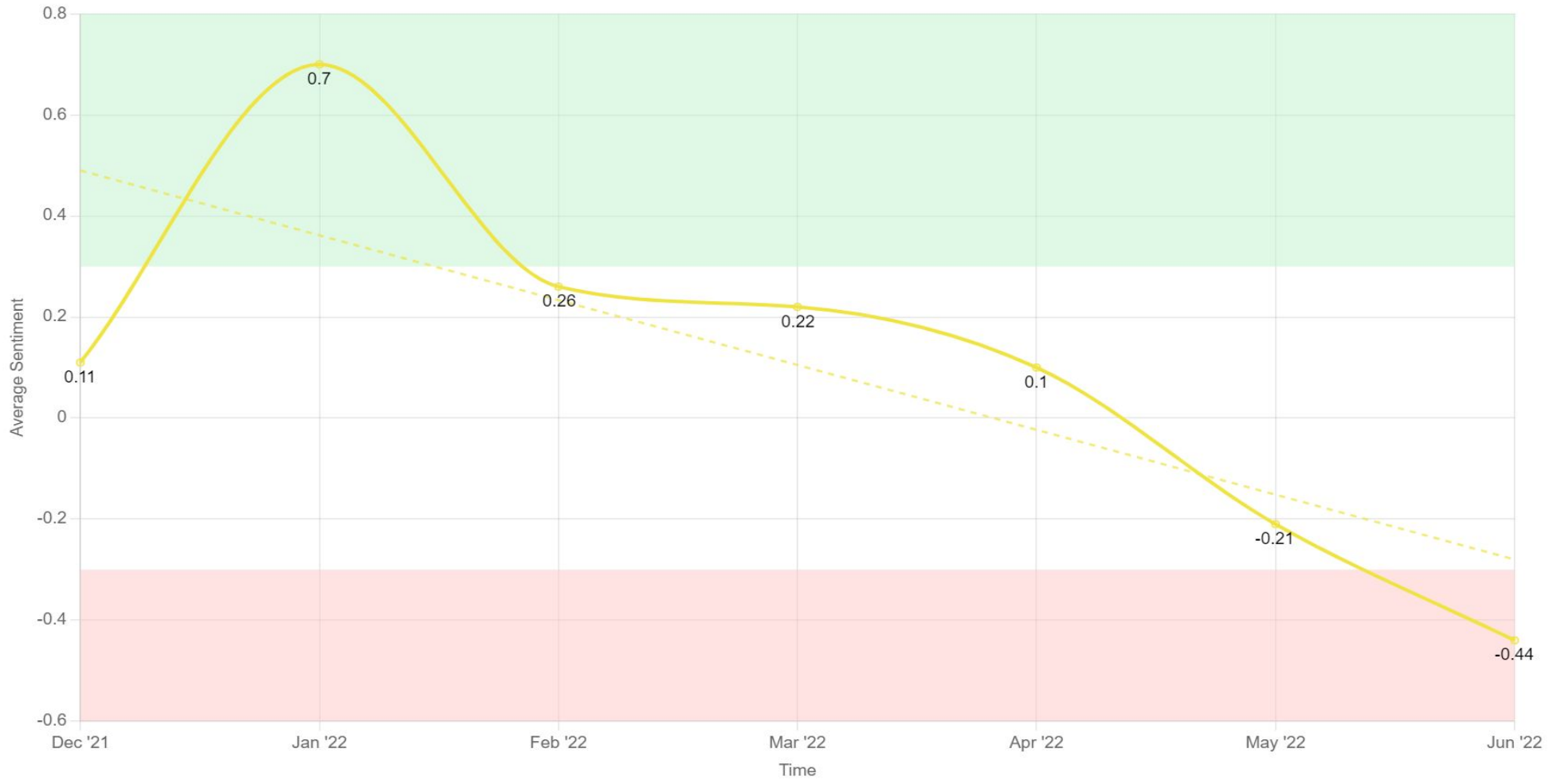
Yogi Callout

When looking into the King C. products we can see that the **King C. Gillette Style Master Cordless Stubble Trimmer** has 22% of mentions with **Negative Sentiment**



Average Sentiment Over Time

The chart below shows that **Sentiment Over Time is trending downward** for the King C. Gillette Style Master Cordless Stubble Trimmer...



Theme Performance

Themes are determined from topics of conversation that Yogi's K-means based AI pulls out of reviews. When analyzing Themes for **King C. Gillette Style Master Cordless Stubble Trimmer**, we see significant conversation and a relatively low star rating on **Impact on Skin** with an **Average Rating of 3.99.** Let's dig deeper into what is bringing the Star Rating down.

