

Adult Multivitamin Sample Insights Analysis

Powered by Yogi

July 2022





Yogi

Yogi is a product sentiment platform that enables brands to gain deeper visibility into customer feedback and voice-of-customer.

We are the only tool that uses proprietary AI & NLP technology with reviews & ratings as the main data source. This enables faster and more granular analyses to uncover issues, opportunities, and trends.

This leads to higher star ratings, improved claims, opportunities for innovation, adjustments in marketing spend, and other actions that lead to tangible ROI.

Trusted by the Biggest Brands in the World

Hisense



PURINA



Johnson & Johnson



MARS
Petcare

Charlotte Tilbury



The Market Shift To Deeper Ratings & Reviews Analysis

Playbook One: Slower moving brands are stuck using the first generation of tools, focusing only on reaching a **minimum review count and star rating**, resulting in missed opportunities for differentiation.

Examples of Playbook One tools:

bazaarvoice:

 Profitero



PACVUE



SALSIFY

Severe gaps in data accuracy by limiting views to star rating, volume, and basic keyword counts.

Focusing on outdated status quo of reaching a minimum review count and star rating.

A limited view to competitive and retailer-specific data results in rapid deterioration of market share.

Playbook Two: Leading brands recognize that when done properly, granular Review & Ratings analysis provides **actionable insights that increase ROI** throughout an organization.

Real-time, granular analysis provides consumer-focused insights across teams.

Visibility across all retailers & competitors for comprehensive market-wide intelligence.

Contextual understanding of themes, sentiment, NPS, and more across SKUs, retailers, etc.

Brands that prioritize Playbook Two have seen sizable ROI through **increased conversion rates, organic boosts in star rating and review volume, reduction in marketing spend, and more.**



Sample Insights Using Yogi For **Centrum-Adult Multivitamins**

Sentiment vs. Star Rating

Sentiment is more precise because its able to isolate negative mentions in positive reviews and positive mentions in negative reviews.

Example of a 5-Star Review w/ a negative mention:

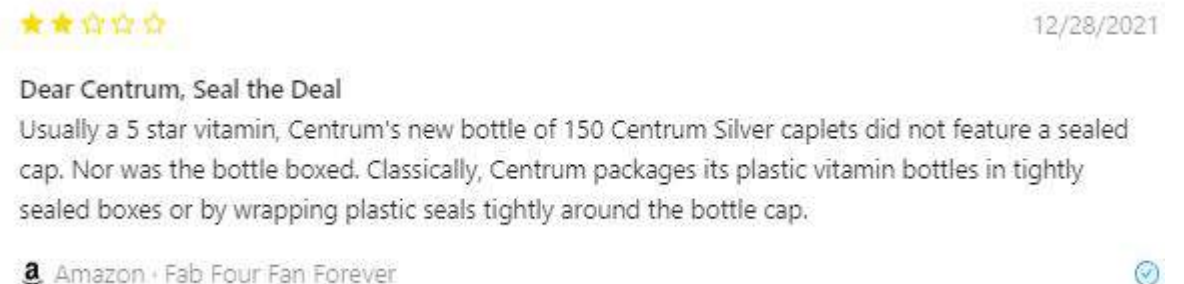


★★★★★ 11/10/2021

This vitamin is really great. Lots of energy
The pills are extremely large and hard to swallow. I have to cut them in half to be able to swallow them.

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - Iva

Example of a 2-Star Review w/ a positive mention:



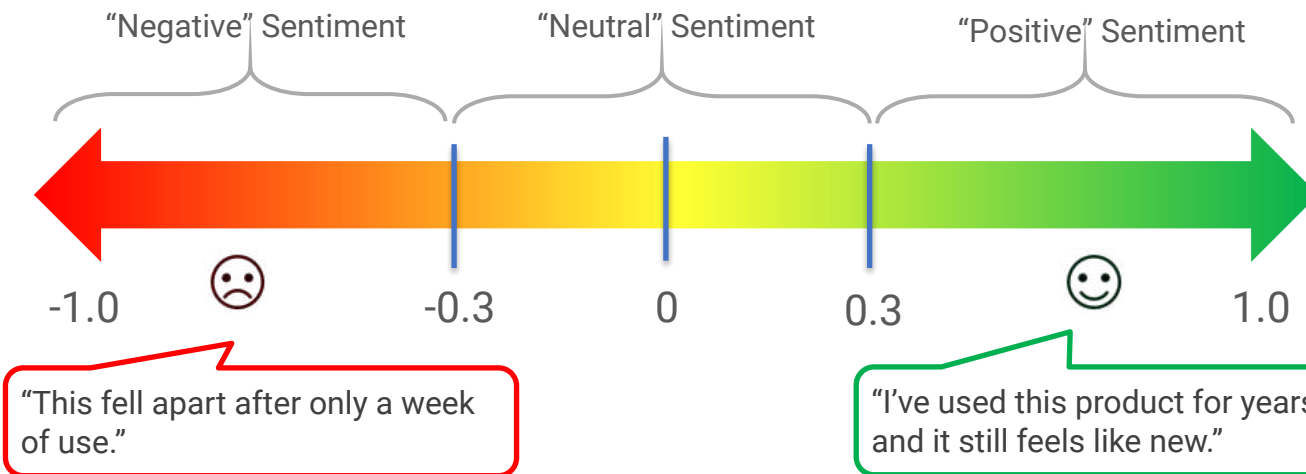
★★☆☆☆ 12/28/2021

Dear Centrum, Seal the Deal
Usually a 5 star vitamin, Centrum's new bottle of 150 Centrum Silver caplets did not feature a sealed cap. Nor was the bottle boxed. Classically, Centrum packages its plastic vitamin bottles in tightly sealed boxes or by wrapping plastic seals tightly around the bottle cap.

