



Real Deployments, **Real Impact**

AlgoVerde works with **Fortune 500 companies across multiple sectors.**

We deliver exceptional support and **tailored solutions** to meet the unique needs of each client with a collaborative approach.



■ AlgoVerde AI Platform

AlgoVerde's integrated AI model **drives growth across all product stages.**

Customer Insights & Market Intelligence

Transform customer feedback and data into strategic insights

Product Development Engine

Accelerate innovation from ideation to road mapping

Product Marketing

Optimize messaging, branding, and visual testing

Product Growth

Drive market expansion and revenue optimization

Product Growth

Product Marketing

Product Development

Market Intelligence

Customer
Insights

Customer Insights & Market Intelligence

■ AI Customer Pulse

⚡ Challenge

Customer feedback is a goldmine, but it's often messy and overwhelming, making it hard to decide what to act on first.

🚀 AI Solution

We cut through the noise by analyzing customer feedback from all your channels. We give you a clear, prioritized list of what satisfies customers, what frustrates them, and exactly what improvements will make the biggest impact.

Success Story

A consumer goods company pinpointed issues with their dish soap's fragrance and how well it dissolved, leading to direct product improvements.

■ Instant Customer Segmentation

⚡ Challenge

Your customers are always changing, but traditional, static segmentation can't keep up, leaving you with an outdated view of the market.

🚀 AI Solution

We group customers in real-time based on how they actually behave, what they value, and what drives their decisions, giving you a dynamic and accurate picture of your audience.

Success Story

An automotive manufacturer identified new groups of car buyers by understanding their changing motivations for making a purchase.

■ Customer Journey Mapping & Experience Enhancement

⚡ Challenge

It's not easy to see your business from the customer's perspective. Not knowing their pain points leads to frustrating experiences and lost customers.

🚀 AI Solution

We map out the entire customer journey to find every friction point. This allows you to make targeted improvements that boost satisfaction and keep customers coming back.

Success Story

A fitness company mapped their subscriber journey, pinpointing exactly where users were dropping off and what they could do to improve retention.

■ Unlock Hidden Value from your Data

⚡ Challenge

You've invested heavily in collecting data, but it's sitting in silos, not delivering the strategic insights you need to get ahead.

🚀 AI Solution

We bring your existing customer databases, product data, and market research together. Our platform uncovers hidden patterns and turns your underused data into a powerful tool for making smarter decisions.

Success Story

A CPG company integrated years of purchase and product data and gained new insights for their innovation, marketing, and competitive strategy of a key brand.

Product Development Engine

■ New Product Ideation

⚡ Challenge

Coming up with great product ideas is one thing; knowing if customers will actually want them is another. The process often feels like guesswork.

🚀 AI Solution

We use AI-powered simulations to generate and test new product ideas against what customers truly need, so you can refine concepts with confidence before investing heavily.

Success Story

An athletic apparel brand developed and validated a new shoe concept that was perfectly aligned with emerging consumer trends.

■ Finding New Uses for Existing Products

⚡ Challenge

You have successful products or technology, but you suspect they could do more. How do you find new markets or uses without starting from scratch?

🚀 AI Solution

We dig into how customers are using your products to uncover unexpected opportunities for product extensions or even entry into entirely new categories.

Success Story

We helped an air freshener brand identify and launch successful product line extensions based on how consumers were already using their products.

■ Improving Existing Products

⚡ Challenge

Product updates are often based on old feedback, causing you to fall a step behind what your customers want right now.

🚀 AI Solution

We continuously track what customers are saying and needing, giving you a constant stream of insights to keep your products relevant and ahead of the curve.

Success Story

An automotive company used our insights to inform the development of their new SUV model, ensuring it met the evolving needs of drivers.

■ Service Extension

⚡ Challenge

Your physical products are great, but you're missing out on the recurring revenue and customer loyalty that digital services can provide.

🚀 AI Solution

We help you identify, test, and validate digital services that complement your physical products, creating new revenue streams and deeper customer engagement.

Success Story

An auto company successfully added valuable digital services to its vehicles, increasing both customer loyalty and monetization.

■ Product Opportunity & White-Space Exploration

⚡ Challenge

Outdated market assumptions can blind you to huge, untapped opportunities for growth right in front of you.

🚀 AI Solution

We identify unmet customer needs and gaps in the market. By simulating different customer groups, we uncover new product opportunities you might otherwise miss.