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Product Effectiveness: Impact on Skin	151	41.03	0.42	3.99	40.34
Purchasing Experience: Price / Value	43	11.68	0.25	3.63	21.26
Product Attribute: Look / Design	36	9.78	0.68	4.42	66.8
Usage Experience: Ease of Use	27	7.34	0.43	4.19	48.89
Usage Experience: Testimonial	16	4.35	0.16	3.69	14.14
Product Attribute: Durability	14	3.8	0.5	4.57	55.24
Product Effectiveness: Close Shave	11	2.99	0.12	3.55	18.18
Purchasing Experience: Packaging / Fulfillment	11	2.99	0.31	4.09	35.23
Product Attribute: Accessories	11	2.99	0.64	4.82	77.27
Product Attribute: Longevity	10	2.72	0.04	4.5	30

Highlighting an insight that's driving a deterioration in market share....

When looking into the **King C. Gillette Style Master Cordless Stubble Trimmer** around the theme of Impact on Skin we can see that there is a common call out around the **trimmer pulling the hair.** This has been showing up frequently in recent reviews, likely reducing conversion rate for consumers who use the "recent reviews" filter before purchasing.

This trimmer bites and pull the hair once in a while and it hurts so much. I have used many trimmers before they don't bite like this.

May 24th, 2022

The razor seems to **pull your hair rather than cut it.** Not a good experience. Would not recommend.

March 14th, 2022



Having used this trimmer for over a month, it gives a nice crisp look! The multiple different depth size trimmer heads make for quick work on every facial areas. **Only one issue I have run into is even after applying trimmer oil it pulls during use.** Over all good quality and durable would recommend.

February 2nd, 2022

The TV commercial looked good you could trim your beard easy but that didn't happen **it pulled hair out** got stuck very disappointed with it maybe if you 13 and starting to grow a beard or mustache it might work but if your a adult find another one I did

June 7th, 2022

Pulls hair and doesn't cut. Really bad!

June 11th, 2022

Looked good,felt good to hold. Very awkward to use. Didn't like the pivot motion. **Pulled my face hair twice.** Sent it back. Wasn't for me.

May 7th, 2022

Yogi Callout

Suggested Action:

Short Term Suggestion- Update the PDP to highlight the importance of skin care prep before shaving.

Medium Term Suggestion- Potential opportunity to include a small sample of another King C. Gillette product (e.g. Beard Oil).

Long Term Suggestion- This could be an area for future product innovation as newer versions of the Style Master are explored.

