



Reasense

Company Profile

Strategic market intelligence and insight synthesis

About Reasense



Reasense is a strategic market intelligence and insight synthesis. **We help brands, agencies, media companies, and government institutions transform fragmented data signals into clear, confident decisions.** Founded on the belief that most organizations don't lack data but lack clarity, Reasense bridges the gap between raw information and strategic action through rigorous research, advanced social listening, and expert narrative synthesis.

VISION

To be Indonesia's most trusted intelligence partner – empowering organizations to lead with clarity in a world overwhelmed by noise.

MISSION

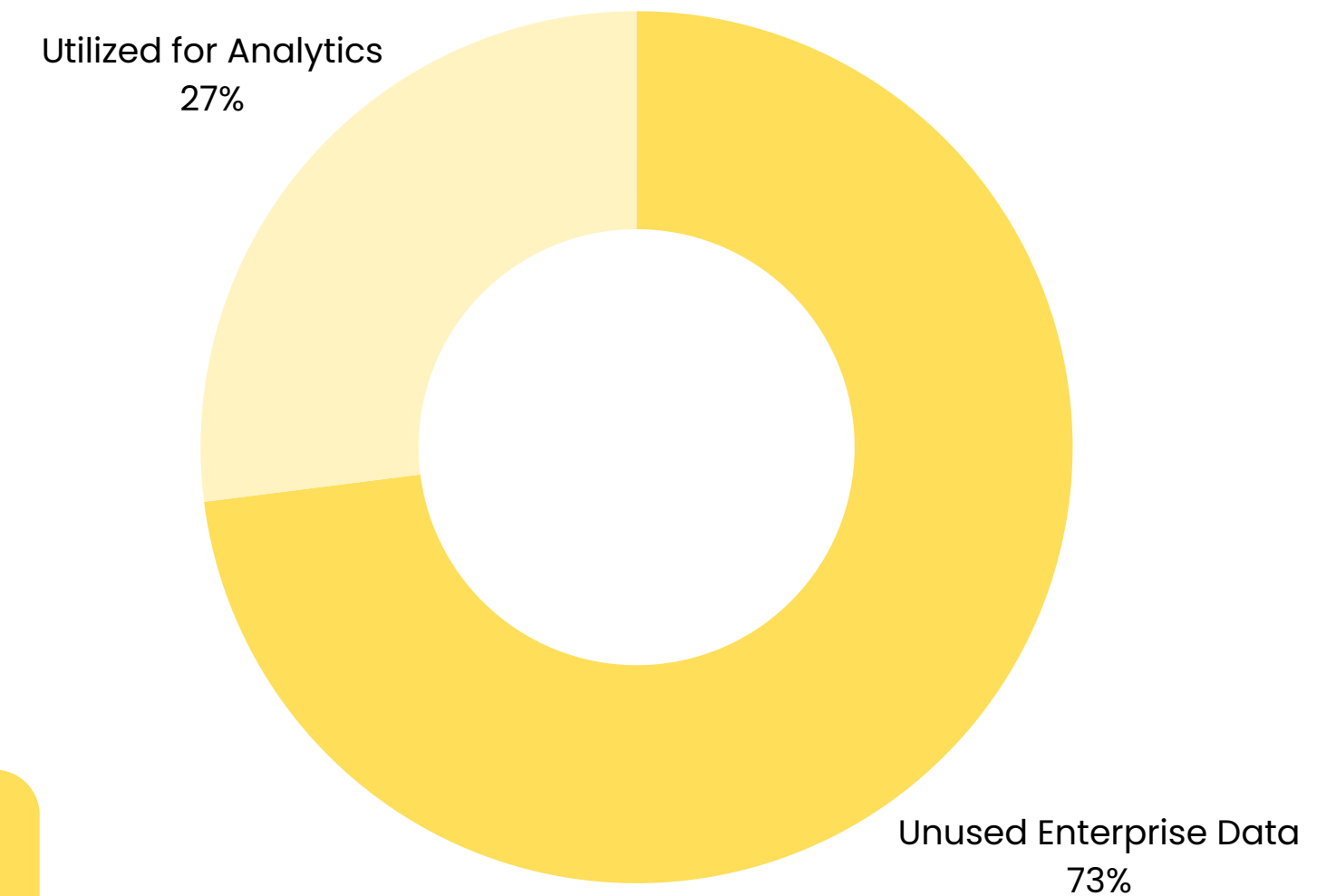
- Synthesize market signals into actionable strategic narratives that drive confident decision-making.
- Deliver research and intelligence services with contextual depth, rigor, and real-time agility.
- Serve as a true strategic partner – translating insights into communications strategies and business actions.
- Continuously raise the standard of insight quality across Indonesia's business and public sectors.

