Use Cases for Retail

From fragmented consumer data to reliable retail insights

USE CASE I:

enlighty

Detecting Early Signals of Consumer Change on Social Media: Capturing Trends Before They Reach the Decision Stage

Problem

For retailers that either manufacture&sell or sell, trend decisions are constrained by long supply chains. There can be months between identifying a trend and placing the right product on shelves.
Traditional trend monitoring tools such as industry reports, trade fairs, competitor tracking are valuable, however they have two key limitations:

- They are inherently delayed.
- They reflect what the industry is producing, not how consumers are emotionally responding.

The critical question is:
When does demand begin forming on the consumer side and within which segment, driven by which emotional motivations?

What Enlighty Does?

Enlighty identifies emerging demand signals within organic consumer conversations across social media, forums, and blogs.
It does so across three dimensions:

- **Distinguishing hype from real demand**

Conversation volume alone does not equal demand. Enlighty's 17-emotion model separates short-lived excitement from signals of purchase intent. Curiosity-driven buzz may be temporary; trends driven by desire and happiness indicate stronger buying potential and providing structural foresight.

- **Segment-level trend mapping**

Trends resonate differently across audiences. Enlighty identifies who is driving the conversation (age, gender, location), turning broad trend tracking into actionable insight for specific buying and collection decisions.

- **Timing through growth analysis**

Is the trend niche or nearing mainstream adoption? Growth dynamics reveal how much strategic time remains to respond.

Expert Opinion

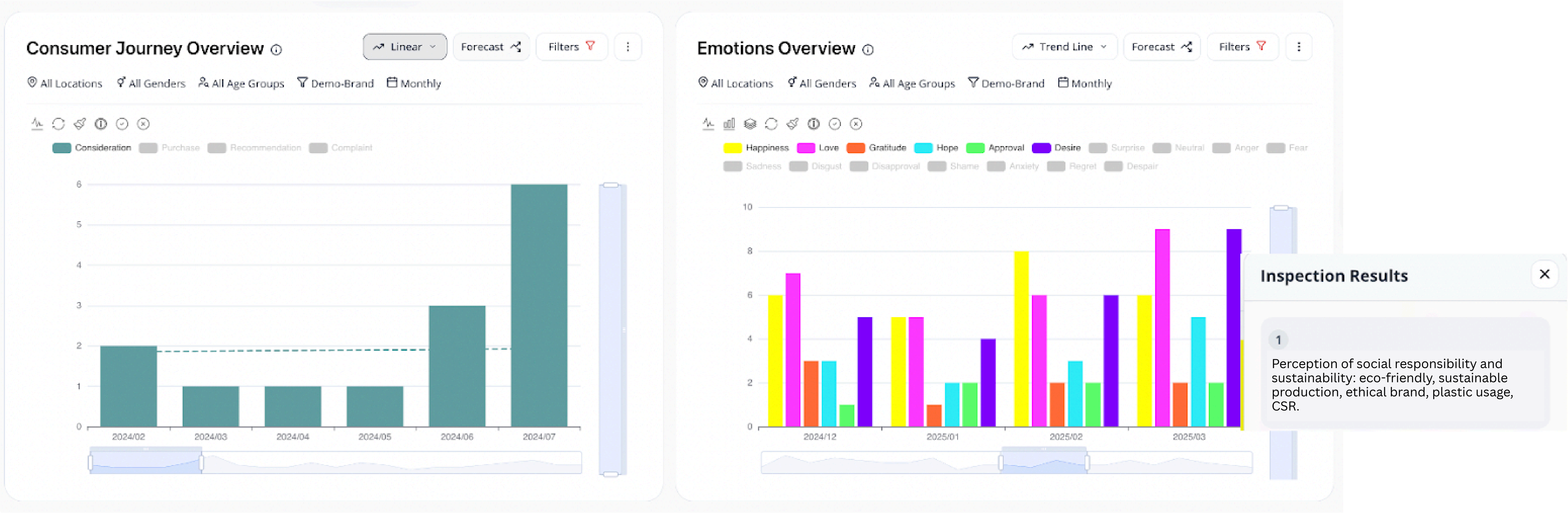
Enlighty does not make decisions autonomously. Instead, it enables experts with better strategic questioning.
For example, if a specific style is rapidly rising among young female consumers and the dominant emotions are admiration and desire, a category expert might ask the Enlighter AI Agent:

- Does this align with our current collection?
- Can our supply chain respond quickly?
- How aggressively are competitors positioned in this space?