Example Two: Neutral/Negative Performance



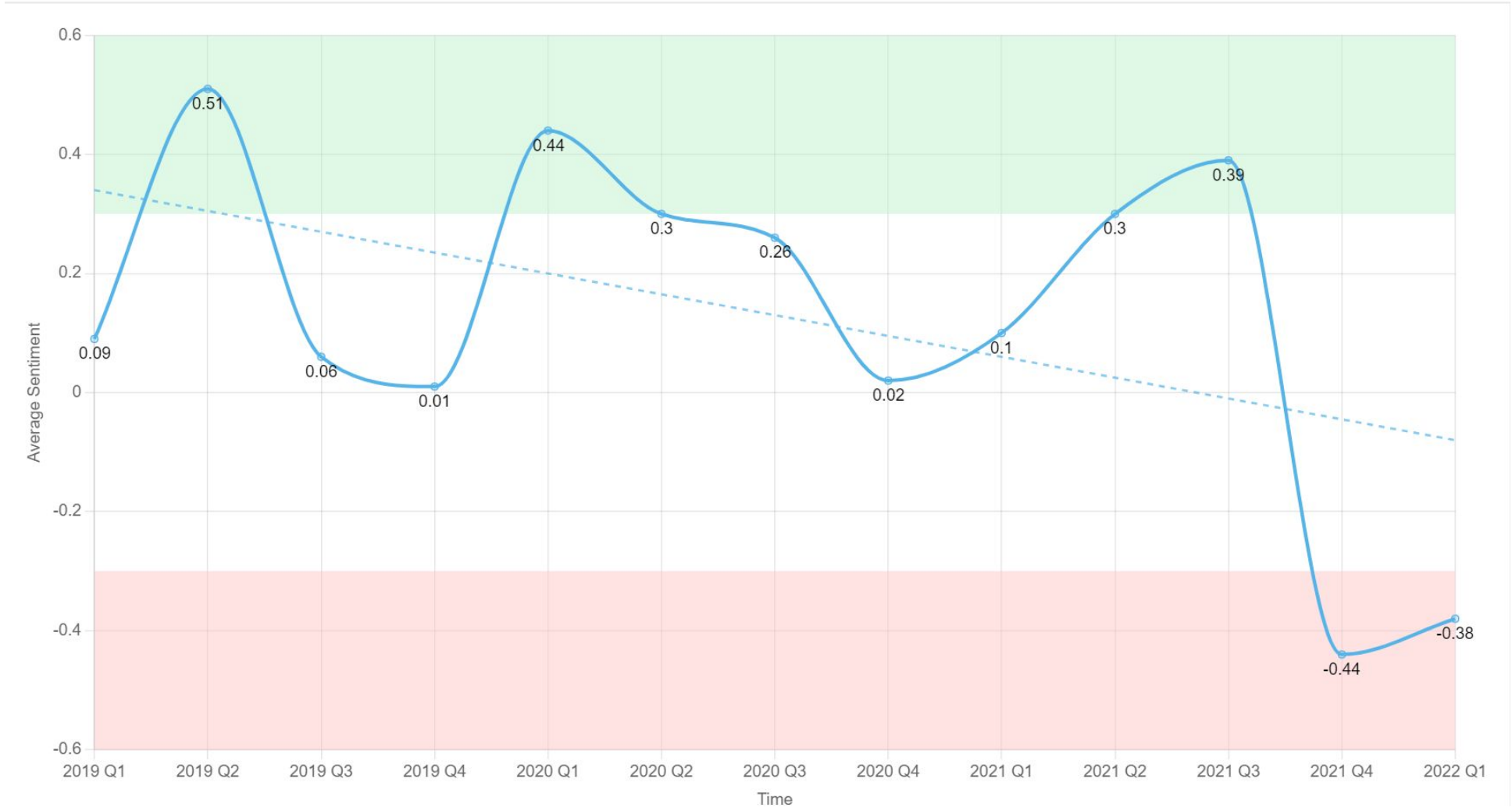
Theme Performance: Neutral/Negative

Themes are determined from topics of conversation that Yogi's K-means based AI pulls out of reviews. When analyzing Themes for **Gillette**, we see a Neutral Sentiment around **Impact on Skin** with an **Average Sentiment of .29**

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Purchasing Experience: Price / Value	688	22	0.29	3.99	34.46
Product Effectiveness: Impact on Skin	536	17.14	0.29	4.07	35.68
Usage Experience: Testimonial	256	8.19	0.3	3.89	34.06
Product Effectiveness: Close Shave	226	7.23	0.58	4.49	66.08
Purchasing Experience: Packaging / Fulfillment	192	6.14	0.18	3.73	23.47
Usage Experience: Ease of Use	183	5.85	0.51	4.37	58.14
Product Attribute: Durability	170	5.44	0.18	3.66	16.63
Product Attribute: Quality	133	4.25	0.18	3.69	19.35
Product Attribute: Sharpness	128	4.09	0.11	3.41	6.18
Product Attribute: Longevity	117	3.74	0.25	4.28	40.91

Average Sentiment Over Time

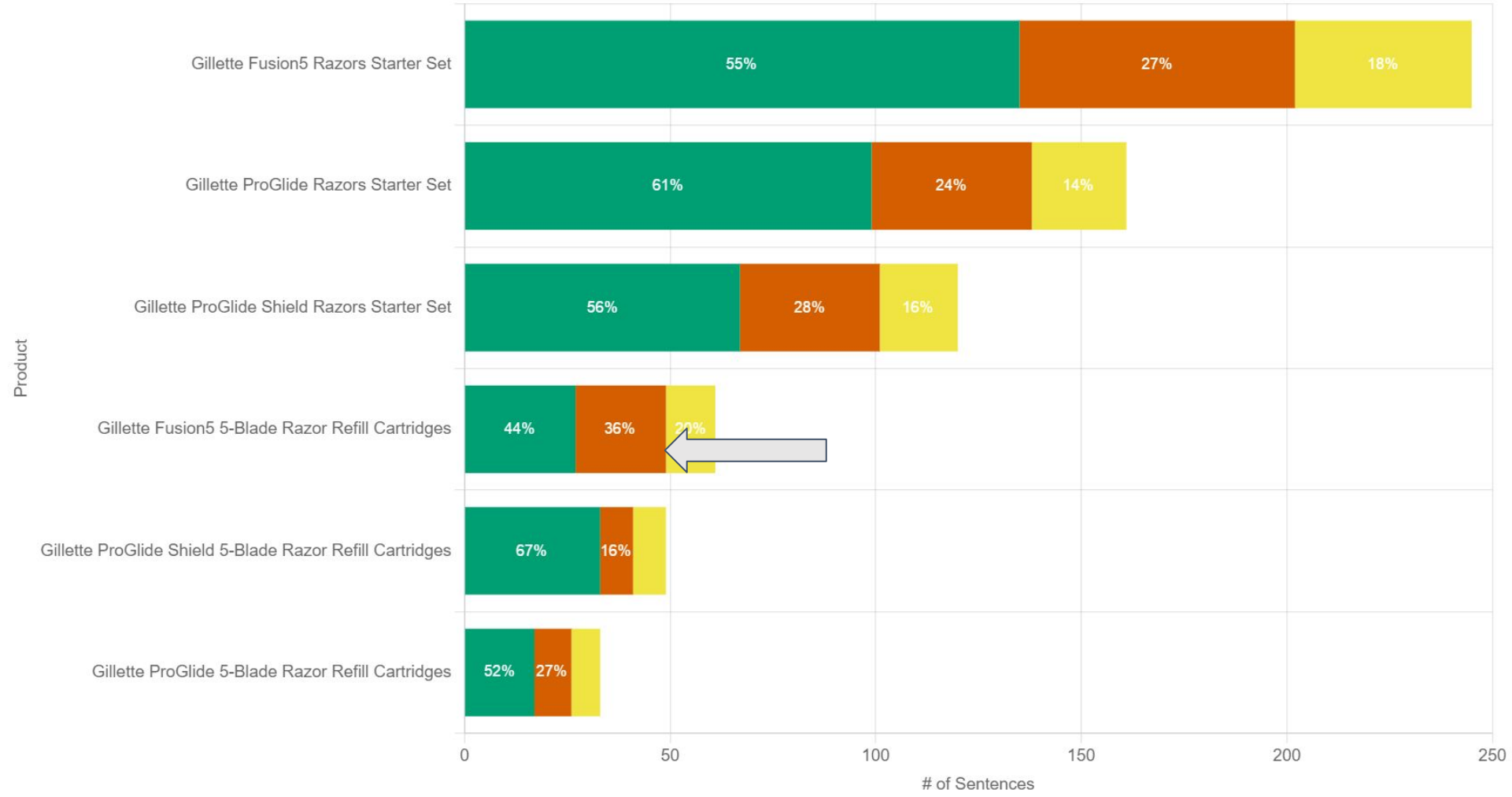
The chart below shows Sentiment by Quarter Over Time for the 5-Blade Razor Refill Cartridges



