

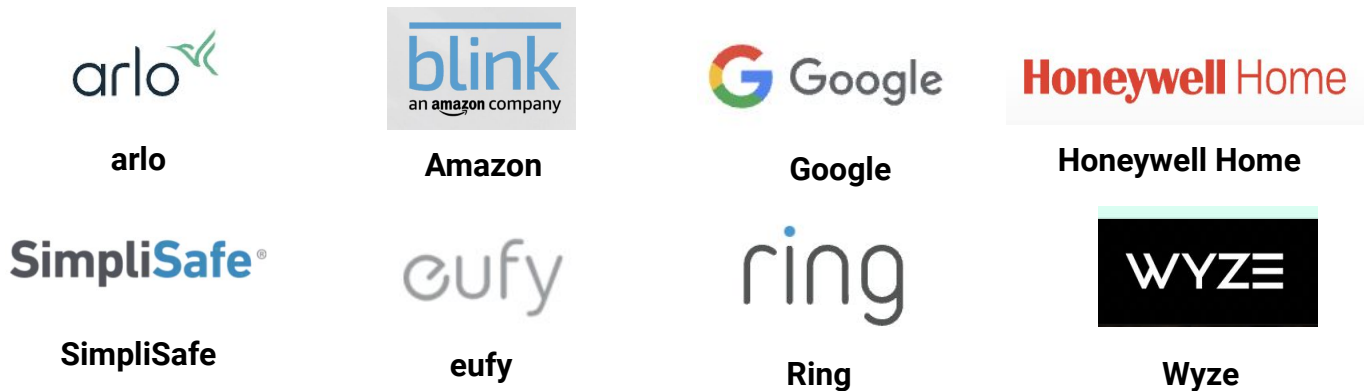
Smart Doorbell Sample Analysis

Powered by Yogi (<https://www.meetyogi.com/>)

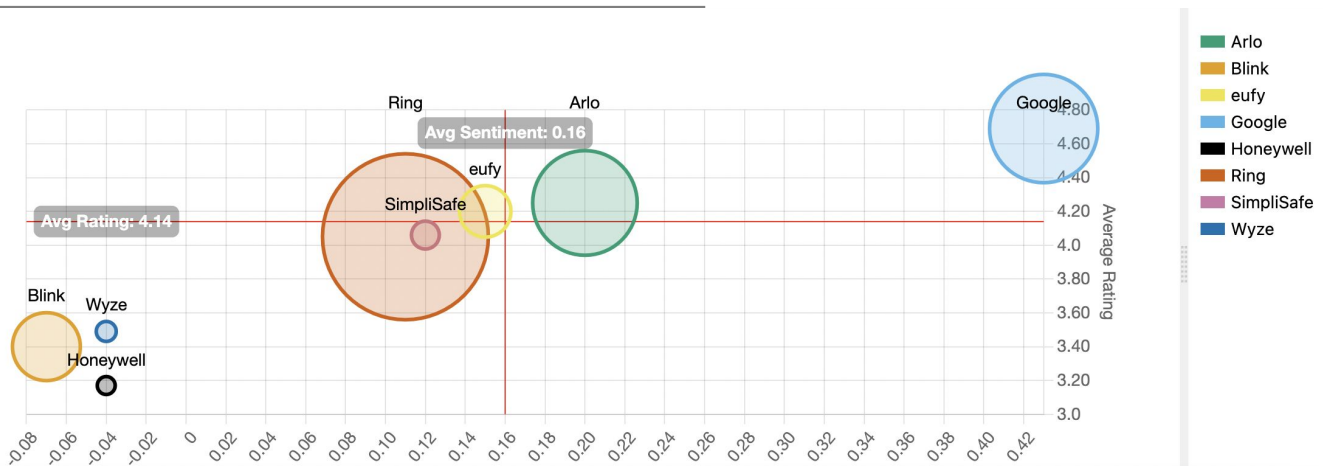


METHODOLOGY

Yogi analyzed **44,743 reviews** from Amazon, Best Buy, & Walmart for **22 SKUs** across **8 of the leading tech brands**.



How Is EACH BRAND PERFORMING?



Overall Brand Rating vs. Sentiment for the 8 brands selected for this analysis

Key Points:

- Google leads in both Average Star Reviews and Average Brand Sentiment
- Arlo placed above average in both Average Sentiment and Average Star Ratings
- SimpliSafe, Ring, and eufy just barely reach the Average Sentiment threshold
- Blink, Wyze, and Honeywell all lag behind in both metrics

Note that volume of reviews per brand vary across the market. Ring for instance had a higher number of product reviews, but trended lower average sentiment. Compare this to Google, which had fewer reviews, but higher average sentiment.