Enlighty provides the intelligence; the strategic interpretation remains with the expert.

Enlighty Panel Samples

By tracking trend shifts and conducting root-cause analysis — for instance, identifying increased purchase intent or rising “desire” — underlying drivers such as sustainability or ethical production may emerge. A brand can then adjust messaging and highlight relevant product attributes without fundamentally changing production plans.



USE CASE 2:

Seeing Through the Competitor from the Consumer's Perspective

Problem

In retail, competitor tracking largely relies on operational data: **price comparisons, campaign monitoring, store count, SKU analysis.** These data answer the question "**What is the competitor doing?**" However, an equally critical question remains: "**How does the consumer experience and perceive the competitor?**" Does an aggressive discount campaign create a perception of opportunity or raise doubts about quality in the consumer's mind? At which point does your brand differentiate from competitors; price, trust, or experience? These questions cannot be answered through operational data alone.

What Enlighty Does?

By analyzing organic consumer conversations on social media, Enlighty reveals competitor perception across three dimensions:

<u>Emotion profile comparison:</u> Each brand is associated with different emotions by consumers. Through 17 emotion classifications, Enlighty maps this profile. What matters is not a simple happy/unhappy distinction, but the quality of the emotion:

- If a brand is associated with dissatisfaction, why? Product quality, delivery, customer service?
- If a brand is associated with trust, in which category does that trust emerge?

<u>Breakdown by customer journey stage:</u> At which stage does the consumer talk about a competitor? Awareness ("I saw their ad"), purchase consideration ("I'm comparing"), purchase, post-purchase (satisfied/regretful). Perception may vary at each stage. **If a competitor has high awareness but low post-purchase satisfaction, this signals an opportunity area for you.**

<u>Category-level differentiation</u>: Competitor perception is not monolithic. A competitor may be perceived as strong in footwear but weak in apparel, or strong in online experience but weak in in-store experience. By making this distinction, Enlighty answers: "**Where are you competing, and where do you have the advantage?**" at the category level.