A Deeper Dive Into Negative Sentiment...

Yogi Callout

When looking into the Theme of **Impact on Skin** for Gillette's products, we can see that **36% of sentences are Negative** for the Gillette Fusion5 5-Blade Razor Refill Cartridges.



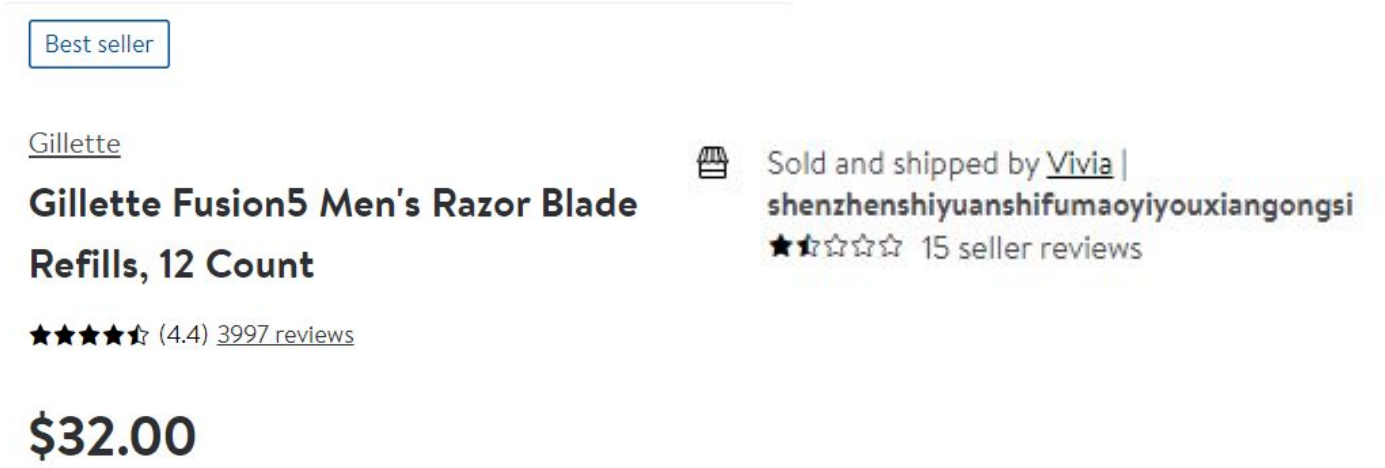
Highlighting an insight that's driving a deterioration in market share....

When looking into the Gillette Fusion5 5-Blade Razor Refill Cartridges around the theme of Impact on Skin we can see that there is a common call out around the **quality of blazes sold on Walmart.**

These are terrible quality non-Gillette dull blades that hurt your skin to use. Unbelievable garbage.

These are Not quality blades , they are rough and scratch your skin. I don't believe they are Gillette.

The product photo says Gillette, but I seriously doubt they are manufactured by Gillette. They give a very poor quality shave with many nicks and much skin irritation. The blades are very dull.



Yogi Callout

Suggested Action: We are able to see that these reviews are from Walmart. Suggestion would be to speak with buyer regarding third party sales not being linked to the Gillette page and adding a disclaimer to the PDP.

