



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 condition market research projects for these clients in order to collect and analyze data about consumer preferences and expectations,

## The ask:

○ Reveal key social listening conversation and trends about the biggest Reality Show in Brazil

- ✓ Collected +25 million mentions/comments
- ✓ Conducted automatic analysis of mentions and revealed the main persona based on public conversations
- ✓ Identified trends based on the main terms used by people based on reach and mentions volume

○ Uncover the main brand discussions on the reality show and analyze 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 relevant content within the discussed field to explore opportunities and potential collaborations that enhance brand connections.

- ✓ Collect more than 3 thousand distinct content
- ✓ Examining discussions and engagement of authors on specific topics.
- ✓ Generate insights powered by IA to drive creative content to be posted on owned channels



Mercado Livre had access to monitor mentions and trends across the biggest reality in Brazil in 2024, through the Central Brand Insights developed by Loxias. Mercado Livre had access and real-time updates during the 4 months of the event.



*The strategic vision of the panels with the main information about BBB24 and the sponsors was essential to give us broad visibility to the main events of the program. The resources of each environment were complete and brought data and results in a concentrated, clear, simple and intuitive way, optimizing time. In general, the use of CBI and partnership with Polis from the beginning to the end of the project was very positive. Michelle Madeira, Content and Communities Coordinator*