Expert Opinion

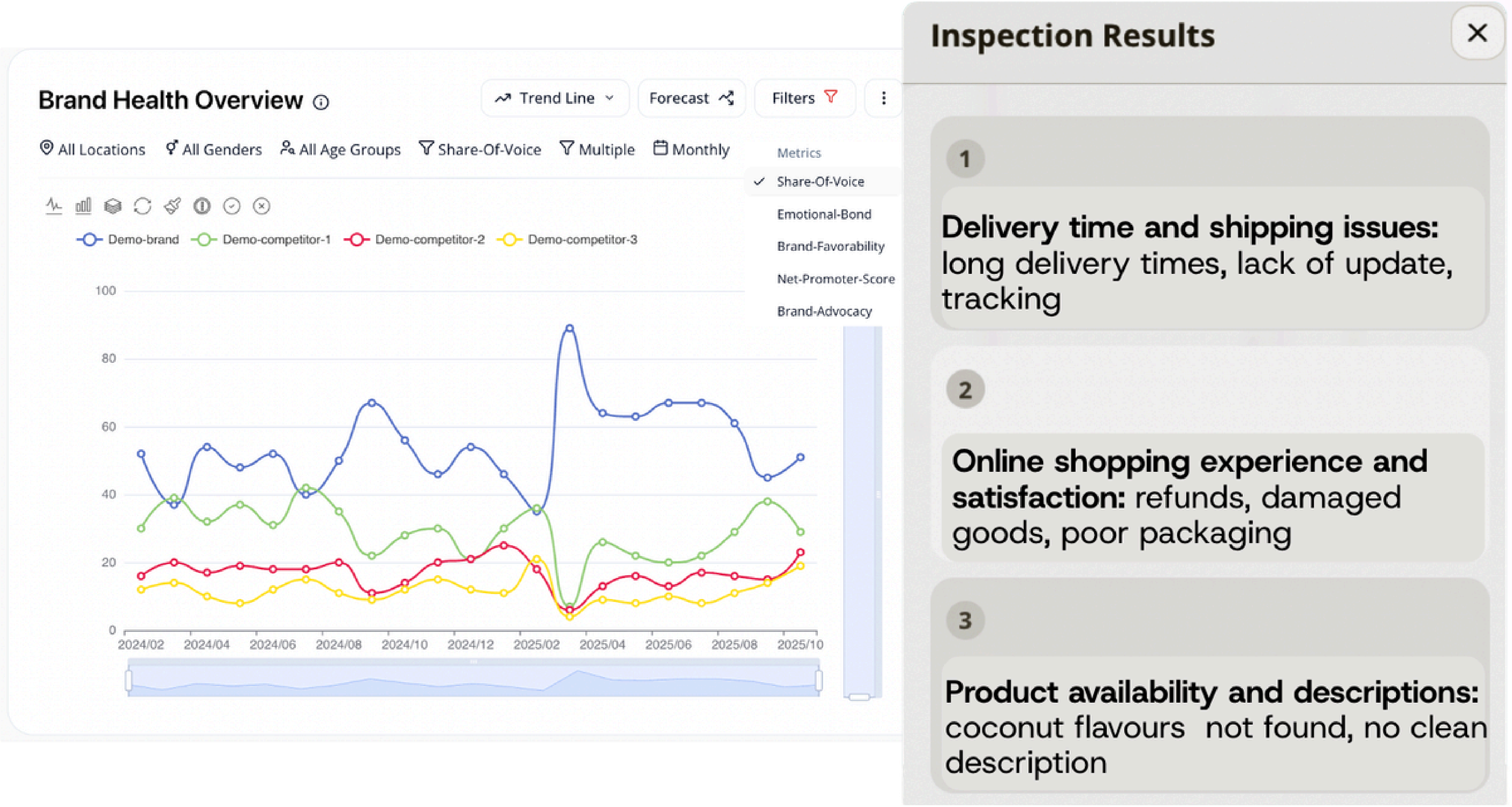
Competitor perception data supports both the marketing team's messaging strategy and the brand team's positioning. For example, a **competitor may have high awareness** in the apparel category **but be associated with negative emotions around returns** and **quality in the post-purchase stage.** A sector expert may interpret this as: "This indicates that a message focused on quality and reliability could be a strong differentiator in this category. Instead of price, we could test a quality guarantee emphasis in campaigns." Alternatively, further questions can be directed to the "Enlighter AI Agent."

Why Is This Meaningful for Retail?

Retail competitor landscapes are **multi-layered** and **complex.** Since each layer has a different perception dynamic, channel-based competitor perception analysis allows a separate competitive map to be drawn for each layer.

Enlighty Panel Samples

Brand health indices for up to 6 different brands can be continuously monitored comparatively with competitors, and root causes can be analyzed.



USE CASE 3:

Managing Seasonal Campaigns with Data

Problem

In retail, **seasonal campaigns** (Black Friday, summer sales, back-to-school) are **the most intense** and **highest-risk periods** of the year. Campaign performance is typically evaluated using metrics such as sales figures, site traffic, and NPS. While these metrics are valuable, they have **two blind spots**:

- They measure only customers who directly interact with the brand (missing those who see the campaign but purchase elsewhere),
- The data usually becomes available after the campaign ends (limiting the ability to intervene during the campaign).