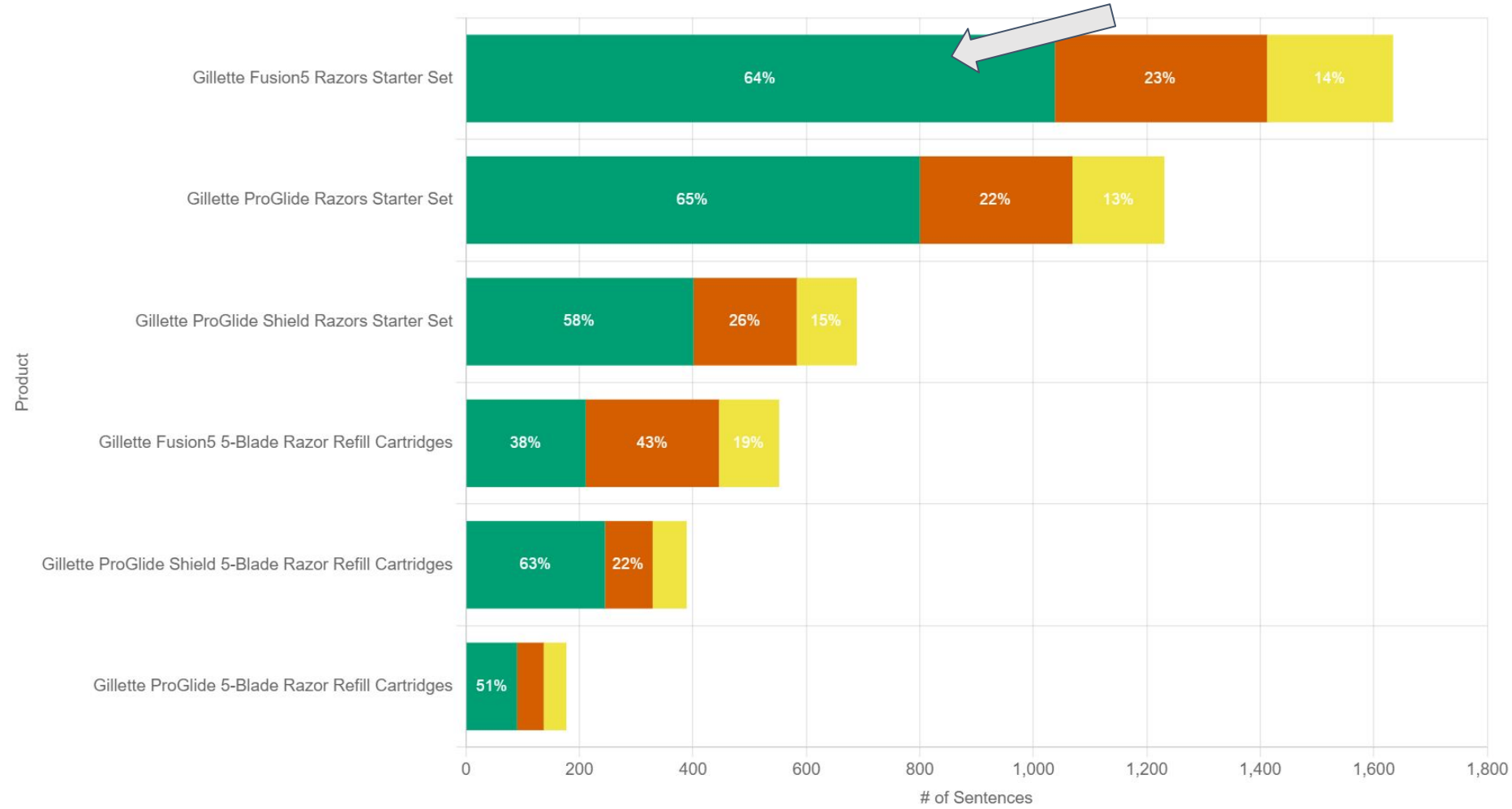
Example Three: Positive Performance



A Deeper Dive Into Positive Sentiment...

Yogi Callout

When looking at all Gillette products, we see that **64% of sentences are Positive** for the Gillette Fusion5 Razors Starter Set.