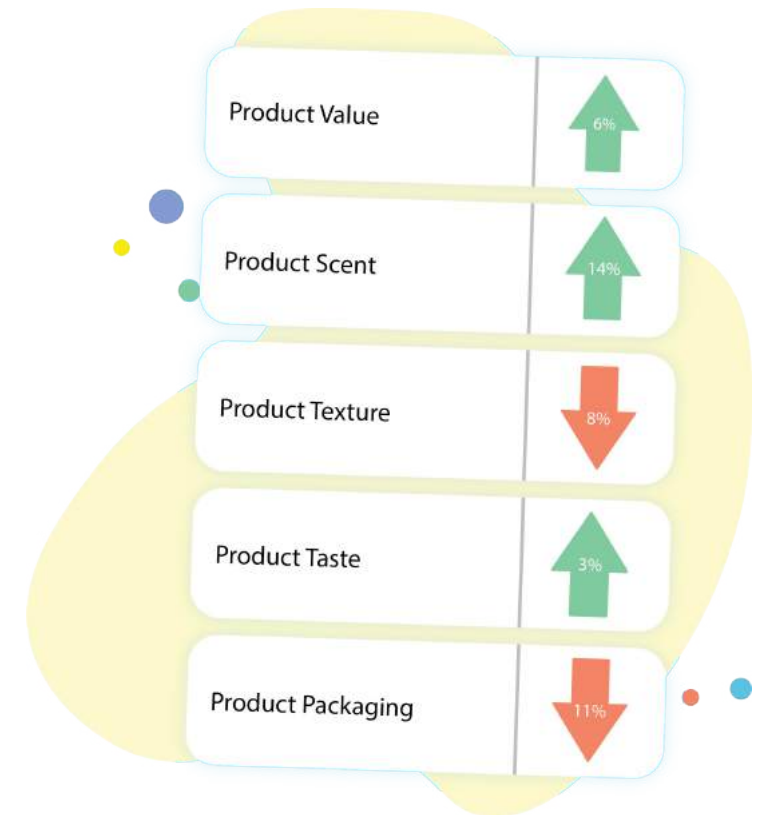
Amazon · Fab Four Fan Forever

Yogi's Natural Language Processing identifies the tone and topic of each sentence help to identify strengths / weaknesses on the fly

Yogi Sentiment



Yogi Themes



I. Train

Yogi's AI has been trained on over a billion examples to recognize tone and emotion. This means Yogi can catch vernacular and slang, understanding the context of how words are used.

II. Assign

Yogi reads each sentence in each review and assigns a 'theme' and sentiment score to it. This score is purely based on the text and doesn't consider other factors like username or star rating.

III. Improve

Although Yogi's baseline is near human-level accuracy (82% vs 85%), your team can further refine Yogi's algorithm by "flagging" data within the platform. This leads to constantly improving results.

Methodology

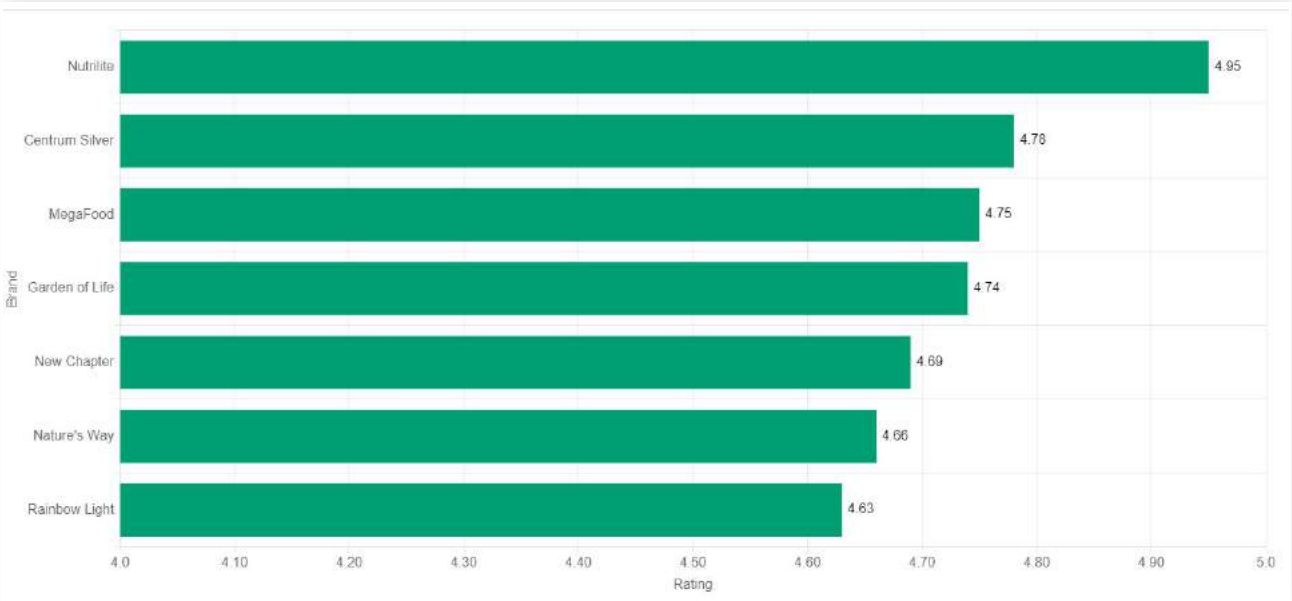
Yogi analyzed 6,515 of reviews across 11,258 sentences across 7 brands.

For this sample analysis we focused on **Nutriline, Centrum Silver, Megafood, Nature's Way, Garden of Life, New Chapter and Rainbow Light** across the category of **Adult Multivitamins**.



When diving deeper into all brands you can see that **Nutriline is the category lead with an Average Star Rating of 4.95** while **Centrum Silver has an Average Star Rating of 4.78**

The below shows average rating (y axis) and average sentiment (x axis) on a product level.