MARKET CHALLENGE

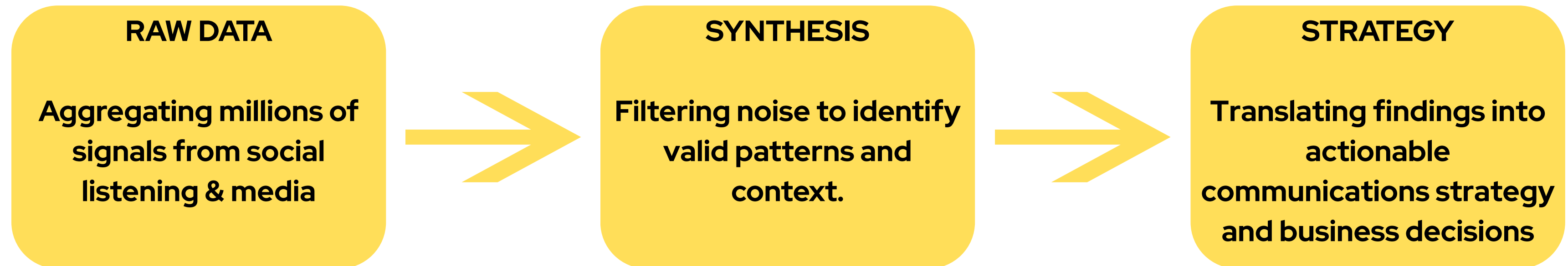
The Market is Loud. Decisions Feel Uncertain.

- **Data is everywhere, but usable insight is scarce**
- **Social buzz ≠ real market understanding**
- **Campaigns move fast; evidence often lags behind**

Bottom Line: Brands don't lack data—they lack clarity



THE REASENSE DIFFERENTS



We deliver insight synthesis, not just dashboards

WHO WE SERVE



CORPORATION AND BRAND

Optimizing product positioning and consumer engagement strategies through deep market intelligence



MARKETING AGENCY

Backing creative pitches and campaign strategies with validated data to win client trust



MEDIA COMPANY

Providing robust datasets and social listening tools to measure social impact and awareness



PUBLIC SECTOR

Monitoring policy reception and civic discourse to inform government communication

Research & Intelligence, Designed for Action

We move beyond observation to deliver a comprehensive framework that turns raw market signals into strategic certainty.



CONTEXT

Mapping the landscape



VALIDATION

Testing the hypothesis



THESIS

Defining the strategy

MARKET & CONSUMER RESEARCH

Quantitative Precision

- Market sizing & segmentation data
- Usage patterns & brand health tracking

Qualitative Depth

- Focus groups & in-depth interviews (IDIs)
- Ethnographic observation & journey mapping

Outcome: Understand the WHY behind consumer behavior

SOCIAL LISTENING & CONVERSATION ANALYSIS

Turning global noise into a real-time understanding of public discourse



SENTIMENT ANALYSIS

Decode emotional drivers behind brand mentions.