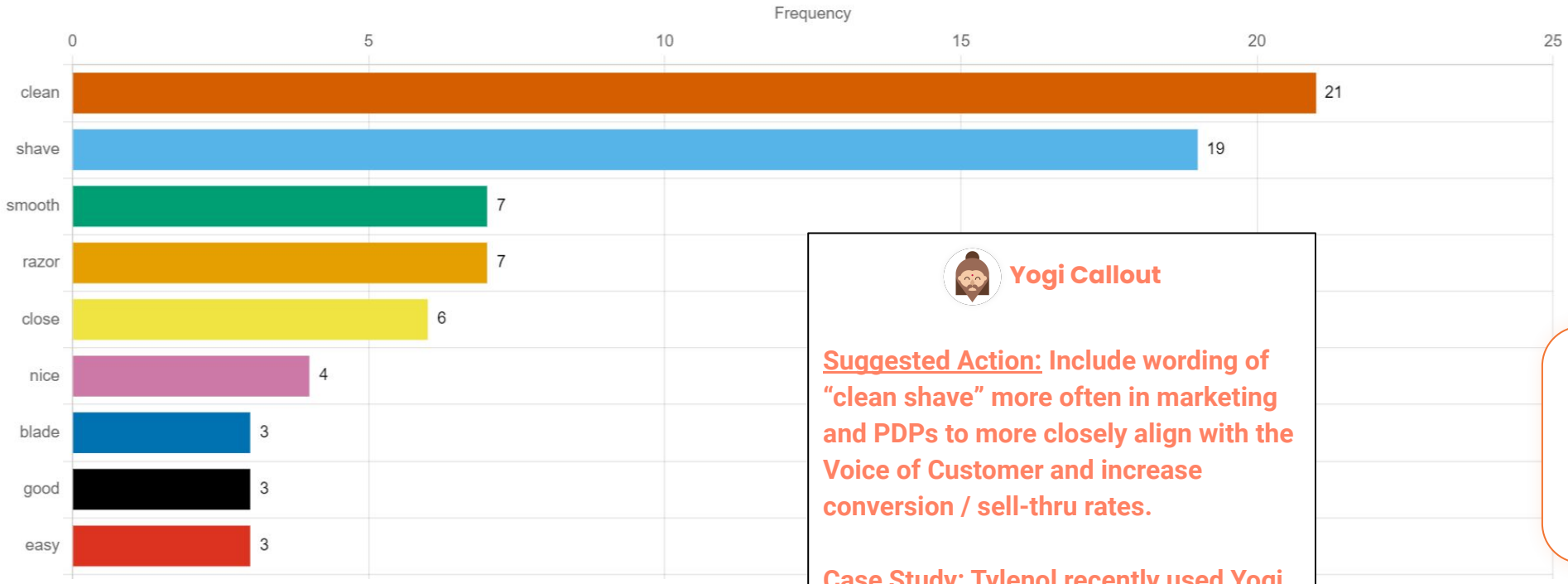
Theme Performance: Positive

Themes are determined from topics of conversation that Yogi's K-means based AI pulls out of reviews. When analyzing Themes for **Fusion5 Razors Starter Set,**we see a Positive Sentiment around **Clean Feeling** with an **Average Sentiment of .73**

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Product Effectiveness: Clean Feeling	28	2.61	0.73	4.64	75.37
Product Effectiveness: Close Shave	80	7.46	0.53	4.46	61.29
Usage Experience: Ease of Use	57	5.32	0.51	4.54	64.29
Purchasing Experience: Packaging / Fulfillment	53	4.94	0.4	4.3	54.55
Usage Experience: Women	48	4.48	0.4	4.27	51.64
Usage Experience: Testimonial	83	7.74	0.38	4.29	50.39
Purchasing Experience: Price / Value	255	23.79	0.37	4.19	45.08
Product Attribute: Sharpness	42	3.92	0.36	3.9	37.57
Product Attribute: Quality	42	3.92	0.33	3.98	37.18
Product Attribute: Accessories	6	0.56	0.33	3.33	8.33

Highlighting an insight that's positively impacting market share....

When looking into the Gillette Fusion5 Razors Starter Set we can see common call outs around **"Clean Shave"**



This razor gives me a close and clean shave. I was having trouble getting a clean shave with the razor brand I'd used for years and decided to try this one based on price and product reviews. I am pleased with the product and getting clean shaves again.

Razor came with the extra refills and no problems. The quality of the blades is top notch and leaves my face slick clean with no scratch. I bought this razor about a month ago and the first set of blades is still going smooth and strong!

Yogi Callout

Suggested Action: Include wording of "clean shave" more often in marketing and PDPs to more closely align with the Voice of Customer and increase conversion / sell-thru rates.

Case Study: Tylenol recently used Yogi to increase their sell-thru rate by 9% by implementing a similar action. Read the Tylenol case study here.

Used the fusion for years. Nice to get in my mailbox. Nice clean shave. Get about 3 weeks out of a blade.

I have been using my new razor about a month now it is very nice smooth clean shave! could not be happier!

A Deeper Dive Into Competitive Benchmarking…

Utilizing Yogi's Compare Mode, you can quickly/easily identify how customers are talking about you vs. your competitors. The chart below shows **Harry's outperforming Gillette on Price/Value** with a .43 Average Sentiment and **Gillette overperforming Harry's on Ease of Use** with a .51 Average Sentiment.