EXAMPLE ONE: NEUTRAL/NEGATIVE PERFORMANCE



Theme Performance: Neutral/Negative

Themes are determined from topics of conversation that Yogi's K-means based AI pulls out of reviews. When analyzing Themes for **Centrum Silver**, we see Neutral Sentiment around **Pill Size (19% of sentences)** with an **Average Sentiment of 0.2**

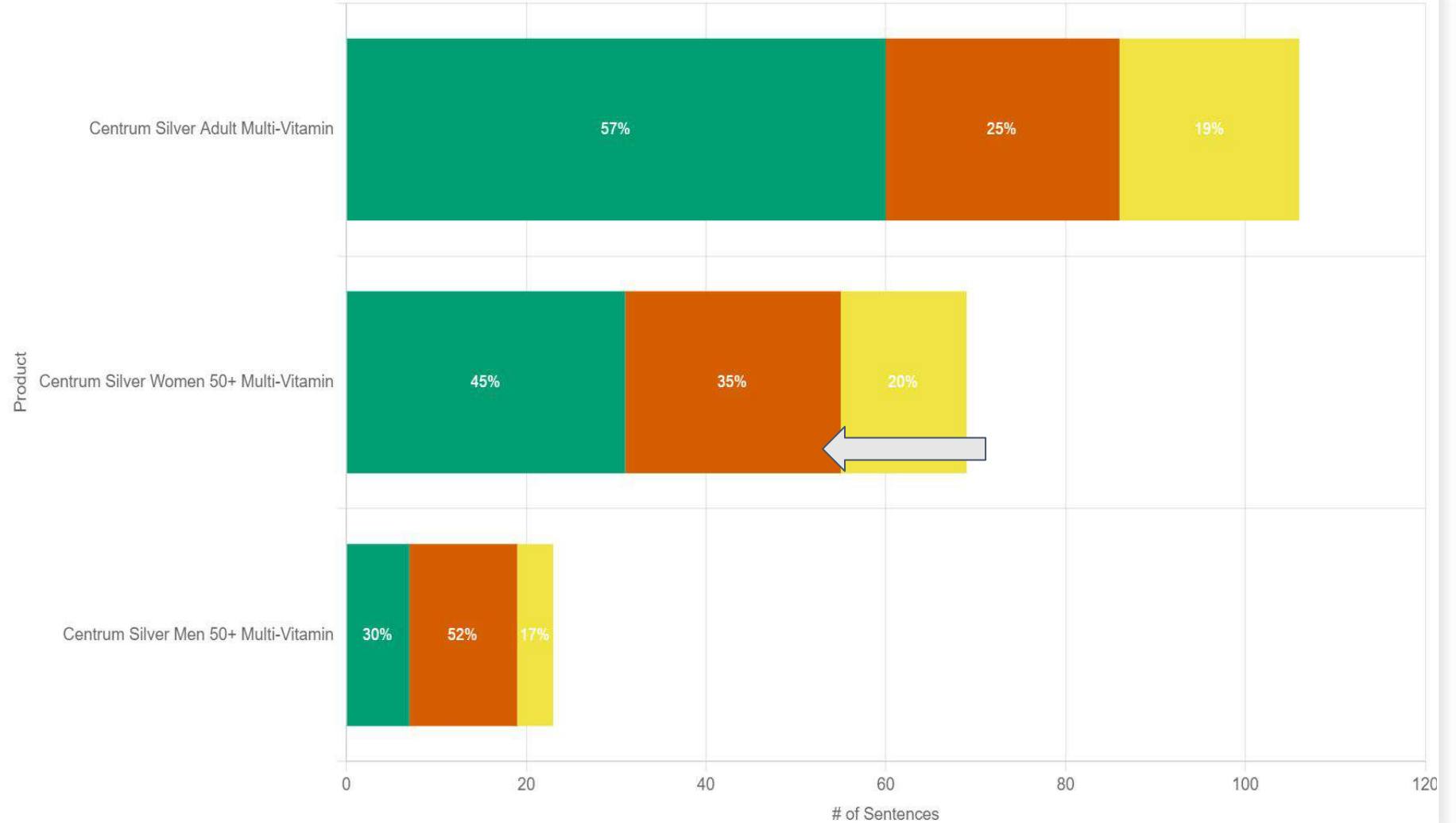
Theme	# of Reviews	% Volume	Avg Sentiment	Avg Rating	NPS
Product Attribute: Pill Size	171	18.63	0.2	4.43	36.71
Product Attribute: Ingredients & Formulation	148	16.12	0.4	4.43	51.16
Price / Value	145	15.8	0.75	4.74	83.88
Purchasing Experience: Availability & Delivery	138	15.03	0.43	4.54	62.39
Product Effectiveness: General	74	8.06	0.69	4.7	77.24
Product Attribute: Packaging	71	7.73	-0.03	3.28	-8.77
Product Effectiveness: Energy	62	6.75	0.71	4.77	80.65
Usage Experience: Impact on Digestion	50	5.45	0.47	4.46	58.3
Product Attribute: Taste	33	3.59	0	4.33	18.35
Product Effectiveness: Hair, Skin, Nails & Joints	10	1.09	0.34	4.5	55

A Deeper Dive Into Negative Sentiment...



