

## Raise product rating to drive sales

Product rating has become an undeniable force in the marketplace today. Irrespective of whether a consumer is shopping online or in-store, product rating plays a critical role in the purchase decision-making process. Digitization has enabled consumers to instantly access the product rating of everything from diapers to televisions to hotels. Across product categories, consumers tend to pick a product with a higher product rating, other factors remaining constant.

MavenMagnet has developed an innovative approach to help brands raise their product rating. We use our discovery-based research technique to identify and quantify the factors considered by the consumers while choosing a product in its competitive set and correlate these factors with the product rating. We further use predictive analysis to accurately project the impact of addressing specific pain points and leveraging key benefits of the product on its rating and overall brand perception.

At MavenMagnet, we have developed capabilities to discover insights from large data sets in near real-time and help companies make strategic decisions in areas ranging from product innovation to marketing communications. We are fully GDPR compliant and adhere to the most stringent industry and government privacy standards. We use advanced technological and analytical techniques to help you raise your product rating, improve brand perception, and drive sales.

