

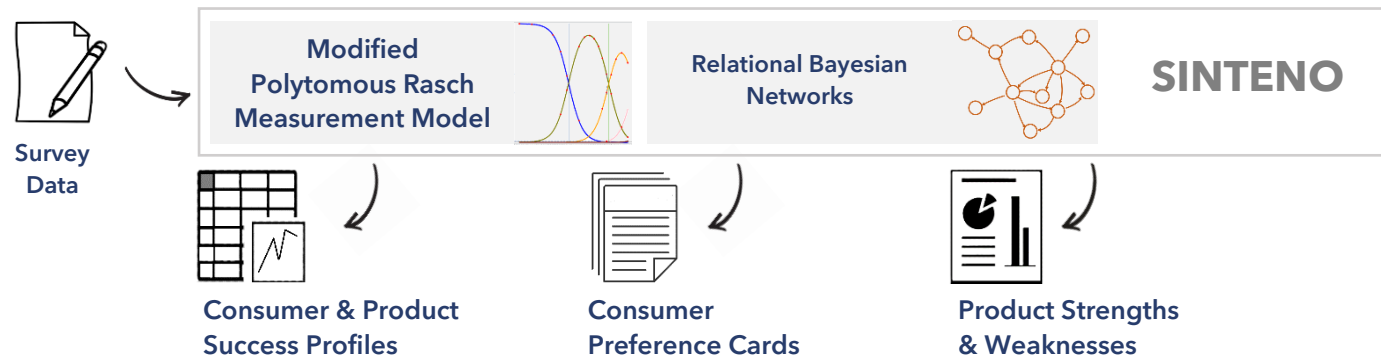
SINTENO AI :: REDEFINING CONSUMER AND PRODUCT SUCCESS

The Problem: Consumer insights and market research require ongoing surveys to gather opinions on products, brand awareness, and more.

However, **survey responses are often wrongly analyzed, causing misleading conclusions and recommendations** for product and brand improvements.

The Solution: SINTENO uses **advanced AI and proprietary algorithms to analyze survey responses accurately**. This analysis results in a unique **Consumer and Product Success Profile, a valuable model** that identifies and quantifies consumer attitudes toward product or service attributes.

This model provides valuable insights that enable businesses **to make informed decisions leading to growth, increased revenue, profitability, and customer satisfaction**.



SINTENO means "attitude" in Esperanto



Who Should Use SINTENO?

- Consumer & Market Researchers, Service Specialists: Uncover genuine consumer opinions and identify target audiences, align product attributes with consumer preferences, and provide actionable improvement recommendations.
- Marketing & Advertising Strategists: Identify targeted audiences and create hyper-targeted campaigns.
- Retailers: Assist to optimize product prices and develop effective marketing and sales strategies.
- Product designers and manufacturers: Personalize and optimize product attributes.

Benefits of Consumer and Product Success Profile:

- Provides a realistic assessment of consumer opinions on products and advertising,
- Identifies critical product attributes and aligns them with consumer preferences,
- Offers actionable recommendations for product and advertising improvement,
- Helps avoid costly erroneous decisions.

How to Use? SINTENO is a SaaS solution. Users upload survey data and receive analysis results through an Internet browser, email or API.

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Why All the Excitement? SINTENO provides exclusive features not currently available in consumer insights and market research methods:

- Applying advanced AI techniques and proprietary algorithms, SINTENO creates a Consumer and Product Success Profile that identifies essential product attributes to ensure consumer satisfaction.
- Furthermore, it automates the creation of quantitative estimates for the components of the Consumer and Product Success Profile, providing precise and reliable business insights at scale.

Please refer to the [white paper](#) and [use case](#) to learn more about SINTENO's capabilities and features.

CONTACT US TO TRY SINTENO FOR FREE!