

# Mintel uses social listening intelligence to drive results for consumer-facing brands

## MINTEL

### INDUSTRY

Market intelligence agency

### SPECIALTIES

Using knowledge, expertise, and insight to help inform and guide the marketing strategy of consumer-facing brands and products

### CHALLENGES

- Understanding and offering insight into sentiment related to clients' brands
- Guiding decisions related to a brand's packaging
- Customizing sales proposals to better engage with prospective clients

### SOLUTIONS

- Infegy Atlas

### RESULTS

- Improves client retention and overall lifetime client value
- Provides input on consumer purchase intent and new product ideas
- Customizes sales proposals to better target new clients



**M**intel is a research and market intelligence agency that has been supporting consumer-focused brands for more than 50 years. Using a combination of world-class syndicated tools and custom insight solutions, Mintel serves as a brand's eyes and ears in the markets that matter and offers insights to drive a brand's next big idea.

According to Laura Fox, Head of Mintel Consulting, Americas, "We use social listening data to show clients that we have a finger on the pulse of what's happening with consumers. Ultimately, this allows our clients to present their brands in ways that illustrate they understand their consumers' needs."

### Using social listening insights to propel businesses forward

The Mintel team uses the power of social listening to help clients better understand consumers' purchase intent and develop innovative products to meet their specific needs. According to Fox, "Our clients enjoy social listening as a way to gain an objective look at what's happening. Infegy's products provide data we can't get from other sources."

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**Laura Fox**

Head of Mintel Consulting, Americas

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The team at Mintel also uses the Infegy product suite's insights to answer clients' questions about going viral. "We use social listening insights to reverse engineer viral posts in order to understand how and why they resonated with consumers," said Fox. "This often helps our clients think differently about how to connect with consumers in a meaningful way."

Fox also highlighted the importance of using social listening data to help clients leading up to an IPO (Initial Public Offering), "For clients preparing for an IPO, it's important to understand brand sentiment in order to have an idea about what the upcoming opportunity may be."

### Improving product packaging to attract consumers

For many consumer-facing brands, especially those in the beauty and personal care space, product packaging is one of the most important factors influencing consumer decision-making. According to Fox, "Infegy Atlas allows us to build very specific queries to explore trends and sentiment related to packaging. This data helps us better understand consumers' reactions to products and improve our clients' ability to connect with target consumers."

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Fox and her team find it helpful to look at consumer sentiment related to packaging at both an individual, anecdotal level, and from a birds-eye view. Both of which the team can achieve using various filters within the Infegy social listening platform.

### Customizing sales proposals with insights into consumer sentiment

Not only do social listening insights help Fox and her team retain current clients, they also help Mintel attract new clients. "We know that nuances in consumer sentiment are really important to clients. Infegy Atlas allows us to quickly access relevant consumer sentiment data that we use to customize our sales proposals and connect with prospects."

### Results

Perhaps the biggest benefit Mintel has experienced with Infegy Atlas is the platform's ability to help improve customer retention. According to Fox, "Infegy Atlas allows us to provide a versatile set of data to open up learning opportunities for our clients. Clients often come back to us to help with additional research phases and new products. Ultimately, this enhances our overall client lifetime value, which is key to our company's success."

Fox said, "The insights provided by Infegy's social listening platform allow us to make recommendations to help our clients become experts in what their consumers want and why."

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