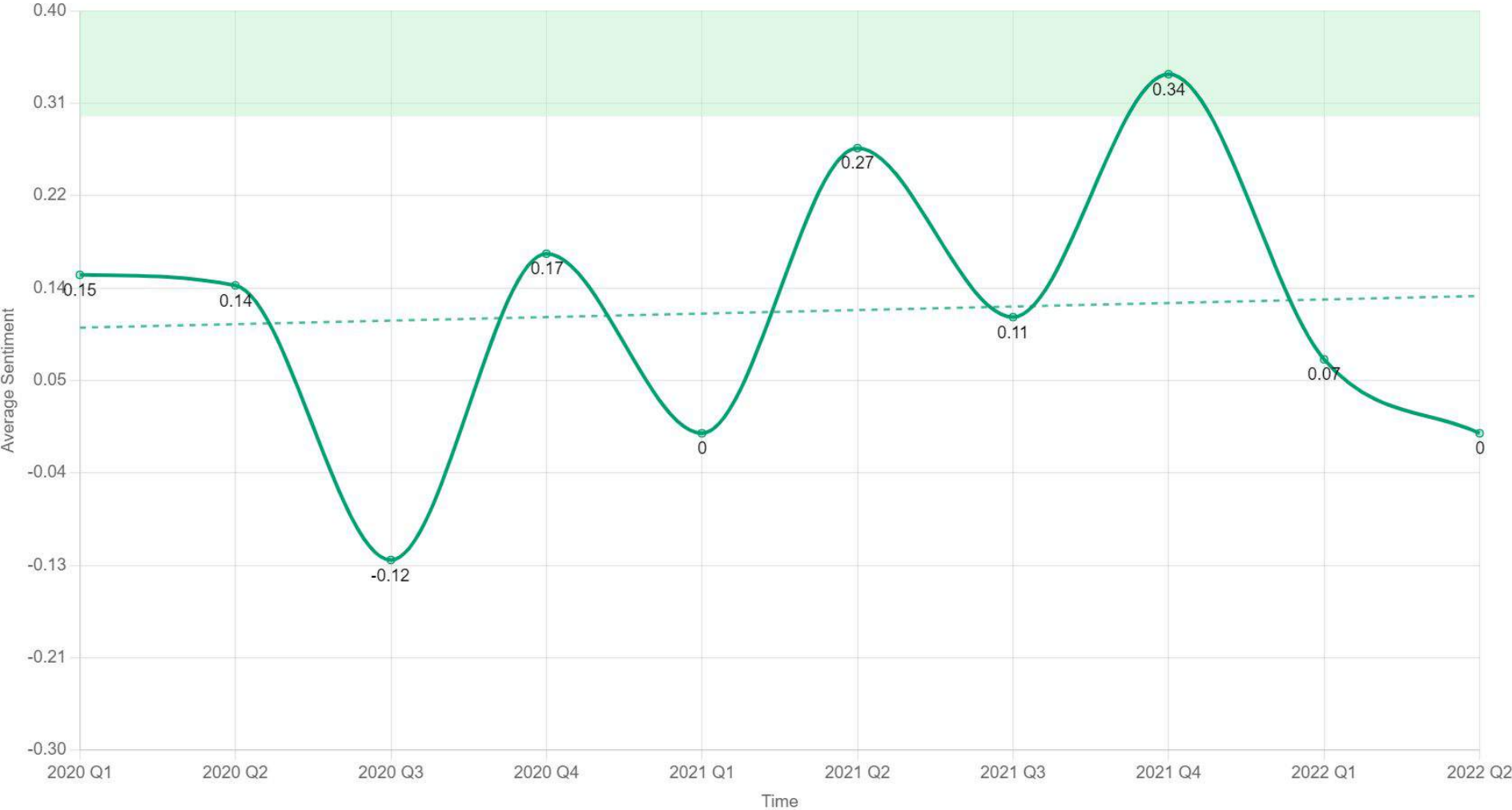
Yogi Callout

When looking into the Theme of **Pill Size** for Centrum products, we can see that **35% of sentences are Negative** for the Centrum Silver Women 50+ Multi-Vitamin.



How is the Silver Women 50+ Multi-Vitamin performing over time?

The chart below shows Sentiment by Quarter Over Time for the Silver Women 50+ Multi-Vitamin in the theme of **Pill Size**. We can see that over the last two years the sentiment has not changed much and has been **consistently Negative/Neutral**.



What are customers saying that's driving deterioration in market share....

When looking into the Centrum Silver Women 50+ Multi-Vitamin around the theme of Pill Size we can see that there is a common call out around the **size of the pill being too large.**



06/18/2020

Too large

Didn't realize the pill is so large! I have a gag issue and have to cut them in half and still choke. Otherwise they are fine if you can swallow t

* Walmart · Brenda



Too big too swallow.

Reviewed in the United States on March 28, 2022

Verified Purchase

The pills are way too big.



07/31/2021

I find these are

I find these are a good vitamin to cover all of my daily needs. Compared to some other brands these absorb very well. It is a large pill so those who don't like to take them might want to look at other options.



07/29/2020

Peace of Mind in a Jumbo Pill

It's hard to determine which of the many options Centrum offers is the right one for me. I take these and hope for the best. I like that Centrum Silver for Women over 55 has ingredients that supplement my poor diet. This gives me some peace of mind. It would be nice if the caplets were a lot smaller. I can't swallow them without splitting each one.

Walgreens · suesox



Yogi Callout

Suggested Action: This is an area for future product innovation to formulate a Multi-Vitamin that is a smaller size and easier for customers to swallow.

Immediate Action: Suggest adding an image to the PDP showing the actual pill size. This will help better match customers expectations.

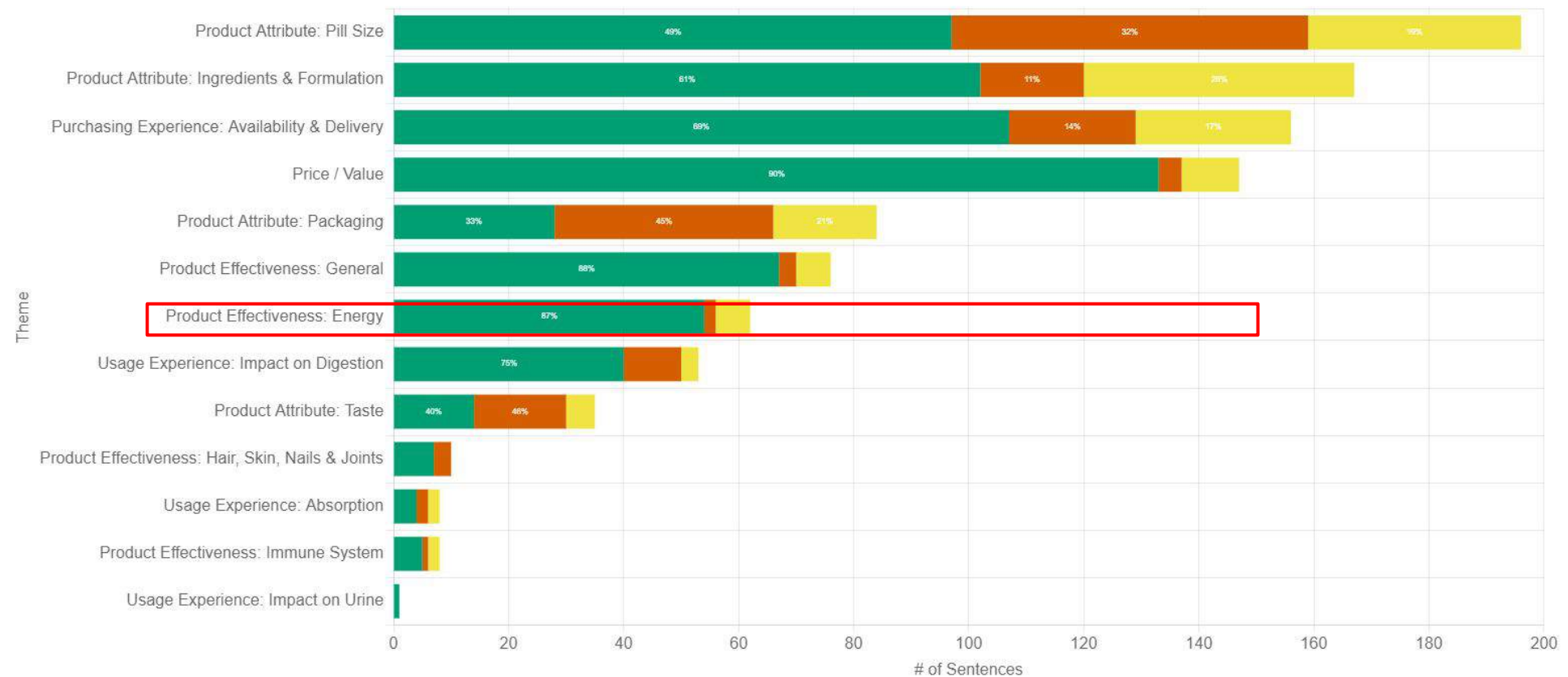
Data Point: A mismatch of expectations is a leading driver of negative reviews.

