

Leverage the Power of Consumer Moments

Brands seek connection with their consumers. With the proliferation of content and campaigns around everything from holidays to sporting events to everyday activities, it is more and more difficult to have a real connection with consumers. The number of options for where, when, and how a brand can reach out to its consumers have also exploded. For a brand to stand out and appeal to its consumers, the need of the hour is to identify the right moments and design the right content.

MavenMagnet has developed advanced capabilities that go beyond analyzing a brand or a product category. We study consumer engagement patterns to identify the themes and moments for the target segment. The idea is to recognize the consumer moments that demonstrate high emotional engagement with the consumers. We conduct an in-depth analysis of thousands of consumers having conversations touching every aspect of their lives to identify and define these moments. We further discover the topics around each moment that are important for the consumers, and the type of content they engage with in that moment. We draw linkages between the consumer moment and the brand's proposition to understand how the brand can participate in a relevant manner, in turn developing an annual consumer engagement calendar for the brand with action-ability around creative, media and tactical interventions like promotions and events that can forge a strong connection with the consumers.

At MavenMagnet, we have developed research techniques to discover insights from large data sets and help brands plan optimal campaigns to connect with its consumers. We are fully GDPR compliant and adhere to the most stringent industry and government privacy standards. We use an innovative approach to help you leverage the power of consumer moments and establish a relevant connection with your consumers.

