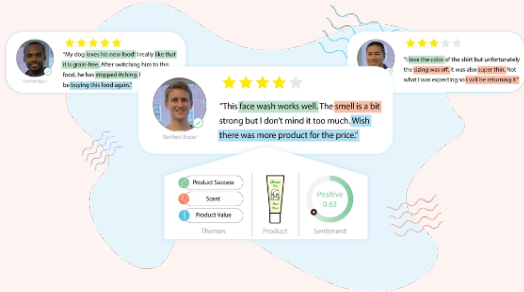


## GET UNPARALLELED VISIBILITY INTO YOUR REVIEWS & RATINGS



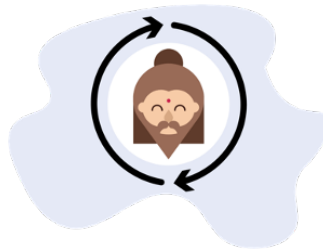
For companies that need to measure **high volumes of customer reviews**, Yogi adds **structure and meaning** to the flood of fragmented, messy data so you can build **better products and experiences**.

### Yogi Works In Three Phases



#### AGGREGATE

Yogi can gather reviews from 150+ sources.



#### ORGANIZE

Yogi's AI adds dimensions such as sentiment, topics, keywords, and more



#### ANALYZE

Yogi makes it easy to sift through data and find insights.

**When analyzed properly, reviews become applicable across an organization because they represent an unbiased focus group of tens-of-thousands of actual purchasers.**

#### Marketing

Better understand what drives consumers to love/ hate your and your competitor's products, leading to better advertisements, copy, and targeting

#### Research

Learn what consumers find important across product categories, what phrasings users use, and what issues/confusion they are dealing with

#### Product

See which claims are resonating with consumers, and which ones you're falling behind on; find gaps in the market for product innovation

#### Customer Experience

Report out to the overall organization, and better measure CX-focused KPIs so you can diagnose why shifts happen in a much faster way

#### LOCATIONS