EXAMPLE TWO: POSITIVE PERFORMANCE



What themes is Centrum performing positively in?

Themes are determined from topics of conversation that Yogi's K-means based AI pulls out of reviews. When analyzing Themes for **Centrum Silver**, we see a Positive Sentiment around **Energy** with 87% of sentences being Positive.



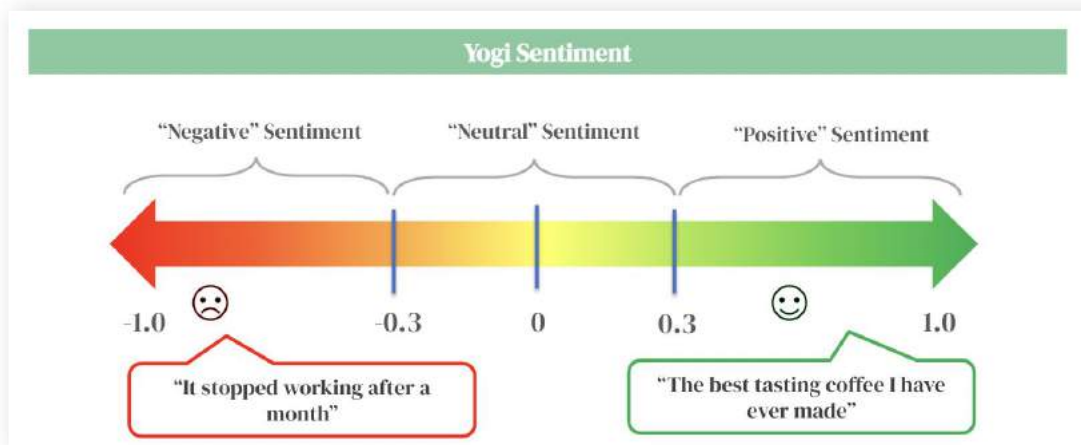
A Deeper Dive Into Competitive Benchmarking...

Utilizing Yogi's Compare Mode, you can quickly/easily identify how customers are talking about you vs. your competitors. The chart below shows **Centrum outperforming the market in Energy** with an **Average Sentiment of 0.71 vs. 0.56**. *This is a big difference worth noting!*



Market Average

Theme	Avg Sentiment	Avg Rating	NPS	Theme	Avg Sentiment	Avg Rating	NPS
Product Effectiveness: Energy	0.71	4.77	80.65	Product Effectiveness: Energy	0.56	4.61	68.83

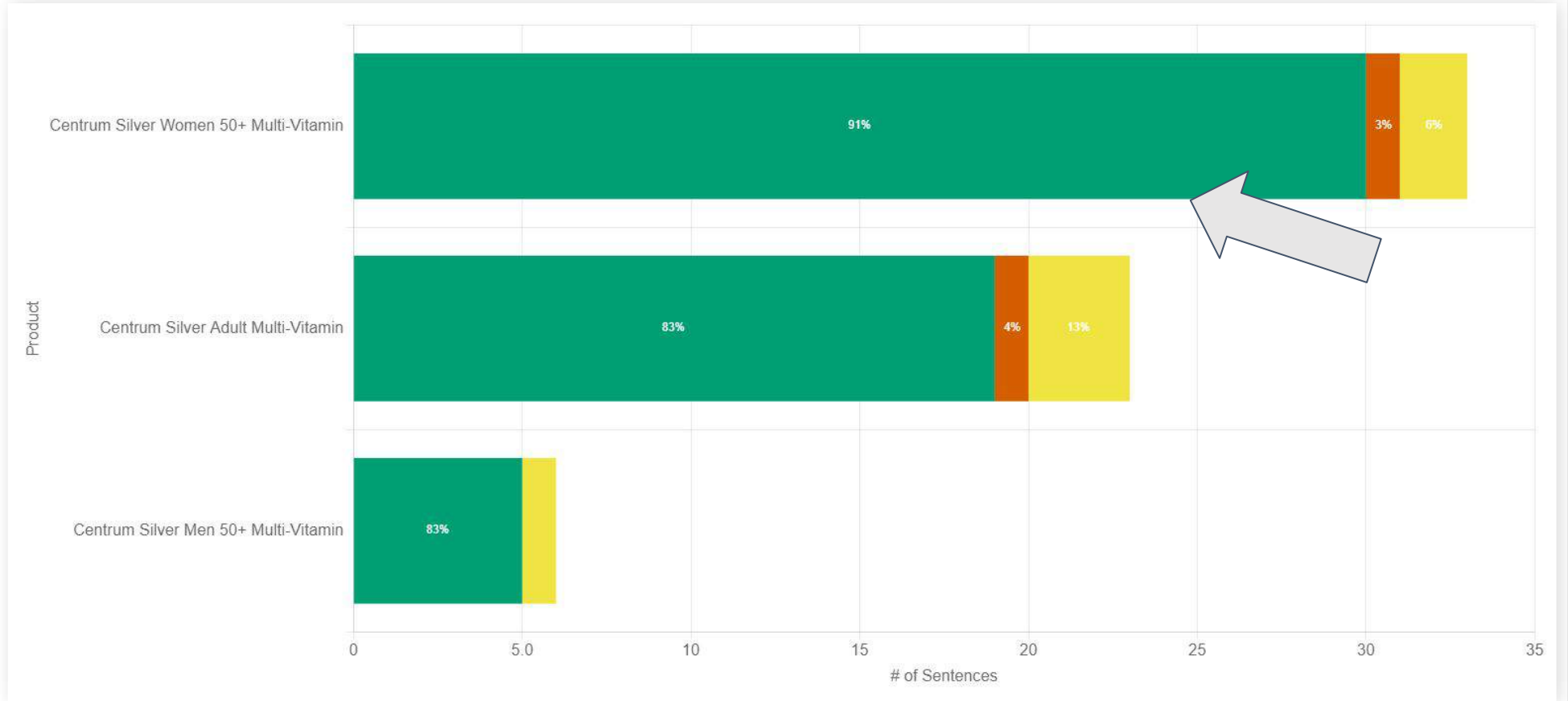


Which product is driving the most Positive Sentiment around Energy?



