L'ORÉAL

Revuze Case Study

October 2024

Revuze

Overview

This case study explores how L'Oréal, a global leader in the beauty industry, leveraged Revuze's AI-powered consumer insights platform to enhance its understanding of consumer behavior and trends. By partnering with Revuze, L'Oréal was able to expand its data-driven approach to identifying meaningful trends across multiple markets, democratizing insights for teams worldwide, and ensuring consumer-centric strategies across the company.
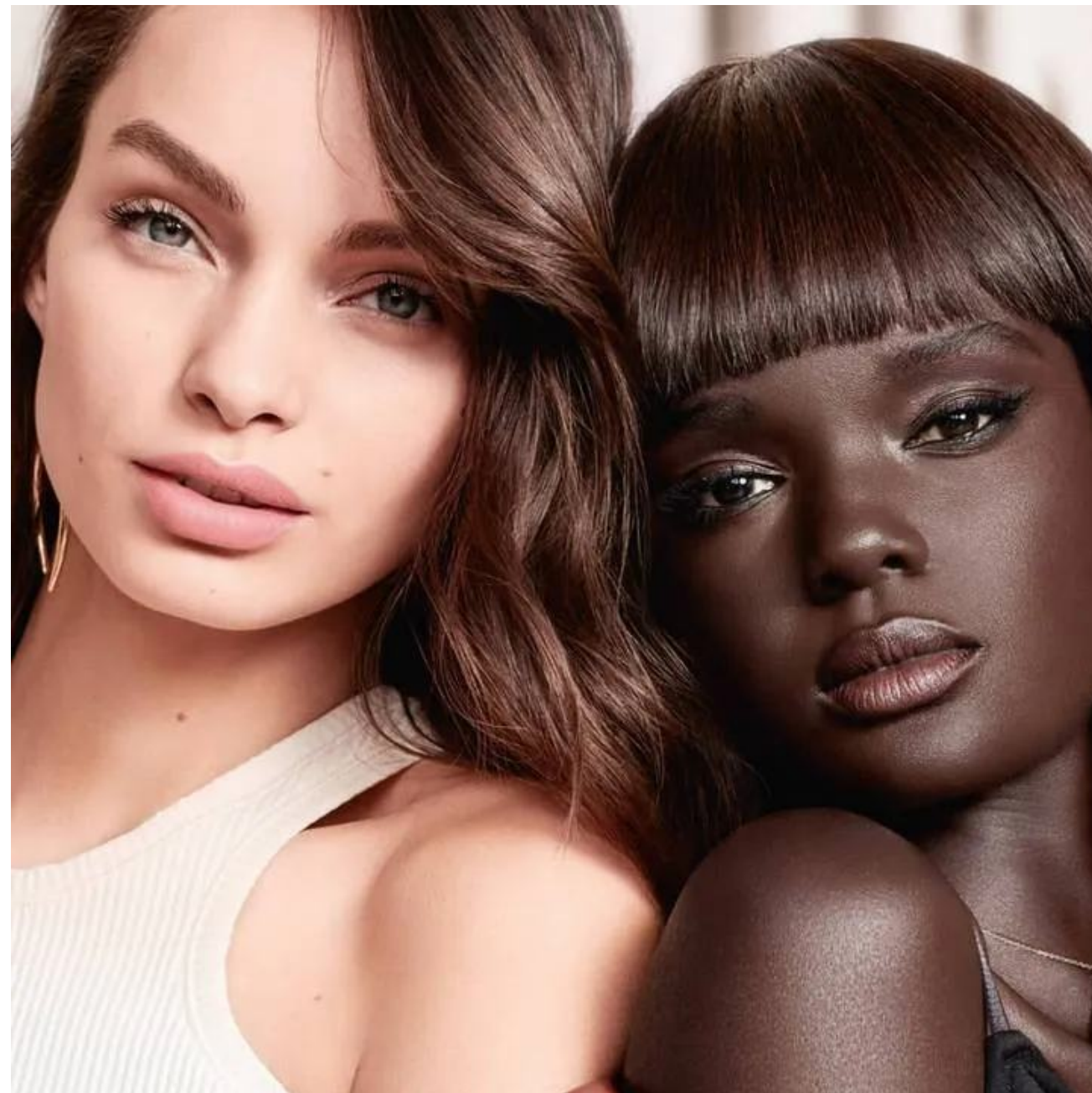
The Challenge

L'Oréal needed a faster, more scalable way to distinguish between fleeting hypes and lasting trends to remain agile in the fast-moving beauty industry. While traditional research provided depth, the speed and breadth of digital insights were essential to identifying emerging trends, product-market fit, and shifting consumer preferences. However, the company faced two key challenges:

CHALLENGE #1
Evaluating Trends vs. Hype

With beauty trends constantly evolving, L'Oréal sought a way to filter through the noise of social media and marketing campaigns. Relying solely on social listening was insufficient, as it revealed what people talked about—but not what they purchased or valued.

CHALLENGE #2
Democratizing Consumer Insights

Although L'Oréal had access to multiple sources of consumer insights, these were often siloed within specific departments. To foster a more collaborative, consumer-focused culture, L'Oréal needed to make insights accessible across the organization—from marketing to sales to product development.

The Solution

L'Oréal turned to Revuze's consumer insights platform to address these challenges. The partnership began locally in the U.S., where L'Oréal tested Revuze's ability to analyze reviews and ratings. After seeing the value of Revuze's data, the company expanded the partnership globally in 2023.

USING REVUZE TO DIFFERENTIATE TRENDS FROM HYPE

Revuze provided L'Oréal with the tools to measure consumer sentiment and review volume trends across multiple categories. The platform enabled L'Oréal to assess the authenticity of trends by distinguishing between organic and incentivized reviews and evaluating how many brands were adopting specific trends.

DEMOCRATIZING CONSUMER INSIGHTS ACROSS TEAMS

Revuze's platform provided real-time insights accessible to multiple departments at L'Oréal. With Revuze, teams across marketing, product, and sales could align on consumer trends and contribute meaningfully to data-driven strategies.

"Revuze's data offers breadth and speed, allowing us to meet various needs across teams and regions. It helps democratize consumer insights within the company, making insights accessible not just to consumer insights teams but also marketing, product, and sales teams."

Leonardo Heringer
Global Digital Insights
Manager, L'Oréal

The Results

By integrating Revuze's platform into its processes, L'Oréal transformed how it identifies trends and makes data-driven decisions. The partnership resulted in several key outcomes:

1

BETTER TREND IDENTIFICATION

L'Oréal could filter through social media noise and identify emerging trends with confidence by cross-referencing social discussions with review data.

2

ENHANCED CONSUMER-CENTRIC CULTURE

Democratized insights allowed multiple departments to align on strategies, fostering collaboration across the organization.

3

FASTER DECISION-MAKING

Real-time access to review data allowed L'Oréal to pivot quickly in response to shifting consumer needs and emerging trends.

"Digital insights give us reach and speed. The beauty industry moves fast, with new brands and products appearing and booming quickly. Digital insights help us track these changes, not just among big players but also new, smaller players. This speed allows us to respond to market changes more effectively."

Leonardo Heringer
Global Digital Insights
Manager, L'Oréal