To find actionable insights we will need to dig deeper into the product Themes.

*Themes are determined by topics of conversation that our AI is able to pull out.



Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Usage Experience: Set-Up & Installation	3,418	17.87	0.57	4.73	71.58
Usage Experience: Safety & Security	1,893	9.9	0.55	4.78	73.3
Usage Experience: Festive Use	56	0.29	0.72	4.77	78.57
Usage Experience: Ease of Use / Device Pairing	2,107	11.02	0.49	4.68	64.66

Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Usage Experience: Set-Up & Installation	2,038	17.7	0.02	3.55	-1.24
Usage Experience: Safety & Security	691	6	0.06	3.59	2.5
Usage Experience: Festive Use	12	0.1	0.35	4.75	58.33
Usage Experience: Ease of Use / Device Pairing	697	6.06	0.02	3.45	-4.26

The top 4 themes Yogi identified between Amazon's Blink and Google Nest were **Set Up & Installation, Safety & Security, Festive Use, and Ease of Use / Device Pairing.**

As demonstrated above, average theme sentiment for comments discussing **Set-Up & Installation** was 0.57 for **Google**, and 0.02 for **Amazon**. While not a vast difference, Google is a clear leader among the two.

Number of Reviews	Number of Sentences	Avg Rating	Avg Sentiment
100	181		
01/12/2022	01/10/2022		
★★★★★	★★★★★		
Nest Doorbell	Great doorbell camera		
Finally got my Nest Doorbell in the mail. I was very satisfied on the quality of the Doorbell itself, very well made. It took very little time to set the device up and my Google account. Very easy so the only thing left to do it mount it next to my door.	Great doorbell camera. This doorbell comes complete with all mounting hardware, charging cable. All you'll need to install this camera will be a measuring tape, drill, and a screwdriver. Install the mounting bracket in the location of your choice. Download the Google home application...		
Google Nest Doorbell - Battery	Google Nest Doorbell - Battery		
SANDUJ	Wayne1958		
01/07/2022	12/28/2021		
★★★★★	★★★★★		
Great Features, Super Easy to Set Up	Google Nest Doorbell (Battery Powered)		
I was really excited to be getting this Nest Doorbell, but a little curious as to how hard it would be to set up. Turns out, it was a piece of cake to set up! The quick start guide walks you easily through the set up process, and it all went just as it should. It probably took 10 minutes at...	My parents recently moved into independent living and didn't have a doorbell on their cottage. This has made their lives so much better being able to know when anyone is at the door. Setup was simple and I was able to get it working on their phone and the little talking devices in the...		
Google Nest Doorbell - Battery	Google Nest Doorbell - Battery		
daUPhere	BestBuy - BrandonKFromHouston		
02/24/2022	02/20/2022		
★★★★★	★★★★★		
Thin brittle plastic mount.	Can't mount		
The doorbell itself is great. The mount however is cheap and broke the first time I changed the batteries. I called blink and they were no help. I love my blink system but the doorbell is a swing and a miss.	Can't mount this product at all. Can mount it but it will not ring inside your house. Not worth the money.		
Amazon Blink Video Doorbell	Amazon Blink Video Doorbell - Module Bundle		
Amazon - Mike Bird	Amazon - Stacy Gonzalez		
02/21/2022	02/19/2022		
★★★★★	★★★★★		
Will not mount	Has potential, but easily removable after installing		
Extremely difficult to attach the doorbell to the mount . Both myself and a handy man struggled to mount it. Even if I found the magic cheat code to mount the doorbell I would never hope to be able to ask someone to take it off to replace batteries. They would never forgive me for the...	The media could not be loaded. Purchased it after taking product reviews into careful consideration. Everything was going good until it came to installing. I installed it perfectly, however when I moved it around to see how easily this...		
Amazon Blink Video Doorbell	Amazon Blink Video Doorbell - Module Bundle		
Amazon - Edward Norman	Amazon - Jonathan Gonzalez		