Yogi Callout

When diving into the Theme of Energy we can see that **91% of sentences are Positive for the Centrum Silver Women 50+ Multi-Vitamin.**



What specific action can we take to drive ROI after learning this?...

When looking into Centrum Silver Women 50+ Multi-Vitamin we can see common call outs around **“having more energy.”**

★★★★★ 11/10/2021

This vitamin is really great. Lots of energy
The pills are extremely large and hard to swallow. I have to cut them in half to be able to swallow them.

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - Iva

★★★★★ 05/28/2022

Mrs.
I have taken Centrum for more than 20 years n still taken it daily helping my **energy** playing with my grandkids.

Centrum Silver Women 50+ Multi-Vitamin
CVS - Mazy Mui

★★★★★ 04/25/2020

Great for any age !
Since I have been taking these, I seem to have more **energy** than I did before taking them.

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - sandy

★★★★★ 06/18/2021

Centrum Silver
I believe Centrum Silver gave me more **energy**. I feel a lot better taking them. Thanks.

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - GERALD

★★★★★ 07/30/2021

More **energy**
My doctor recommended I take Centrum Silver Multivitamin for Women Over 50. I feel better and have more **energy** since taking them.

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - Patink

★★★★★ 09/08/2020

Happy Camper
These vitamins have helped return the **energy** my body needed ! I'm very satisfied with them !

Centrum Silver Women 50+ Multi-Vitamin
* Walmart - Rita



Yogi Callout

Suggested Action: Highlight “helps with increased energy” in marketing and PDPs to more closely align with the Voice of Customer and increase conversion / sell-thru rates.

Case Study: Tylenol recently used Yogi to increase their sell-thru rate by 9% by implementing a similar action. [Read the Tylenol case study here.](#)

EXAMPLE THREE: PDP UPDATE



Theme Performance: Positive

When looking into Themes for the Centrum Silver Women 50+ Multi-Vitamin we can see that **Ingredients & Formulation** is talked about in 17% of Sentences and has a Positive Sentiment of .36. Let's find out what customers are talking about.

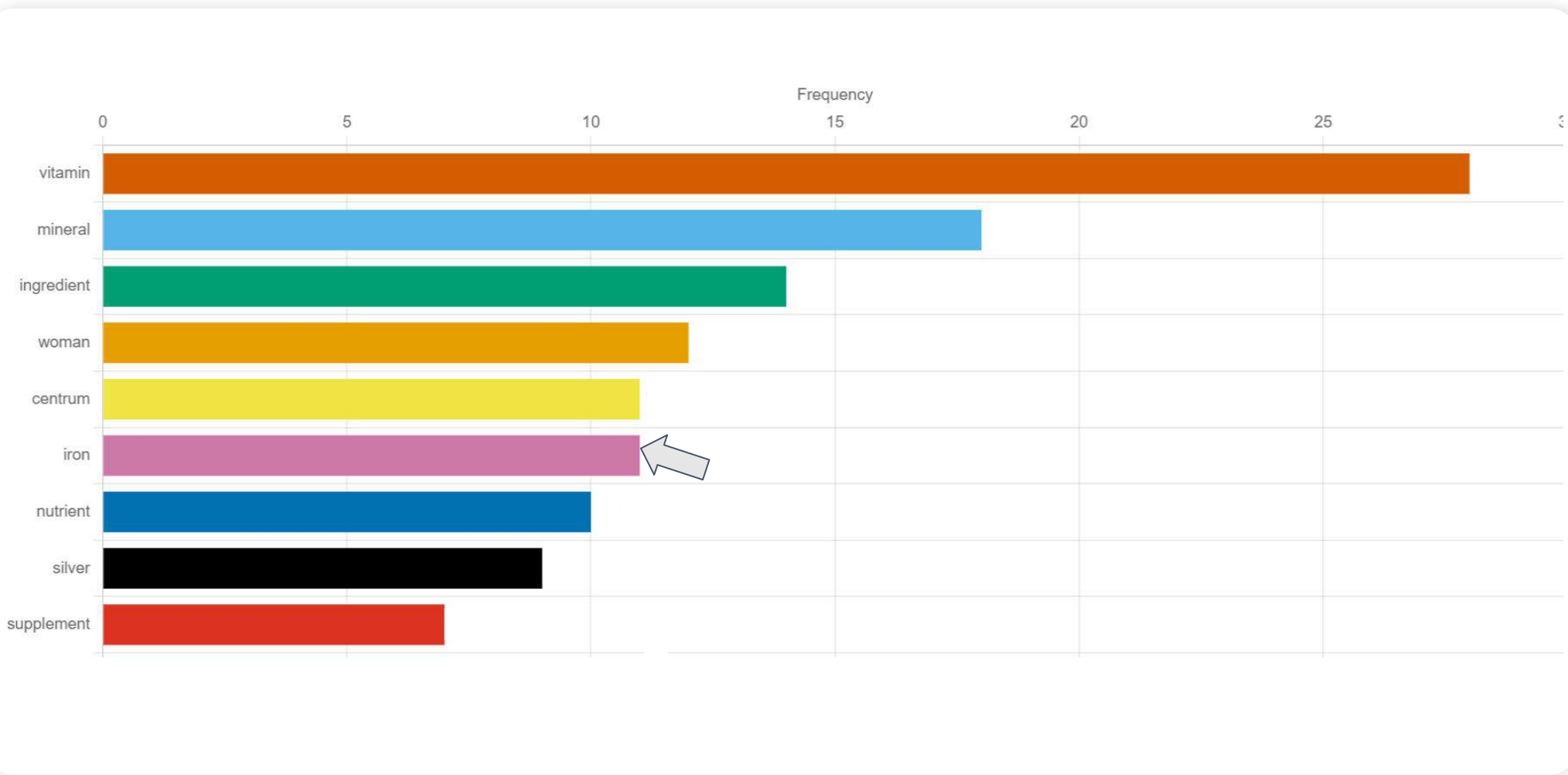
Theme	% Volume	Avg Sentiment	Avg Rating	NPS
Product Attribute: Ingredients & Formulation	16.91	0.36	4.45	48.08
Purchasing Experience: Availability & Delivery	16.62	0.34	4.53	54.06
Price / Value	16.62	0.81	4.77	88.66
Product Attribute: Pill Size	16.62	0.13	4.44	30.51
Product Effectiveness: Energy	9.62	0.73	4.73	80.3
Product Effectiveness: General	7.58	0.75	4.62	76.92
Usage Experience: Impact on Digestion	4.96	0.66	4.71	85.29
Product Attribute: Packaging	4.37	0.25	4.2	36.67
Product Attribute: Taste	2.62	0.16	4.33	33.33
Product Effectiveness: Immune System	2.04	0.46	4.71	57.14

