

Brand Monitoring and Governance with Compete

CLIENT

**Leading global technology
company**

INDUSTRY

Technology



BUSINESS REQUIREMENT

The client, one of the top 20 global technology brands, wanted to ensure high-quality branding exposure on e-tailer sites and engaged C5i to address the following issues:

- Lack of an automatic auditing system to monitor the client's brand exposures on online partner channels
- Lack of a measurable index for the client's brand exposure on these websites

C5i was required to set up an insights dashboard to:

- Create a measurable index to understand all aspects of their brand exposure
- Bring a data-driven approach to drive internal/external conversations with respect to the client's branding exposure
- Monitor Share of Voice (SoV) by capturing keyword search results and banner ads on the category pages of e-tailer websites

C5I APPROACH



The scope included e-tailers across the Asia Pacific region in Phase 1 for the PC Category.

- C5i's AI-enabled competitive intelligence engine, Compete, was set up to capture the following details from the websites:
 - List of products (including description and promotion details) from the category page
 - Promotions, banners, display ads and homepage masthead on the category page
 - Product description, features, overview, and other details on the product page
 - Details on promotions, discounts, ads/banners, and special offers displayed on the product page
 - Any additional text or image details mentioning the client or competitor brand

- A comprehensive scoring index to calculate brand effectiveness was developed and published on the platform to track changes & trends at both e-tailer and category level
- Automated email alerts were set up to inform stakeholders if the brand scores fell below a pre-defined threshold



BUSINESS IMPACT

- Higher visibility and stronger positioning of the client's brand on e-tailer platforms and partner websites via a data-driven approach
- Insights and data from Compete helped improve the brand hygiene score for the client on e-tailer sites within the first six months of implementation
- Increased effectiveness of the co-marketing and market development funds

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

