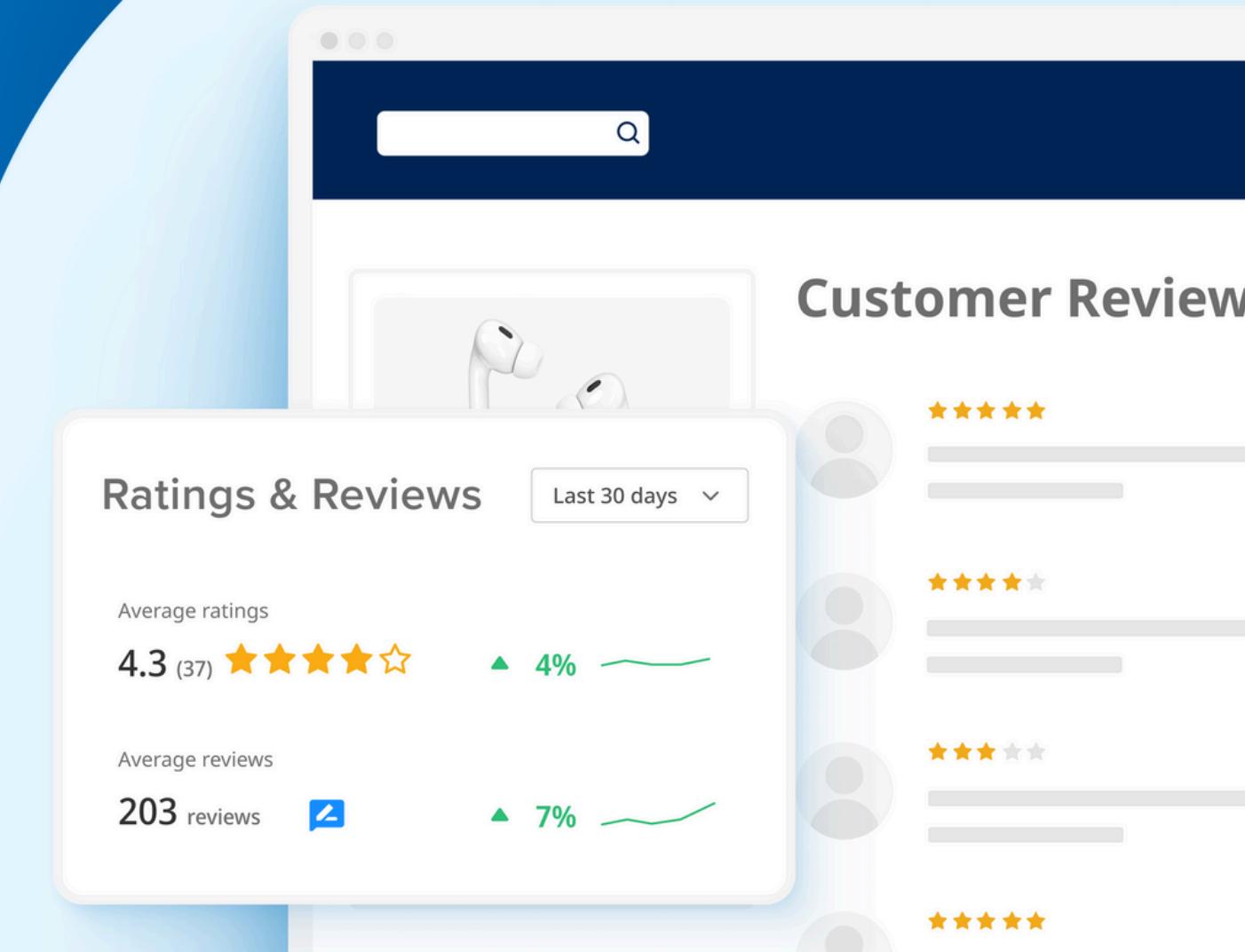




Brand & reputation insights in practice:

How Category Teams Use Ratings, Reviews, and Sentiment to Protect Brand Trust



Use Case: Enhancing Brand Reputation

- Category teams at a leading MDA brand use Wiser's Market Intelligence solution to monitor customer ratings, reviews, and sentiment trends across key retail partner websites.
- This analysis helps teams surface recurring complaints, emerging issues, and competitive perception gaps, providing a clearer understanding of what is driving positive and negative consumer experiences.
- By applying these insights across product, marketing, and support functions, the brand strengthens consumer trust, mitigates reputational risk, and supports conversion and loyalty outcomes across retail channels.

TEAM INFO

Category Teams
France

50,000+
product pages monitored

13,500+
consumer reviews analyzed

Weekly
trend monitoring reviews



Looking to understand how consumers experience your brand across retail channels?

Get in touch for a free assessment from Wiser.