Additionally, the information transferred from campaign to campaign is mostly based on sales data; how consumers actually experienced the campaign is evaluated only secondarily, after the campaign.

What Enlighty Does?

By analyzing consumer conversations on social media during seasonal periods, Enlighty complements the areas not covered by existing measurement tools:

<u>**Emotion tracking during the campaign:**</u> If excitement is high in the first days of the campaign but frustration starts increasing after day three (root causes: stockouts, technical issues, etc.), intervention can be made without waiting for the campaign to end.

<u>**Listening to consumers who do not engage with the brand:**</u> NPS, Hotjar, and call center data measure only existing customers. Social media also captures consumers who say, “I saw brand X’s campaign but bought from Y instead” or “I checked brand X but couldn’t find what I wanted.” This **reveals lost opportunities that cannot be seen through customer data** alone.

<u>**Year-over-year comparison:**</u> Comparing the emotional profile of the same campaign period across different years answers the question: “What did we do differently this year, and what changed from the consumer’s perspective?” This **enriches campaign optimization with data.**

enlighty

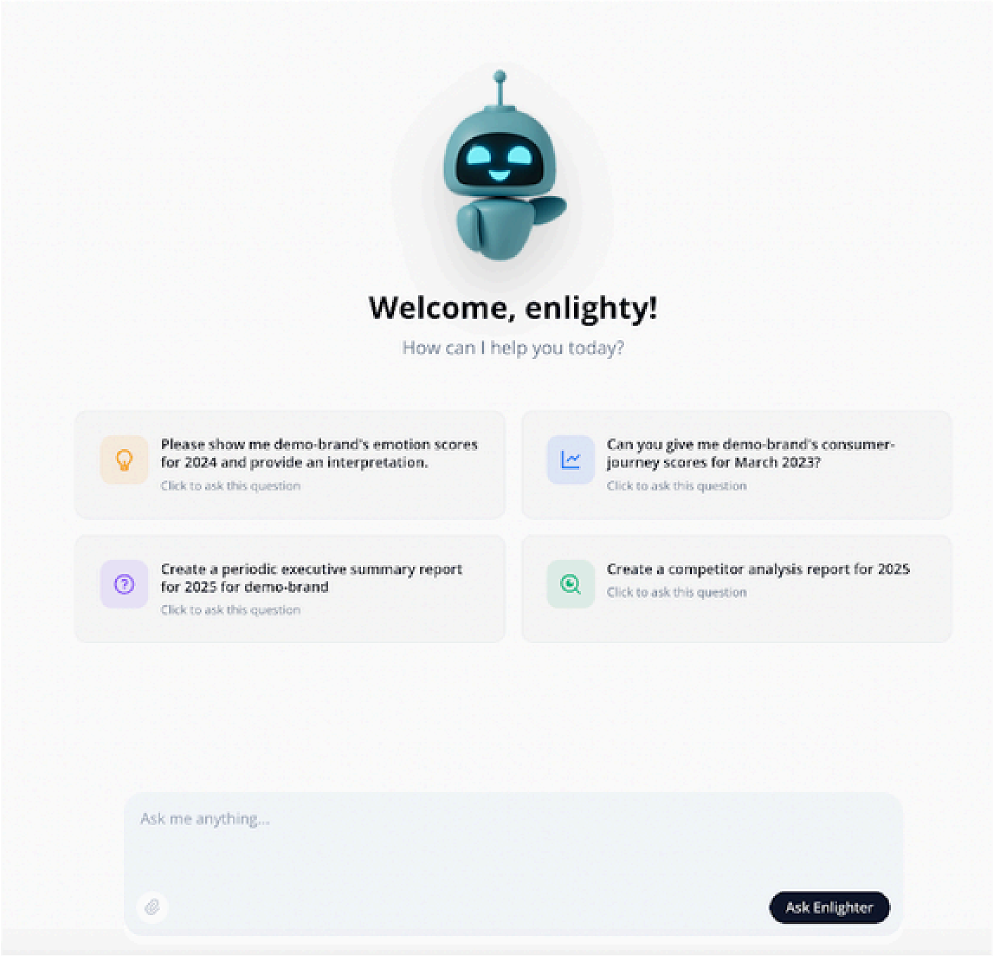
Expert Opinion

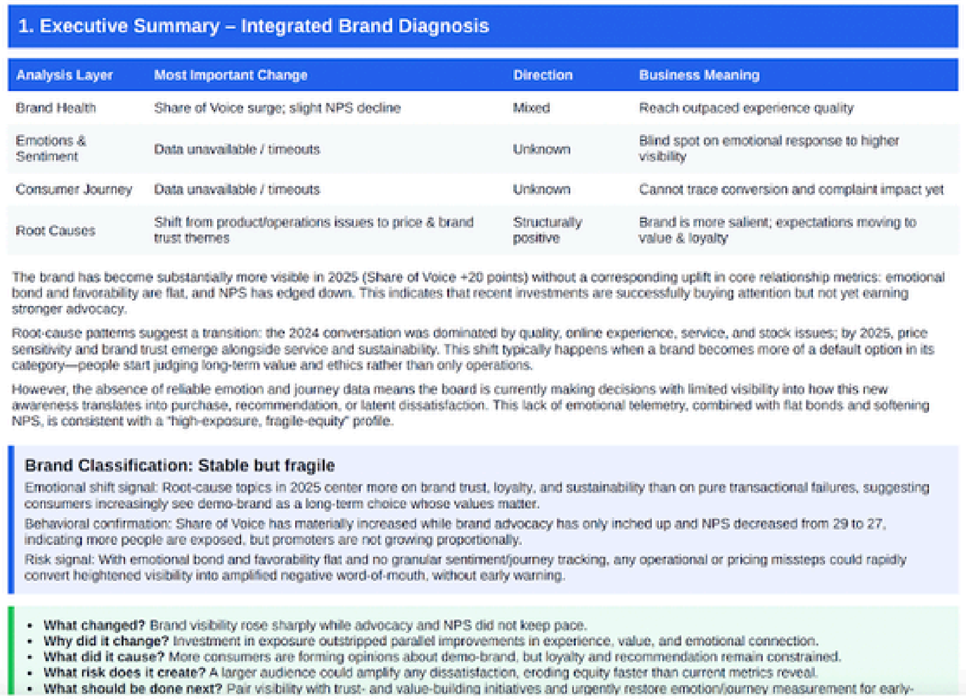