Gillette

Theme Summary Table

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
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Product Attribute: Durability	170	5.44	0.18	3.66	16.63
Product Attribute: Quality	133	4.25	0.18	3.69	19.35

HARRY'S

Theme Summary Table

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Purchasing Experience: Price / Value	828	20.76	0.43	4.21	49.35
Product Effectiveness: Impact on Skin	537	13.47	0.29	3.94	32.58
Usage Experience: Testimonial	337	8.45	0.38	4.17	48.02
Purchasing Experience: Packaging / Fulfillment	314	7.87	0.03	3.36	0.66
Product Attribute: Look / Design	275	6.9	0.57	4.33	57.64
Product Attribute: Durability	266	6.67	0.45	4.3	50.55
Product Effectiveness: Close Shave	220	5.52	0.6	4.61	71.83
Usage Experience: Ease of Use	219	5.49	0.49	4.17	51.05

What's Next: Key Takeaways

Fast Actions	Medium Term Actions	Long Term Actions
Quick Adjustments to eCommerce Product Detail Pages To Align w/ VoC	Optimize Marketing Campaigns To Increase Conversion To Sales	Inform Product Improvements & New Product Innovation
Diving deeper into reviews enables us to **quickly identify actionable changes**, especially to **Product Detail Pages** and **A+ content** that will lead to increased conversion to sales in the short term. For example, speaking with buyers regarding **3rd party sales for the Gillette Fusion5 5-Blade Razor Refill Cartridges sold at Walmart** about not linking to the Gillette page and adding a disclaimer to the PDP. **Tylenol leveraged Yogi** to find extremely positive sentiment about the speed at which their new Dissolve Packs relieved pain and to **expose a misalignment of user expectations** on how to use the product. Tylenol quickly redesigned their PDPs to highlight "acts fast" and "no water needed" claims. This led to a **0.2 increase in star rating** within weeks of making the change and a **9% increase in conversion rate to sales!**	Yogi is able to help companies identify opportunities in **marketing campaign optimization** to more closely align with the Voice of Customer and **increase conversion/ sell-thru rates.** For example, customers call out "clean shave" when reviewing the **Fusion5 Razors Starter Set,** a claim Gillette does not emphasize in campaigns, resulting in **missed opportunities** to align w/ the voice of the customer. **Charlotte Tilbury leveraged Yogi** when a product that sold well internationally was not performing as well in the US. By using Yogi they were able to **identify the verbiage** to use in marketing campaigns that aligned with how customers were talking about the product. This **directly attributed to a 7 % increase in sales** without having to make changes to the product, which would have taken significantly longer time.	Yogi customers are using their **insights to launch new products** by exposing **voids in their product offering** and uncovering specific white space in the market for **new product innovation**. For example, Gillette has Neutral Sentiment around **Price/Value.** When **competitive benchmarking** we see Harry's outperforming Gillette in this theme. This could be an area for new product innovation at a lower AUR. **Nestle leveraged Yogi** to launch to launch a new product in the fast-growing category of "Juice+". They were able to **quickly analyze established competitors** to find out what's resonating with customers and what missteps are being made. **Yogi's analysis found white spaces in the market** that they are using to better position and adjust the formulation of the new brand's offering. This led to a significantly better product in less time.

Brief Overview Of Yogi



What Other Questions Can Yogi Help Answer?

When analyzed properly, reviews & ratings are applicable across an organization, as they represent an organic focus group of actual purchasers. This helps answer lots of questions!

Consumer Satisfaction/VoC

What features do my customers like? My competitor's customers?

Coffee mate uses Yogi to measure the Voice of the Customer, finding complaints and sentiment overall so they can stay on top of things

Measuring Current Events

How did our reformulation or rebrand change customer sentiment?

Tylenol used Yogi during the pandemic to better understand how COVID-19 and the vaccine affected consumer perceptions about OTC pain relief brands

Trend Mapping/Tracking

How are consumers reacting to a new ingredient or packaging type?

Pet food is heavily defined by new ingredients, packaging, benefits, etc. Mars uses Yogi to identify trends and quantify consumer sentiment towards them.

Adjust Marketing Claims

What marketing claims are resonating more with my customers?

Beyond keywords, Neutrogena uses Yogi to measure the sentiment of claims that they (and competitors) make in order to adjust claims on packaging and PDPs.

eCommerce Improvements

Is there a mismatch of expectations that I can fix with my PDP?

Tula has used Yogi to adjust phrasing and keywords used in PDPs based on how users talk in when they give feedback.

Data Science Correlations

How do reviews & ratings correlate with sales data?

Lubriderm uses metrics from Yogi to correlate with KPIs like marketing spend and sales, using Yogi as a "leading indicator."

Competitive Benchmarking

Where is my competitor doing better than me? Worse than me?

Toll House uses Yogi to track competitor offerings to understand how they rank by brand, flavor, retailer, and more.

Product Innovation/Measure

Where do gaps exist in the current market that I can address?

Purina has used Yogi to find gaps in new markets they want to enter, and to track reception of new products they release.

More on Reviews as an Essential Data Source

User Story Deep Dive:

How Tylenol Has Used Yogi to Improve Their eCommerce KPIs

With the shift in OTC medicine & eCommerce caused by COVID-19, the Tylenol team **prioritized Reviews & Ratings as an essential data source** to measure consumer sentiment, iterate on marketing claims, and bolster online retail presence.

