# Revuze

COTY

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Coty
Revuze Case Study

Overview

This case study explores how Coty, one of the world's largest beauty companies, is transforming its approach to product innovation by integrating Revuze's AI-powered consumer insights platform. With the guidance of Nithya Seshachalam, Coty's Associate Director of Global Digital Insights, the company is unlocking the power of unstructured consumer feedback to build smarter, more relevant product strategies.
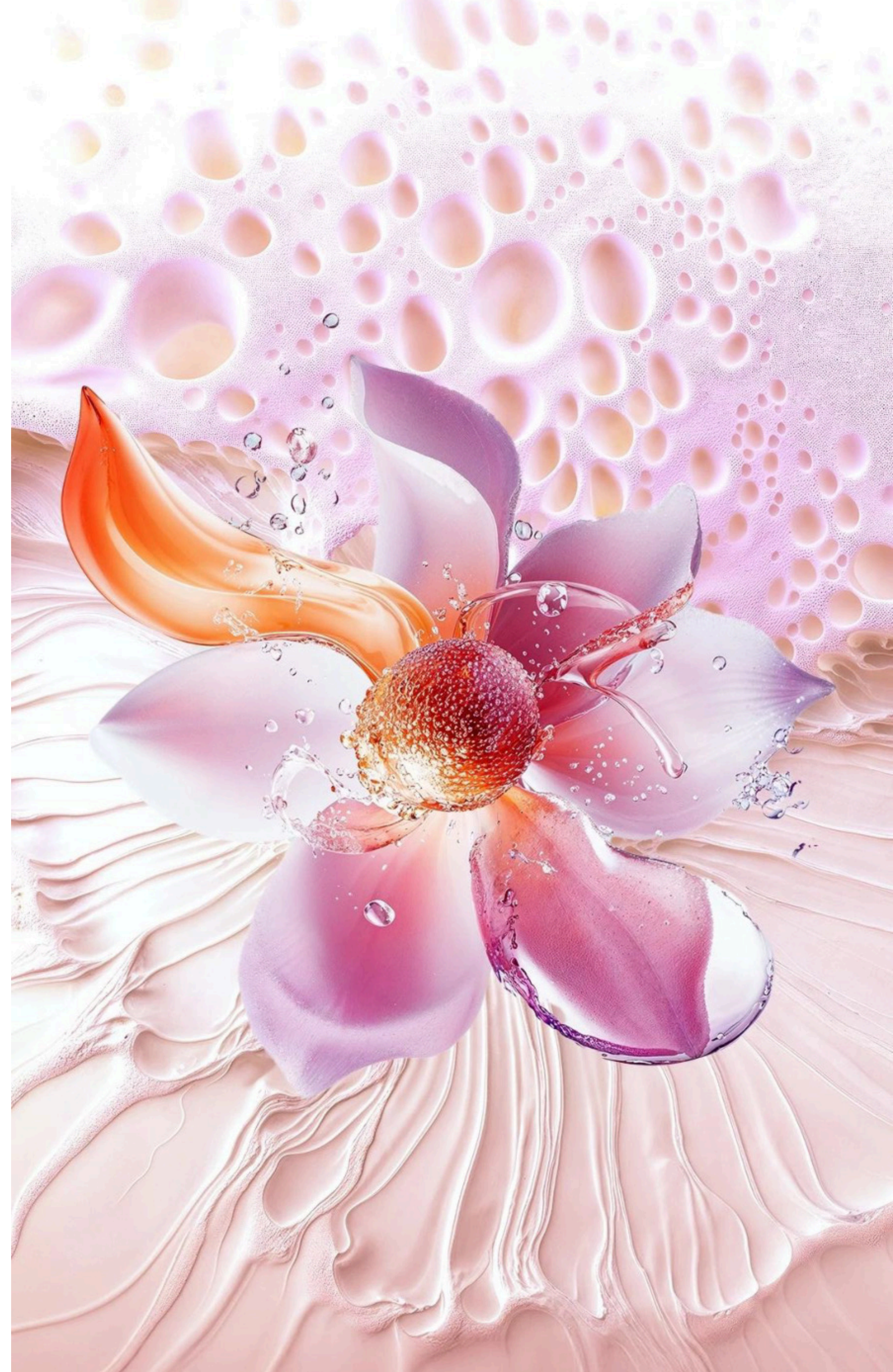
The Challenge

Coty sought to elevate its decision-making by embracing real-time consumer intelligence and moving beyond traditional research. As consumer expectations and beauty trends evolve at rapid speed, Coty needed to solve a few key challenges:

CHALLENGE #1
Bridging the Gap Between Trends and Consumer Needs

While Coty had access to trend reports and internal testing, it needed a faster, more scalable way to validate whether emerging trends truly resonated with consumers. Surface-level buzz wasn't enough; Coty needed to understand if trends matched real consumer sentiment and use cases.

