



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 conduction market research projects for these clientsin order to collecttct and analyze data about consumer preferences and expectations,

The ask:

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

- Gathered over 25 million mentions/comments.
- Performed an automated analysis of mentions and identified the main persona through public discussions.
- Identify trends by analyzing the main terms people use, considering their reach and volume of mentions.

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 AI.
- 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.



The strategic vision from the BBB24 panels, featuring key sponsor information, was vital for providing comprehensive visibility into the program's main events. Each environment's resources offered concentrated, clear, and intuitive data, saving us time. Overall, the analyses and insights, coupled with our partnership with Polis, delivered very positive outcomes. — Michelle Madeira, Content and Communities Coordinator