A Deeper Dive Into how customers are talking about Ingredients & Formulation for Centrum Silver Women 50+ Multi-Vitamin...



Yogi Callout

For Centrum Silver Women 50+ Multi-Vitamin we can see that **iron** is one of the top frequently occurring words. Let's find out **how customers are using the word "iron" when describing the product...**



Highlighting an insight around product ingredients and expectations...

When looking into the Centrum Silver Women 50+ Multi-Vitamin around the theme of Ingredients & Formulation can see that there is a **common call out around the expectation of "iron" being in the product or not.**



06/04/2022

Excellent for Seniors

I started using Centrum Silver for Women 50+ almost 2 years ago because they are the **only daily vitamins to include Iron**. In addition to Iron, the vitamins include many other essential minerals that women 50+ need.



07/12/2021

Iron ?

Unfortunately, I didn't notice this formulation contained **iron**. It isn't in the Centrum 50 + . I can't tolerate **iron**, so I wasted \$ 20, as smaller bottles weren't available.


Centrum Silver Women 50+ Multi-Vitamin
Walgreens · KREC



04/29/2020

This tablet does contain **iron**. Older women ,from what is have read, do not usually need extra **iron**. Other than that, seems like it's a very good product.

Centrum Silver Women 50+ Multi-Vitamin
Walgreens ·

 SeattleBookLover

★★★★★ **Very pleased**

Reviewed in the United States on October 23, 2021

It is next to **impossible these days to find a 50+ women's vitamin with iron**. After much searching, I found these, and I'm so glad I did! Anemia runs in my family, and I get very little iron in my regular diet, so supplementing is important. 8 milligrams of iron is about perfect for me, now that I am over 50. At my last check up, my iron was within normal limits, which was a relief. If you are over 50 and don't get much iron in your daily diet, I recommend these. There are lots of other good things in these, too, including 1,000 IU of vitamin D, and extra B6 and B12. I think they make me feel and look younger, and that's a big win in my book.



Yogi Callout

Suggested Action: Suggest adding an image showing the Supplements Facts or increased verbiage to the PDP calling out that the vitamins contain Iron. This will help better match customers expectations.

Data Point: A mismatch of expectations is a leading driver of negative reviews.

What's Next: Key Takeaways

Fast Actions	Medium Term Actions	Long Term Actions
<p>Quick Adjustments to eCommerce Product Detail Pages To Align w/ VoC</p>	<p>Optimize Marketing Campaigns To Increase Conversion To Sales</p>	<p>Inform Product Improvements & New Product Innovation</p>
<p>Diving deeper into reviews enables us to quickly identify actionable changes, especially to Product Detail Pages and A+ content that will lead to increased conversion to sales in the short term.</p> <p>For example, adding an image to the PDP for the Centrum Silver Women 50+ Multi-Vitamin to show the actual pill size. This will help better align with customers expectations, leading to more positive reviews and higher sales.</p> <p>Tylenol leveraged Yogi to find extremely positive sentiment about the speed at which their new Dissolve Packs relieved pain and to expose a misalignment of user expectations on how to use the product. Tylenol quickly redesigned their PDPs to highlight “acts fast” and “no water needed” claims. This led to a 0.2 increase in star rating within weeks of making the change and a 9% increase in conversion rate to sales!</p>	<p>Yogi is able to help companies identify opportunities in marketing campaign optimization to more closely align with the Voice of Customer and increase conversion/sell-thru rates.</p> <p>For example, customers call out “more energy”, a claim Centrum Silver doesn’t emphasize in campaigns, resulting in missed marketing opportunities that align with voice-of-customer & increase sell-thru rates!</p> <p>Charlotte Tilbury leveraged Yogi when a product that sold well internationally was not performing as well in the US. By using Yogi they were able to identify the verbiage to use in marketing campaigns that aligned with how customers were talking about the product. This directly attributed to a 7% increase in sales without having to make changes to the product, which would have taken significantly longer time.</p>	<p>Yogi customers are using their insights to launch new products by exposing voids in their product offering and uncovering specific white space in the market for new product innovation.</p> <p>For example, Centrum Silver has Neutral Sentiment around Pill Size. This could be an area for future innovation to help formulate a Multi-Vitamin that is a smaller size and easier for customers to swallow.</p> <p>Nestle leveraged Yogi to launch to launch a new product in the fast-growing category of “Juice+”. They were able to quickly analyze established competitors to find out what’s resonating with customers and what missteps are being made. Yogi’s analysis found white spaces in the market that they are using to better position and adjust the formulation of the new brand’s offering. This led to a significantly better product in less time.</p>

BRIEF OVERVIEW OF YOGI



What Other Questions Can Yogi Help Answer?

When analyzed properly, reviews & ratings are applicable across an organization, as they represent an organic focus group of actual purchasers. This helps answer lots of questions!



Consumer Satisfaction/VoC

What features do my customers like? My competitor's customers?

Coffee mate uses Yogi to measure the Voice of the Customer, finding complaints and sentiment overall so they can stay on top of things



Measuring Current Events

How did our reformulation or rebrand change customer sentiment?

