

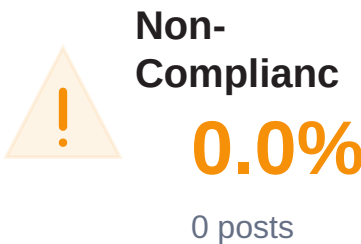
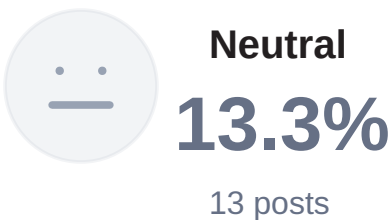
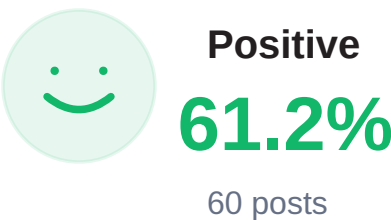
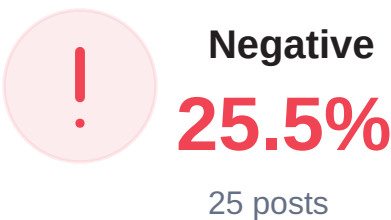
Case Study MATCH

CustomerVoiceAnalysis
"Match Perfumes" - Saudi Arabia

Period: Mar 2026 – Jul 2026

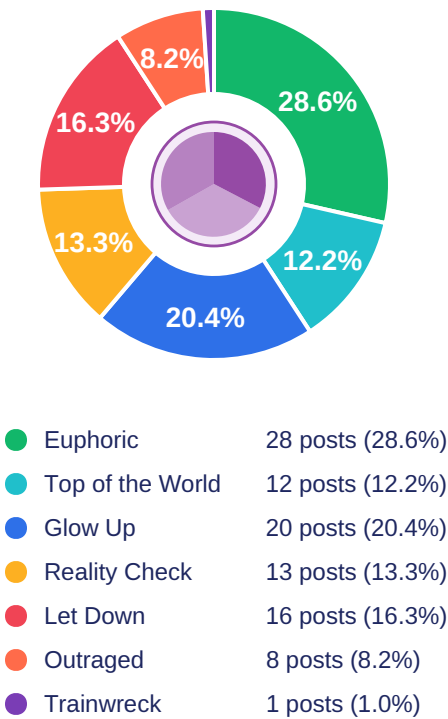
Sample size: 98 posts

Voice source: X



Top 4 Focus Areas

1 Sentiment Distribution

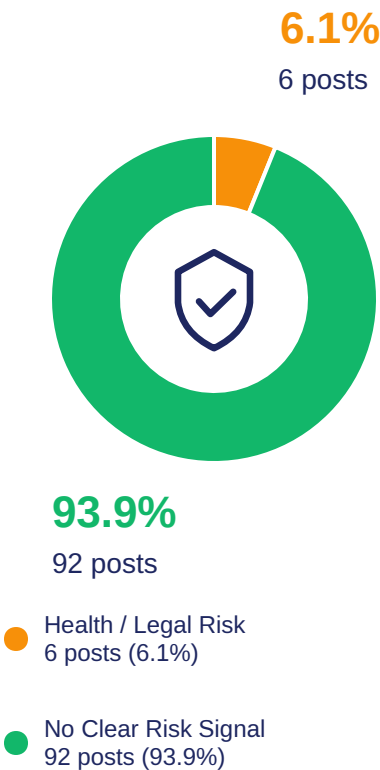


Total: 98 posts

2 Conversation Drivers



3 Risk & Governance



4 Routed Departments



Department counts reflect routed mentions, not unique posts.

Executive Implications

Rapid growth needs independent quality and safety validation.

Strong offers are driving reach but may amplify quality concerns.

Original-brand comparisons create legal and reputation exposure.

Transparent PR and community response are critical to protect trust.

Classification is based on social posts only.