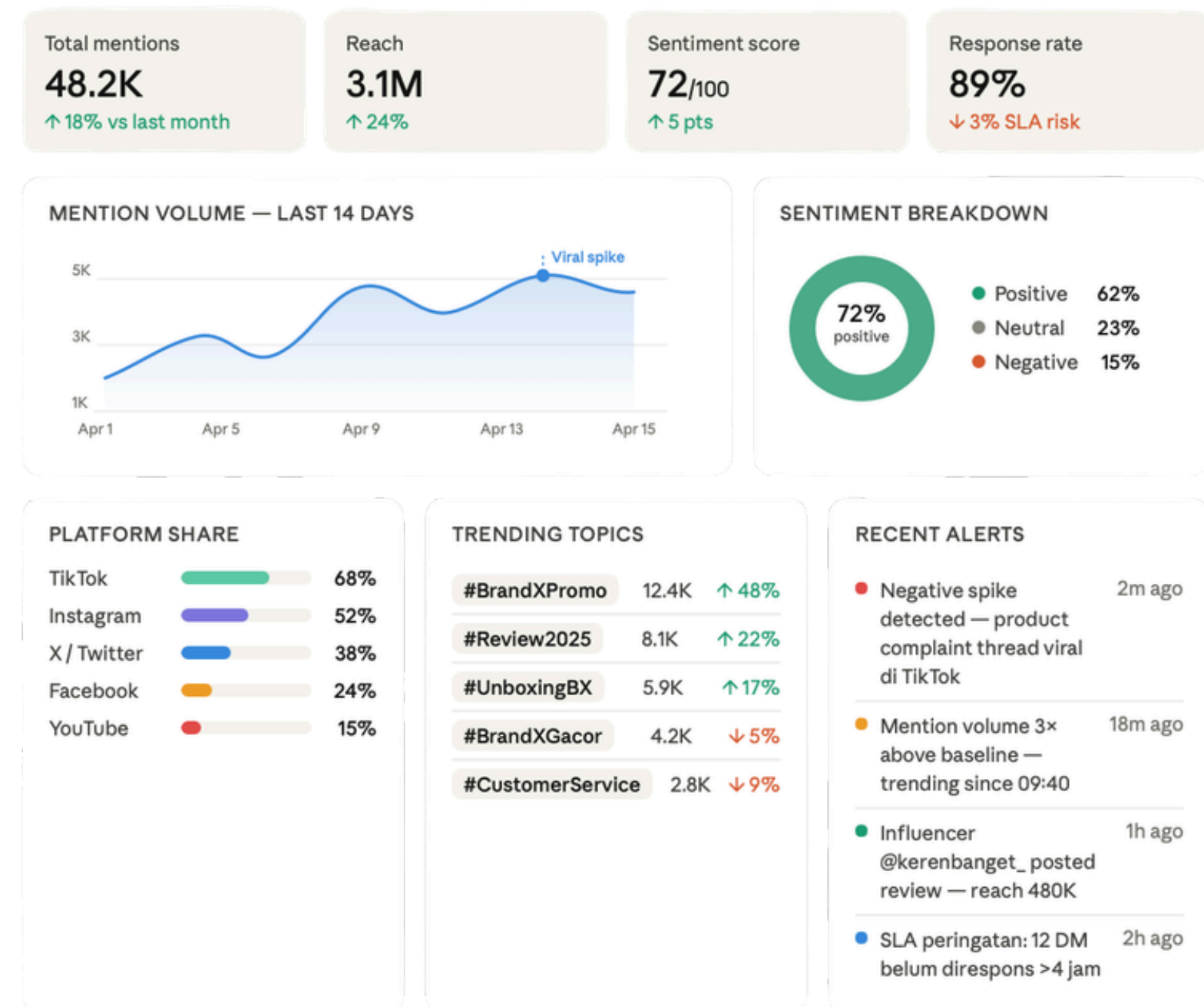
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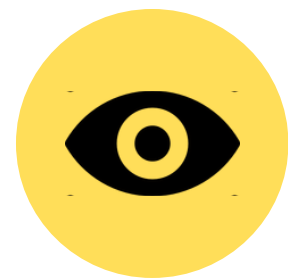
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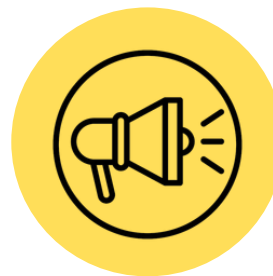
MEDIA MONITORING & FRAMING ANALYSIS