For example, in a Black Friday campaign, strong interest and positive emotions may be observed on the first day, followed by a rise in negative feedback mid-campaign. When evaluated together with operational data (stock levels, site performance), a domain expert can identify the root cause of the signal and generate concrete inputs for future campaign planning. Enlighty answers the question “**What is being felt?**”; the questions “**Why?**” and “**What should we do?**” can be **strengthened with expert interpretation.**

Why Is This Meaningful for Retail?

Enlighty complements existing measurement tools used by retail companies by **giving voice to consumers who have not interacted with the brand** and **by enabling intervention during the campaign process.**

Enlighty Panel Samples





1. Executive Summary – Integrated Brand Diagnosis

Analysis Layer	Most Important Change	Direction	Business Meaning
Brand Health	Share of Voice surge; slight NPS decline	Mixed	Reach outpaced experience quality
Emotions & Sentiment	Data unavailable / timeouts	Unknown	Blind spot on emotional response to higher visibility
Consumer Journey	Data unavailable / timeouts	Unknown	Cannot trace conversion and complaint impact yet
Root Causes	Shift from product/operations issues to price & brand trust themes	Structurally positive	Brand is more salient; expectations moving to value & loyalty

The brand has become substantially more visible in 2025 (Share of Voice +20 points) without a corresponding uplift in core relationship metrics: emotional bond and favorability are flat, and NPS has edged down. This indicates that recent investments are successfully buying attention but not yet earning stronger advocacy.