TYLENOL®

Usage Breakdown

The Tylenol team used Yogi to pull reviews for the entire OTC medicine category. This consisted of Tylenol products such as Extra Strength, Rapid Release, their new Dissolve Packs, as well as competitors such as Advil, Aleve, Bayer, and private label offerings. These reviews were pulled from various eRetailers including Amazon, Walmart, Target, CVS, Walgreens, as well as their own Bazaarvoice instances.

Sampling of Analyzed Products



Sampling of Analyzed Sources

Walgreens amazon TARGET Walmart CVS

ROI Business Use Cases | **User Stories (incl. videos)**

Improved Tylenol Dissolve Pack PDP

New PDP has seen ~9% increase in conversion rates



Tylenol Extra Strength Dissolve Packs with Acetaminophen for Pain & Fever, Berry, 32 ct

Visit the Tylenol Store

2,719 ratings | 7 answered questions

Amazon's Choice for "tylenol dissolve packs"

List Price: ~~$14.59~~ Details

Price: $11.99 ($21.41 / Ounce) prime FREE One-Day

You Save: $2.60 (18%)

Get $125 off: Pay $0.00 ~~$11.99~~ upon approval for the Amazon Business Prime Card. No annual fee. Terms, rates and fees apply.

Brand	Tylenol
Active Ingredients	Aspirin, Acetaminophen, Ibuprofen
Specific Uses For Product	Pain and Fever Relief
Item Form	Powder
Age Range (Description)	Adult

About this item

- 32-count of Tylenol Extra Strength Dissolve Packs with 500 mg of acetaminophen pain reliever and fever reducer features a great tasting Berry flavor and temporarily relieves minor aches and pains
- This dissolving powder medicine temporarily provides relief from minor aches and pains due to the common cold, headache, backache, muscle aches, minor pain of arthritis, menstrual cramps and toothache
- Each oral pain reliever powder packet contains 500 milligrams of acetaminophen, an effective pain reliever and fever reducer, and is both ibuprofen-free and aspirin-free
- This portable pain medicine powder dissolves in seconds on the tongue with no water needed, is suitable for both adults and children 12 years of age and older & is safe when used as directed
- From the #1 doctor recommended brand of pain relievers, experience extra strength relief in a berry-flavored medicine that comes in a convenient form to have on hand whenever pain hits

Yogi quantifiably showed that 27% of complaints in reviews were related to users not realizing they didn't need water. Tylenol team added relevant images to curb this complainant.

Yogi highlighted reviews where users believed that powder format worked faster. Tylenol team added relevant claim.



Competitive analysis showed that sentiment for Tylenol's "portability" was much higher than all competitors. Tylenol prioritized this claim higher.

Yogi

The Three Parts of the Yogi Platform

For companies that need to measure high volumes of customer reviews, **Yogi adds structure and meaning to the flood of fragmented, messy data** so you can build better products and experiences.



AGGREGATE

Yogi pulls from various sources to build a central repository that can be searched and filtered.



ORGANIZE

Using proprietary K-Means AI, Yogi organizes reviews based on themes, sentiment, and more.



ANALYZE

Teams can easily sift data and reach granular insights, leading to tangible business improvements.

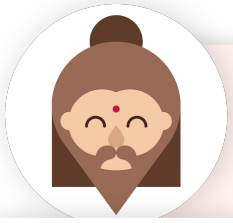
Leading organizations such as Johnson & Johnson, Colgate-Palmolive, Charlotte Tilbury, and Tula have made Yogi a key part of their digital and customer-focused transformation.

How Is K-Means AI Differentiated?

Unlike competitors, whose algorithms are based on word frequency, Yogi's platform uses true AI-powered NLP to **build a contextual understanding** of what customers are talking about.

Example

I couldn't get this to work, and returned it. ["work" = product usage]
I took this to work, and I love it. ["work" = place of business]



Yogi Callout

Yogi leverages our own proprietary models for AI-powered Natural Language Processing (NLP) using K-Means, an advanced method of **clustering unstructured data,** to provide unparalleled visibility into feedback data, an inherently messy and nuanced data source.

Examples of what's possible because of Yogi's Robust Algorithm...

Yogi automatically generates topics of conversation, meaning minimum effort for brand teams and **faster, scalable onboarding.**

Yogi generates topics based on what's in the data, as opposed to being determined by a team of humans. This means **unbiased data analysis.**

Yogi analyzes data with more depth because of its AI backbone, meaning it can provide **unique visualizations that result in powerful insights**.

Confidential: Do Not Share

That's just the start.
Want to see more?

Reach out at hello@meetyogi.com or
book a demo with us today!





Yogi

A Deeper View Into Your Product Sentiment

Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers, and executives through AI-assisted data-driven decision making.

Yogi's proprietary K-Means based Natural Language Processing algorithm allows brands to understand consumers on a granular, multidimensional level so that they can drive customer-focused business decisions.

To date, Yogi has worked with partners ranging from Fortune 500 companies to upstart CPG brands to help them increase sales and conversion rates, reduce misallocated costs, and increase their overall star rating.

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