Strategic media intelligence for proactive communications



VISIBILITY TRACKING

Quantify your brand's footprint across digital, print, and broadcast channels



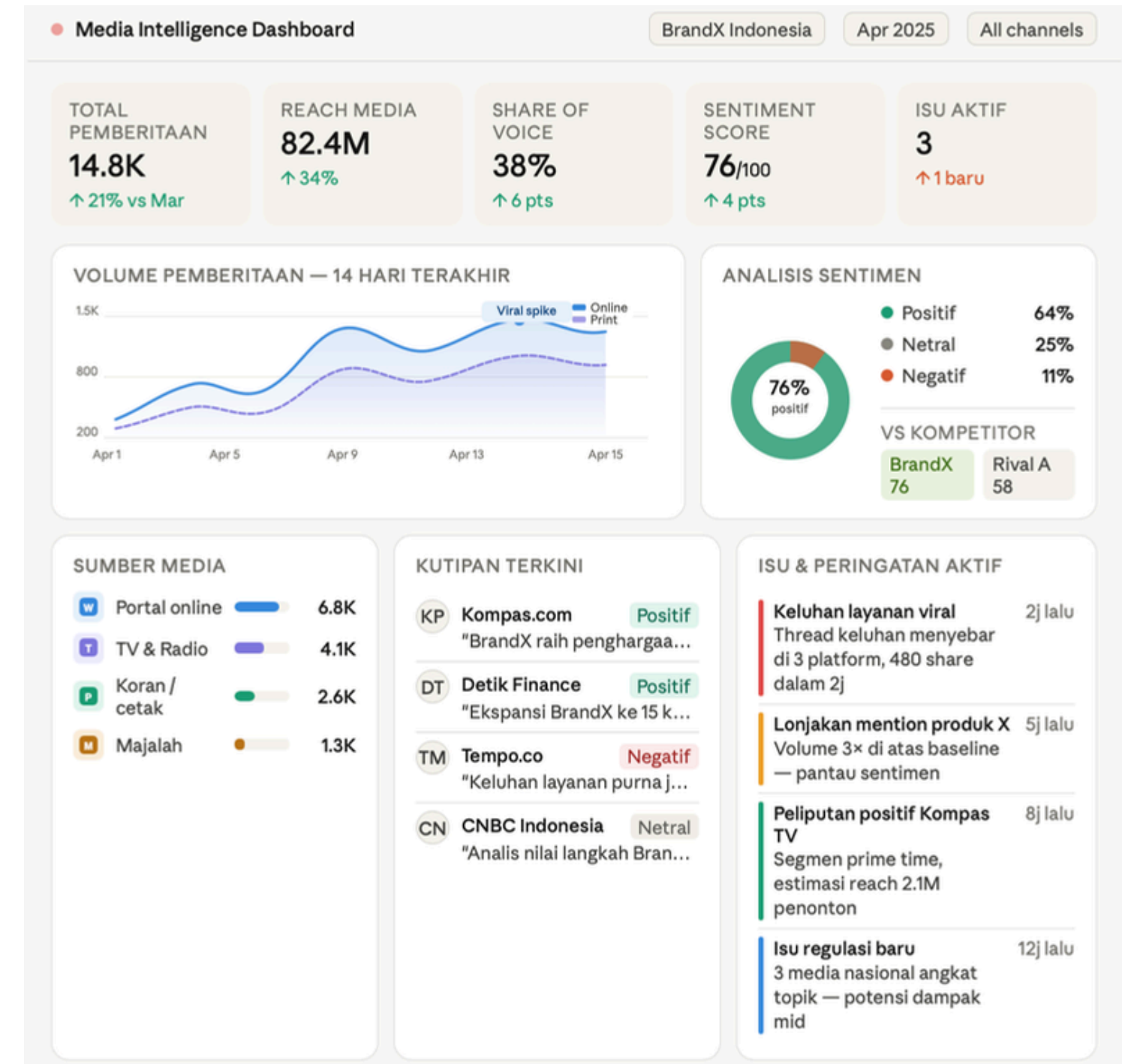
TONE ANALYSIS

Decode emotional drivers behind brand mentions



ISSUE MAPPING

Detect emerging risks and critical shifts in the conversation early



STRATEGIC INSIGHT REPORTS

Cure Dashboard Fatigue with Actionable Intelligence

Raw data creates noise. We deliver synthesized narratives designed for executive decision-making