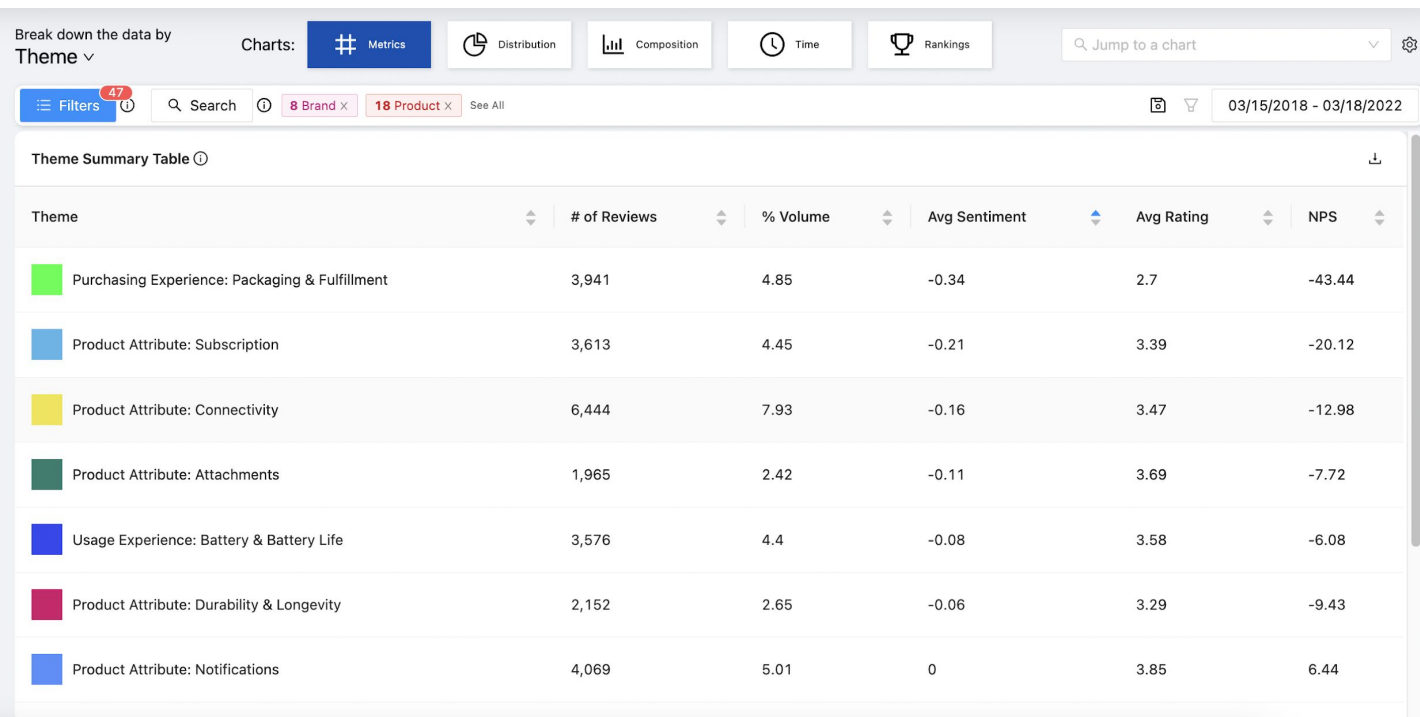
If we break down what consumers are saying within the **Set-Up & Installation** theme, we can see that a top-discussed topic is the mount.

Google reviewers (*left*) express the simplicity and ease of installing their doorbells using the mount, while Amazon users (*right*) discuss the flimsy quality and difficulty with installation.

Fast Action: Amazon could provide better instructions/tutorial videos to better educate customers and provide a better mounting experience!



Among **all** brands, reviewers were *most* unhappy about how they received their products, (**Packaging & Fulfillment**) as well as the **Subscription** model.



Ring's subscription model seems to affect functionality, adding *new features*, while Google's subscription preserves functionality and offers extra storage, (right). **Ring** users appear to be put off by the fact that that extra fees are a gateway to a **fully functional** product.

For **Ring** to better compete with **Google**, one insight we recommend would be to provide better clarity on what their subscription model includes, as well as considering unlocking some features that users wish were part of the free service.

ring

Obviously they choose not to do this because they want to charge you the 3 dollars a month for the privilege of using the device as designed, and as advertised.

A lot of people don't realize you have to pay after the free trial that comes with the device ends.

Also, it's useless without a monthly subscription.

Google

It's probably a good idea to spring for a paid package, which I did, as the subscriptions are very reasonable.

This product is so great, I love the fact that we added the subscription and it records 24/7.

But at \$5 a month I'll get over it to have total peace of mind and an awesome smart doorbell.





Yogi

A Deeper View Into Your Product Sentiment

Yogi is a cloud-based software company headquartered in New York. It provides sentiment analytics solutions and business intelligence dashboards to customer-focused businesses.

Our Mission

Yogi aims to usher in a new age of excellent customer experience by better integrating the downstream stakeholders of products to the upstream developers, marketers, and executives through AI-assisted data-driven decision making.