

Paid Search: Analyzing Competitor Reviews with AI

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Benefits

- Reveal Unmet Needs
- Make Our Ads More Relevant
- Insight into Buying Decisions

Example Review: *“I've been enjoying the Lustrous Shine Lip Gloss, especially for its lasting sheen and non-sticky texture. However, I was disappointed to find it lacks SPF protection, which is crucial for me. Additionally, it's not transfer-proof, so frequent reapplications are needed after meals or drinks. If it had these features, it'd be my go-to gloss!”*

-Example User



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1: Pull User Reviews

- Pull Reviews with Python
- Store in CSV
- Regular Updates for Current Trends



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2: AI Analysis

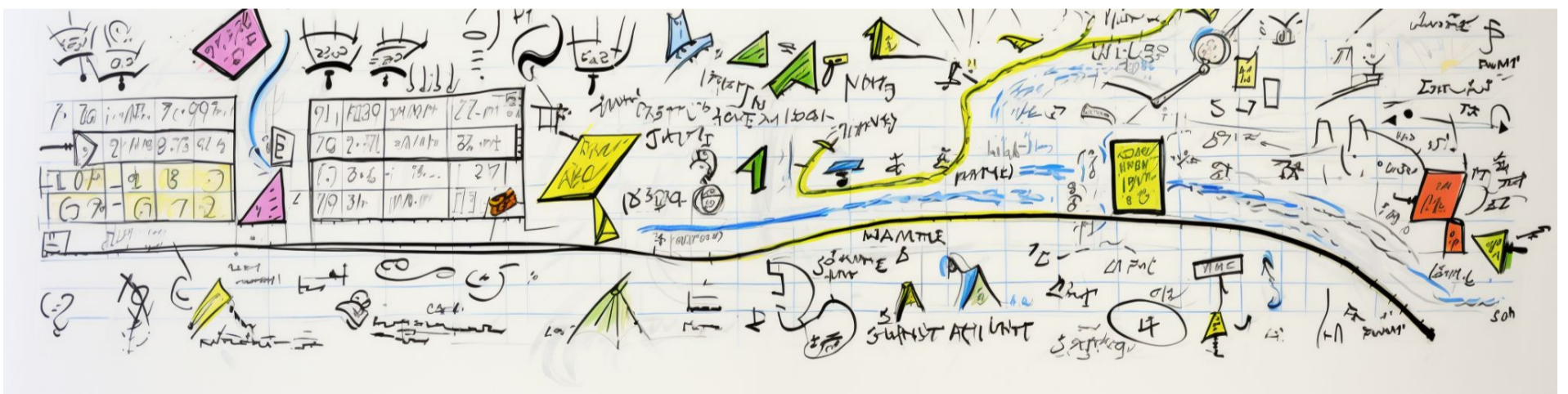
- Load from CSV to ChatGPT4 for Analysis
- Save Analyzed Results in CSV



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3: Test & Optimize Creative

- Pick Test Messaging
- Use ChatGPT for Multivariate Design & Headlines
- Run New Creative Tests



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Notes

- Review Service Terms
- Monitor GPT4 Costs
- Begin with Your Product Reviews

Thank you!



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