FROM UNCERTAINTY TO DATA-DRIVEN SUCCESS FMCG BRAND TRANSFORMS WITH SENTIPEDE

DATAMATICS

The client is a leading consumer goods company with a strong foundation in India and headquarters in Mumbai. With a presence spanning 25 countries across Asia and Africa, the company is dedicated to enhancing health, beauty, and overall well-being. Its diverse range of products and services impacts millions of lives, reflecting a commitment to innovation and quality.

The Challenge: Struggling to Keep Up in a Dynamic Market

The client, a leading consumer goods company was striving to build deeper connections with its consumers. In a competitive FMCG landscape where brand loyalty is fragile and consumer preferences evolve rapidly, the company faced a critical challenge—how to craft impactful marketing campaigns that resonated with its diverse audience.

Despite its established market presence, the brand struggled with fragmented consumer insights. Traditional marketing strategies lacked the precision needed to personalize messaging, and campaign performance data was often scattered across multiple platforms.

Without a clear understanding of audience psychographics, the company found it challenging to optimize engagement, leading to diminished returns on marketing investments.

To stay ahead of the competition, the brand needed a data-driven approach that could decode consumer behavior and inform strategic decision-making.

The Solution: A Smarter Approach with Datamatics

Recognizing the need for a transformational shift, the client partnered with Datamatics to implement Sentipede, an advanced AI-powered consumer intelligence platform. Datamatics provided an end-to-end solution that centralized consumer insights and enabled precise audience profiling. With the Comprehensive Profile Analysis and Personality Service, the client gained deeper visibility into consumer preferences, behavioral triggers, and emotional drivers.

The advanced analytics capabilities enabled real-time sentiment analysis, helping the brand tailor its messaging to align with evolving consumer expectations. Through AI-driven segmentation, the client could now identify high-intent audiences and craft hyper-personalized campaigns that fostered genuine brand connections.

Moreover, the predictive modeling empowered the client to anticipate trends and proactively adjust marketing strategies for maximum impact.

Impact: Measurable Gains in Marketing and Innovation

30% increase in the accuracy of consumer profiling

And sentiment analysis for building better-targeted marketing campaigns

20% reduction in the time required for consumer behaviour analysis

Enabling timely adjustments to marketing strategies

2% rise in market share in hair care range

25% rise in successful product innovations

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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