



COSMETIKWATCH® is partnering up with VOYSEN for a strategic cooperation that aims to offer its users a new solution in the advanced interpretation of online cosmetic product consumer reviews.

September 2020 - Cosmetikwatch®, professional competitive intelligence database, will be announcing the launch of its new offer of advanced interpretation of online consumer reviews in partnership with Voysen. The two e-service companies' common synergy, primarily founded upon saving time, increased reactivity as well as greater visibility, both strategically and technically, will be offered to the cosmetics industry's marketing and R&D departments.

After 7 years of existence and development, leader as a unique technical competitive intelligence solution, Cosmetikwatch® is now joining forces with Voysen, a company offering cosmetic brands and in particular product managers a tool for advanced interpretation of online consumer reviews.

This collaboration provides a complementary offer to Cosmetikwatch®'s existing competitive intelligence solution. The registered user can directly access a specific page devoted to consumer reviews on targeted finished products from the cosmetic product's data sheet or the tool's search engine interface.

Access in real time to objective and condensed information from consumer reviews on a particular cosmetic product, is broken down into **five information levels:**

- **Consumer profile description (age and gender);**
- **Overall consumer assessment;**
- **Score given by consumers to the product's effectiveness (breakdown by age range available);**
- **Score given by consumers to the product's quality (breakdown by age range available);**
- **Score given by consumers to the product's texture (breakdown by age range available).**

This enables the registered user to improve their general knowledge of the consumer, save time when analysing reviews and be more reactive when anticipating consumer needs and identifying consumer trends. The new offer also contributes to improving the product's performance and to identifying priority actions for a better definition of the future strategy.

Thus by complementing each other to offer a comprehensive solution, Voysen et Cosmetikwatch® allow industrialists from the cosmetics sector to develop their understanding and refine their analysis so as to speed up their decision-making in development projects.

About:

Cosmetikwatch®, professional competitive intelligence database that allows you to access for all your searches almost 11,000 cosmetic product sheets with the possibility of sorting information simply by ingredients, claims, formulations, cosmetic categories, brands, etc. and/or to extract data for the purpose of making presentations, studies, graphs, etc. The listing is based on the major launches from the French market and internationally of all brands to lesser-known ones called « niche », the most innovative start-ups in terms of formulations, active ingredients, packs, taking into consideration the latest trends, internet buzz, social media, the trade press and women's magazines.

Voysen enables product managers from the cosmetics industry to accurately interpret and analyse reviews posted online by e-commerce website customers.

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