Success Story

We guided a company's move into sustainable products and helped an auto manufacturer accelerate its vehicle concept innovation.

■ Product Feature Prioritization

⚡ Challenge

Deciding which new features to build is a constant battle of trade-offs, making it difficult to know where to focus your development resources for the biggest impact.

🚀 AI Solution

We evaluate and rank potential features based on customer impact, technical effort, and business value, making it easy to build a roadmap that delivers what matters most.

Success Story

A detergent brand used our platform to prioritize features for a new line of sustainable cleaning products, balancing eco-friendly goals with customer expectations.

Product Marketing

■ Brand Assessment & Repositioning

⚡ Challenge

In a crowded market, your brand may be struggling to stand out and make a real connection with the right audience.

🚀 AI Solution

We perform a deep-dive assessment of your brand to pinpoint its strengths, weaknesses, and opportunities, then give you a clear plan to reposition it for success.

Success Story

A dishwashing detergent brand successfully differentiated its basic and premium products, clarifying its value proposition to customers.

■ Product Marketing Ideation and Testing

⚡ Challenge

Your marketing messages aren't hitting the mark because they don't speak to the diverse mindsets of your customers.

🚀 AI Solution

We help you generate and test different marketing messages in real-time, quickly finding the ones that connect most powerfully with your target audience.

Success Story

A consumer goods company ran a concept writing sprint for new air freshener extensions, rapidly validating messaging that score high with consumer interest.

■ Instant Testing for Product Visuals

⚡ Challenge

You launch products with visuals that have rarely been tested with actual customers, risking a poor first impression.

🚀 AI Solution

Get instant feedback on your product images from virtual customer replicas and experts. This lets you test visuals at scale without the time and cost of traditional methods.

Success Story

We developed a roadmap for a CPG brand to enter the fragrance market, shifting its image from functional air care to a sensorial experience and winning significant market share.

■ Product Positioning

⚡ Challenge

Your product is seen as just another option in a sea of similar choices, failing to capture customer attention and loyalty.

🚀 AI Solution

We analyze customer insights and the competitive landscape to develop a unique positioning strategy that makes your product the clear choice.

Success Story

A home cleaning products brand created a clear differentiation strategy for its premium and basic tiers, boosting sales for both.

Product Growth

Customer Attrition

Challenge

Losing customers hurts growth, and it's a clear sign that something in their experience is broken.

AI Solution

We analyze customer behavior to figure out why they're leaving and recommend specific actions you can take to keep them.

Success Story

A fitness tech company analyzed member behavior to understand churn triggers, leading to changes that significantly improved retention.

Willingness to Pay Analysis

Challenge

You're not sure how much customers are truly willing to pay, leaving money on the table or pricing yourself out of the market.

AI Solution

We use virtual personas to test different price points and product tiers, helping you find the sweet spot that maximizes revenue and perceived value.

Success Story

A footwear brand optimized the price for a new work boot by analyzing how much different customer segments were willing to pay.

Market Trend Analysis & Future Forecasting

Challenge

Relying on past data alone makes it nearly impossible to predict future trends and stay ahead of market shifts.

AI Solution

We analyze current trends and build future scenarios to guide your strategic planning, giving you the tools to anticipate what's next and how it will impact your business.

Success Story

An automotive company used our analysis to understand evolving car-buying triggers and model future scenarios for the industry.

Product Competitive Benchmarking

Challenge

You have a limited view of how your products really stack up against the competition in the eyes of your customers.

AI Solution

We conduct a detailed competitive analysis, comparing your products on features, price, and positioning to show you exactly where you can improve and win.

Success Story

We helped a CPG brand evaluate its product positioning against competitors, identifying key areas for improvement to strengthen its market standing.

Market Entry Strategy

Challenge

Entering a new market is risky without a clear understanding of the customers, the competition, and the best way to approach them.

AI Solution

We analyze the market opportunity, identify your ideal customer segments, and recommend a clear go-to-market strategy for a successful launch.

Success Story

We provided a market entry analysis for a European automotive manufacturer, enabling their successful launch of a commercial vehicle in the U.S.

Upsell and Cross-Sell Strategy

Challenge

You're missing opportunities to increase revenue from the customers you already have.

AI Solution

We analyze your customer data to develop effective strategies for bundling products and identifying the right moments to upsell or cross-sell.

Success Story

We helped a telecom provider increase revenue through plan upselling and advised a CPG company on successful bundling strategies for home care products.