Tylenol used Yogi during the pandemic to better understand how COVID-19 and the vaccine affected consumer perceptions about OTC pain relief brands



Trend Mapping/Tracking

How are consumers reacting to a new ingredient or packaging type?

Pet food is heavily defined by new ingredients, packaging, benefits, etc. Mars uses Yogi to identify trends and quantify consumer sentiment towards them.



Adjust Marketing Claims

What marketing claims are resonating more with my customers?

Beyond keywords, Neutrogena uses Yogi to measure the sentiment of claims that they (and competitors) make in order to adjust claims on packaging and PDPs.



eCommerce Improvements

Is there a mismatch of expectations that I can fix with my PDP?

Tula has used Yogi to adjust phrasing and keywords used in PDPs based on how users talk in when they give feedback.



Data Science Correlations

How do reviews & ratings correlate with sales data?

Lubriderm uses metrics from Yogi to correlate with KPIs like marketing spend and sales, using Yogi as a "leading indicator."



Competitive Benchmarking

Where is my competitor doing better than me? Worse than me?

Toll House uses Yogi to track competitor offerings to understand how they rank by brand, flavor, retailer, and more.



Product Innovation/Measure

Where do gaps exist in the current market that I can address?

Purina has used Yogi to find gaps in new markets they want to enter, and to track reception of new products they release.

[More on Reviews as an Essential Data Source](#)



User Story Deep Dive:

How Tylenol Has Used Yogi to Improve Their eCommerce KPIs

With the shift in OTC medicine & eCommerce caused by COVID-19, the Tylenol team **prioritized Reviews & Ratings as an essential data source** to measure consumer sentiment, iterate on marketing claims, and bolster online retail presence.



Usage Breakdown

The Tylenol team used Yogi to pull reviews for the entire OTC medicine category. This consisted of Tylenol products such as Extra Strength, Rapid Release, their new Dissolve Packs, as well as competitors such as Advil, Aleve, Bayer, and private label offerings. These reviews were pulled from various eRetailers including Amazon, Walmart, Target, CVS, Walgreens, as well as their own Bazaarvoice instances.

Sampling of Analyzed Products



Sampling of Analyzed Sources



[ROI Business Use Cases](#) | [User Stories \(incl. videos\)](#)

Improved Tylenol Dissolve Pack PDP

New PDP has seen ~9% increase in conversion rates



Yogi quantifiably showed that 27% of complaints in reviews were related to users not realizing they didn't need water. Tylenol team added relevant images to curb this complainant.

Yogi highlighted reviews where users believed that powder format worked faster. Tylenol team added relevant claim.



Competitive analysis showed that sentiment for Tylenol's "portability" was much higher than all competitors. Tylenol prioritized this claim higher.

Tylenol Extra Strength Dissolve Packs with Acetaminophen for Pain & Fever, Berry, 32 ct

Visit the Tylenol Store

★★★★★ 2,719 ratings | 7 answered questions

Amazon's Choice for "tylenol dissolve packs"

List Price: \$14.59 Details
Price: **\$11.99** (\$21.41 / Ounce) ✓prime FREE One-Day
You Save: \$2.60 (18%)

Get \$125 off: Pay \$0.00 \$11.99 upon approval for the Amazon Business Prime Card. No annual fee. Terms, rates and fees apply.

Brand	Tylenol
Active Ingredients	Aspirin, Acetaminophen, Ibuprofen
Specific Uses For Product	Pain and Fever Relief
Item Form	Powder
Age Range (Description)	Adult

About this item

- 32-count of Tylenol Extra Strength Dissolve Packs with 500 mg of acetaminophen pain reliever and fever reducer features a great tasting Berry flavor and temporarily relieves minor aches and pains
- This dissolving powder medicine temporarily provides relief from minor aches and pains due to the common cold, headache, backache, muscle aches, minor pain of arthritis, menstrual cramps and toothache
- Each oral pain reliever powder packet contains 500 milligrams of acetaminophen, an effective pain reliever and fever reducer, and is both ibuprofen-free and aspirin-free
- This portable pain medicine powder dissolves in seconds on the tongue with no water needed, is suitable for both adults and children 12 years of age and older & is safe when used as directed
- From the #1 doctor recommended brand of pain relievers, experience extra strength relief in a berry-flavored medicine that comes in a convenient form to have on hand whenever pain hits



The Three Parts of the Yogi Platform



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.



AGGREGATE

Yogi pulls from various sources to build a central repository that can be searched and filtered.



ORGANIZE

Using proprietary K-Means AI, Yogi organizes reviews based on themes, sentiment, and more.



ANALYZE

Teams can easily sift data and reach granular insights, leading to tangible business improvements.

Leading organizations such as Johnson & Johnson, Colgate-Palmolive, Charlotte Tilbury, and Tula have made Yogi a key part of their digital and customer-focused transformation.



How Is K-Means AI Differentiated?

Unlike competitors, whose algorithms are based on word frequency, Yogi's platform uses true AI-powered NLP to **build a contextual understanding** of what customers are talking about

Example

I couldn't get this to work, and returned it. ["work" = product usage]
I took this to work, and I love it. ["work" = place of business]



Yogi Callout

Yogi leverages our own proprietary models for AI-powered Natural Language Processing (NLP) using K-Means, an advanced method of **clustering unstructured data**, to provide unparalleled visibility into feedback data, an inherently messy and nuanced data source.

Examples of what's possible because of Yogi's Robust Algorithm

Yogi automatically generates topics of conversation, meaning minimum effort for brand teams and **faster, scalable onboarding.**

Yogi generates topics based on what's in the data, as opposed to being determined by a team of humans. This means **unbiased data analysis.**

Yogi analyzes data with more depth because of its AI backbone, meaning it can provide **unique visualizations that result in powerful insights.**

That's just the start.
Want to see more?

Reach out at hello@meetyogi.com or
[book a demo](#) with us today!





Yogi

A Deeper View Into Your Product Sentiment

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.

Yogi's proprietary K-Means based Natural Language Processing algorithm allows brands to understand consumers on a granular, multidimensional level so that they can drive customer-focused business decisions.

To date, Yogi has worked with partners ranging from Fortune 500 companies to upstart CPG brands to help them increase sales and conversion rates, reduce misallocated costs, and increase their overall star rating.

meetyogi.com