CHALLENGE #2
Unlocking Marketing-Relevant Insights from Consumer Feedback

Consumer reviews contain powerful cues about how products are perceived, from how they feel on the skin to whether they deliver on their promises. However, this feedback was often scattered or trapped in silos. Coty needed a way to extract specific, actionable insights to inform messaging and campaign direction. For example, if consumers consistently described a skincare product as "too thick," marketing needed to know whether to address this concern head-on or shift focus to other product benefits

The Challenge

CHALLENGE #3
Balancing Renovation and Innovation

As a company with both heritage brands and cutting-edge new launches, Coty needed a way to balance the renovation of its core products with the development of innovative offerings. The challenge was to understand when a classic product needed a refresh based on evolving consumer needs, and when to invest in breakthrough innovation that addresses emerging desires.

CHALLENGE #4
Competing with Emerging and Niche Beauty Brands

The rise of indie and niche beauty brands created new competitive pressure. These smaller players often move faster and capitalize on consumer trends with agility. Coty needed a way to monitor these brands in real time, understand what was resonating with their audiences, and respond quickly with data-backed product and marketing strategies.

> *"With Revuze, we've moved from assumptions to evidence. The data shows us not just what's trending, but why—and what to do about it."*

Nithya Seshachalam
Associate Director, Global Digital Insights, Coty

The Solution

To meet these challenges, Coty partnered with Revuze to tap into unfiltered, at-scale VoC data across multiple markets and categories. With Revuze, Coty can now identify what truly matters to consumers, from texture preferences in skincare to scent longevity in fragrance, and apply those learnings across functions.

USING REVUZE TO TURN REVIEWS INTO STRATEGY

Revuze's platform enabled Coty to analyze VoC data in real time, measuring sentiment, identifying white spaces, and understanding unmet needs. This allowed Coty to validate ideas and tailor product positioning based on what people actually experience post-purchase.

DEMOCRATIZING CONSUMER INSIGHTS ACROSS DEPARTMENTS

With Revuze dashboards, Coty equipped teams across global and local functions with direct access to insights. This allowed different departments to work from the same source of truth, fueling aligned innovation and more confident decision-making.

TRANSLATING FEEDBACK INTO MESSAGING THAT RESONATES

Coty's marketing teams now use Revuze to extract specific language, sentiment, and pain points directly from consumer feedback. If consumers frequently mention a product is "too thick" or "hard to spread," marketers can proactively adjust how benefits are communicated—or even flag the product team to re-evaluate formulation. This alignment helps ensure that Coty's messaging meets real consumer expectations and avoids overstated claims.

The Solution

SUPPORTING RENOVATION AND INNOVATION DECISIONS

By surfacing specific pain points and emerging desires through its AI-driven topic and sentiment analysis, Revuze helps Coty determine which legacy products require updates to meet current expectations—such as packaging improvements or formula tweaks. At the same time, Revuze uncovers white space opportunities, signaling where consumers are expressing unmet needs that can drive entirely new product development. This dual lens enables Coty to modernize its hero SKUs while continuously innovating with relevance.

TRACKING AND RESPONDING TO NICHE BRAND ACTIVITY

Revuze's ability to analyze consumer sentiment across thousands of brands—including smaller, up-and-coming players—allowed Coty to monitor emerging competition more closely. By benchmarking performance and tracking review themes across indie brands, Coty could identify shifts in consumer interest early, uncover disruptive trends, and craft timely responses. Whether it was a new ingredient, format, or value proposition gaining traction, Coty could act faster and with more confidence thanks to Revuze's competitive intelligence capabilities.

"One of the biggest shifts we're seeing is the democratization of insights. Everyone—marketers, R&D, innovation—can access the same data and act on it quickly."

Nithya Seshachalam
Associate Director, Global Digital Insights, Coty

The Results

By integrating Revuze into its innovation process, Coty gained a sharper, faster, and more consumer-centric approach to building products. The partnership led to several meaningful outcomes:

1   ### GREATER PRODUCT RELEVANCE
Coty is able to develop and renovate products based on real consumer needs—measured through post-purchase experiences, not assumptions.

2   ### ALIGNED DECISION-MAKING
With insights shared across departments, teams now work from unified data to co-create strategies that resonate.

3   ### FASTER TIME TO MARKET
Real-time sentiment analysis enables Coty to act quickly on emerging trends and shifting consumer expectations.

"We're not just validating what we already believe—we're discovering new opportunities we wouldn't have seen otherwise."

Nithya Seshachalam
Associate Director, Global Digital Insights, Coty