



Department store company

**Headquarters:** Natal, Brazil

**Competitors:** The Riachuelo's major competitors are Marisa, Lojas Renner, Cia. Hering and C&A

**Group:** Grupo Guararapes,

**Region:** Brazil

**Revenue:** US\$ 1.9 billion (2017)

The company its headquartered in Natal, and have a central office in São Paulo and has 3 distribution centers, in Natal and Guarulhos (São Paulo).

## The ask:

○ Uncover essential social listening discussions and trends concerning the brand and its primary competitors.

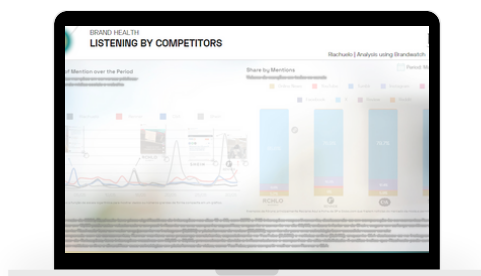
- ✓ Collected +20k mentions/comments monthly
- ✓ Conducted automatic analysis of mentions and revealed the main trends based on public conversations
- ✓ Indetiy trends based on the main terms used by people based on reach and mentions volume

○ Explore the primary brand discussions within the chosen categories and identify possible concerns such as price, customer assistance, online payments, and more.

- ✓ Acquired over 10k categorized mentions over the period.
- ✓ Identify peaks of brand mentions and top content categorized by sentiment with the help of AI.
- ✓ Identify topics to steer clear of during discussions.

○ Identify pertinent content in the field of discussion to uncover possibilities and potential partnerships that strengthen brand relationships.

- ✓ Collect more than 500 distinct content per month
- ✓ Examining discussions and engagement of authors on specific topics.
- ✓ Generat insights powered by IA to drive creative content to be postes on owned channels



Riachuelo received a personalized monthly report tailored to address their business inquiries. This report aimed to resolve customer issues, analyze trends, and identify opportunities for creating innovative and engaging social media content across all channels.