Root-cause patterns suggest a transition: the 2024 conversation was dominated by quality, online experience, service, and stock issues; by 2025, price sensitivity and brand trust emerge alongside service and sustainability. This shift typically happens when a brand becomes more of a default option in its category—people start judging long-term value and ethics rather than only operations.

However, the absence of reliable emotion and journey data means the board is currently making decisions with limited visibility into how this new awareness translates into purchase, recommendation, or latent dissatisfaction. This lack of emotional telemetry, combined with flat bonds and softening NPS, is consistent with a "high-exposure, fragile-equity" profile.

Brand Classification: Stable but fragile

Emotional shift signal: Root-cause topics in 2025 center more on brand trust, loyalty, and sustainability than on pure transactional failures, suggesting consumers increasingly see demo-brand as a long-term choice whose values matter.

Behavioral confirmation: Share of Voice has materially increased while brand advocacy has only inched up and NPS decreased from 29 to 27, indicating more people are exposed, but promoters are not growing proportionally.

Risk signal: With emotional bond and favorability flat and no granular sentiment/journey tracking, any operational or pricing missteps could rapidly convert heightened visibility into amplified negative word-of-mouth, without early warning.

- **What changed?** Brand visibility rose sharply while advocacy and NPS did not keep pace.
- **Why did it change?** Investment in exposure outstripped parallel improvements in experience, value, and emotional connection.
- **What did it cause?** More consumers are forming opinions about demo-brand, but loyalty and recommendation remain constrained.
- **What risk does it create?** A larger audience could amplify any dissatisfaction, eroding equity faster than current metrics reveal.
- **What should be done next?** Pair visibility with trust- and value-building initiatives and urgently restore emotion/journey measurement for early-

USE CASE 4:

Reading Market Perception in a New Brand Launch

Problem

Launching a new brand or sub-brand is one of the long-term strategic decisions in retail. Pre-launch research (focus groups, surveys, market research) supports positioning decisions; however, these studies capture a snapshot in time and are not continuous. After the launch, how consumers actually receive the brand, whether the positioning is interpreted as planned, and how perception evolves over time are usually tracked through limited feedback. Sales data answers the question "How much did we sell?" but continuously answering the question "**How do consumers position us?**" is far more difficult.

What Enlighty Does?

Enlighty continuously monitors consumer perception on social media throughout the different stages of a brand launch:

Pre-launch baseline mapping:

- What is the target segment currently looking for?
- What can they not find?
- With which emotions are existing players associated?

This mapping reveals perception gaps that a new brand can fill. If the intended positioning is "premium yet accessible," existing competitors in the segment, along with their strengths and weaknesses, can be identified through data.

Post-launch perception tracking: Is the intended message (e.g., originality, quality, premium) resonating with consumers, or is a different perception emerging? Is the brand reaching the target demographic, or is unexpected interest coming from another audience? These insights are critical for **calibrating communication strategy** during the first weeks of the launch.

Competitor launch benchmarks: Social media performance of previous competitor launches in the same segment is analyzed. This creates a **reference pool** to help shape your own launch communication strategy.

Expert Opinion

Launch data acts as a mirror for the brand team.

For example, after launching a new brand in the premium segment, it can be analyzed whether the emotions associated with the brand align with the intended positioning. A sector expert can interpret this data and recommend adjustments in communication tone, channel selection, or product presentation. **A launch is not a one-time event but an ongoing perception-building process; Enlighty enables this process to be managed in a data-driven way.**

Why Is This Meaningful for Retail?

During the process of creating a new product/brand, companies can use the Enlighty Panel to conduct **competitor analysis related to product positioning**, understand whether the brand is perceived as intended, and refine positioning if necessary. By tracking consumer perception before and after launch, **Enlighty supports brand teams in making fast and data-driven decisions.**

enlighty

www.enlighty.ai

info@enlighty.ai

+44 7438 423 218