## **SOCIAL INTELLIGENCE INSIGHTS**







## Online marketplace company

Headquarters: Montevideo, Uruguay

Brands: Mercado Pago; Mercado Crédito; Mercado Ads; Mercado Envíos; Mercado Shops; Mercado Play; Mercado Coin

Users: 174.2 million users in Latin America,

Region: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala,

Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.

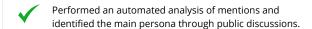
Revenue: 14.5 billion USD (2023)

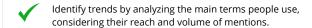
Mercado Livre leverages Loxias capabilities for condiction market research projexts for these clientsin order to collertct and analyze data about consumer preferences and expectations,

## The ask:

Uncover important social listening discussions and trends related to Brazil's top Reality Show.







- Explore the primary brand conversations featured on the reality show and assess the share of voice.
- Acquired over 50,000 brand mentions during the event.
- Identify peaks of brand mentions and top content categorized by sentiment with the help of Al.
- Identify topics to steer clear of during discussions.
- Identify pertinent content in the field under discussion to discover opportunities and potential partnerships that can strengthen brand relationships.
- Collect more than 3 tousdand distinct content
- Examining discussions and engagement of authors on specific topics.
- Generat insights powered by IA to drive creative content to be postes on owned channels



Mercado Livre had access to monitor mentions and trends during the largest event in Brazil in 2024 through Social Intelligence Insights. With the development of Loxias, Mercado Livre had real-time updates throughout the 4-month event.