CONTEXTUAL ANALYSIS

The "WHY" behind the metrics



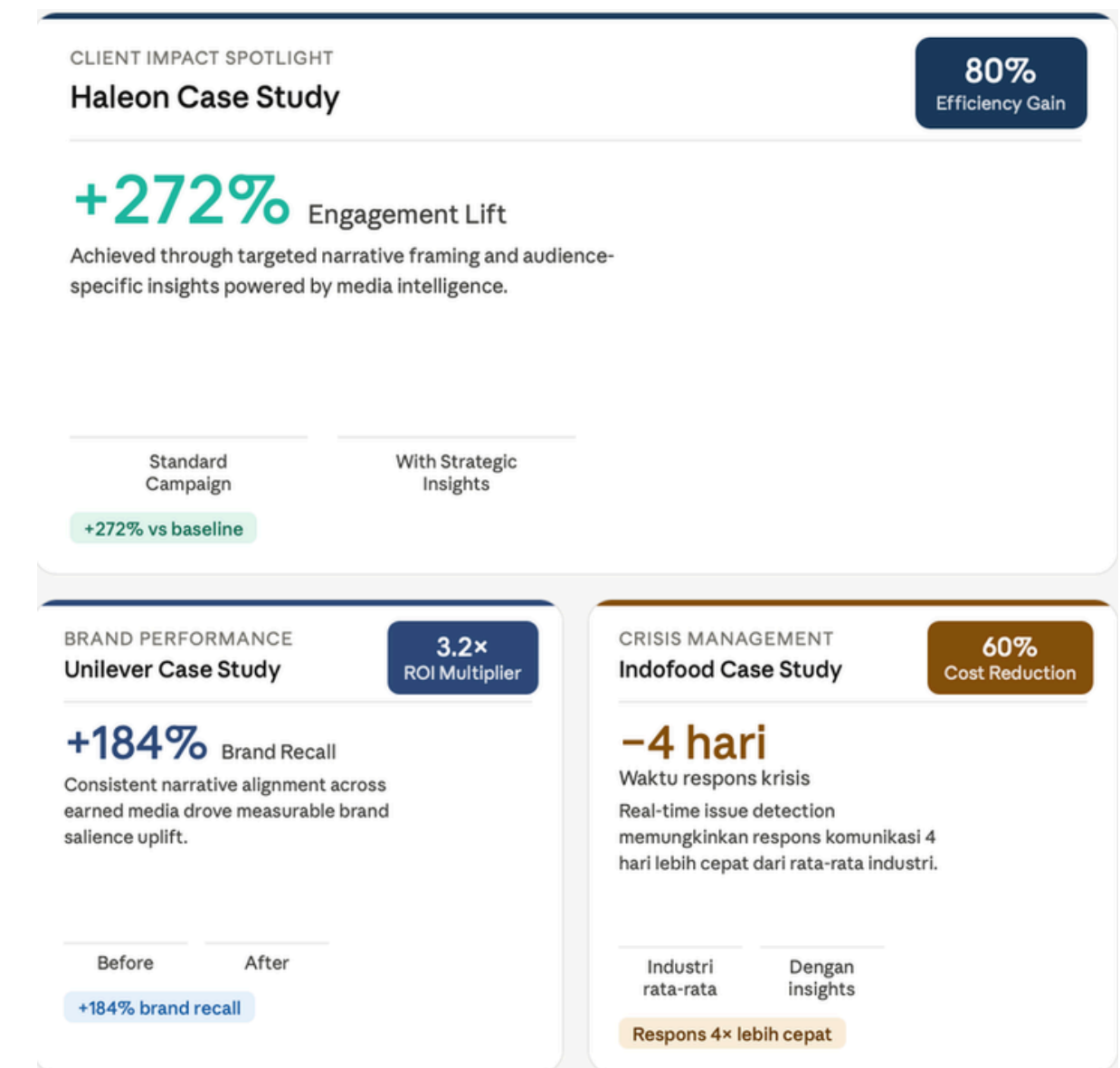
VALIDATION

Confirm hypotheses with hard data



ACTION PLANS

Clear next steps, not just observations



Report Example

METHODOLOGY



PHASE 1

Discovery

Aligning on objectives, defining scope, and identifying key strategic questions



PHASE 2

Collection

Aggregating multi-source data, social signals, and media narratives



PHASE 3

Synthesis

Filtering noise to identify patterns, sentiment shifts, and root causes



PHASE 4

Strategy

Delivering actionable intelligence and framed recommendations

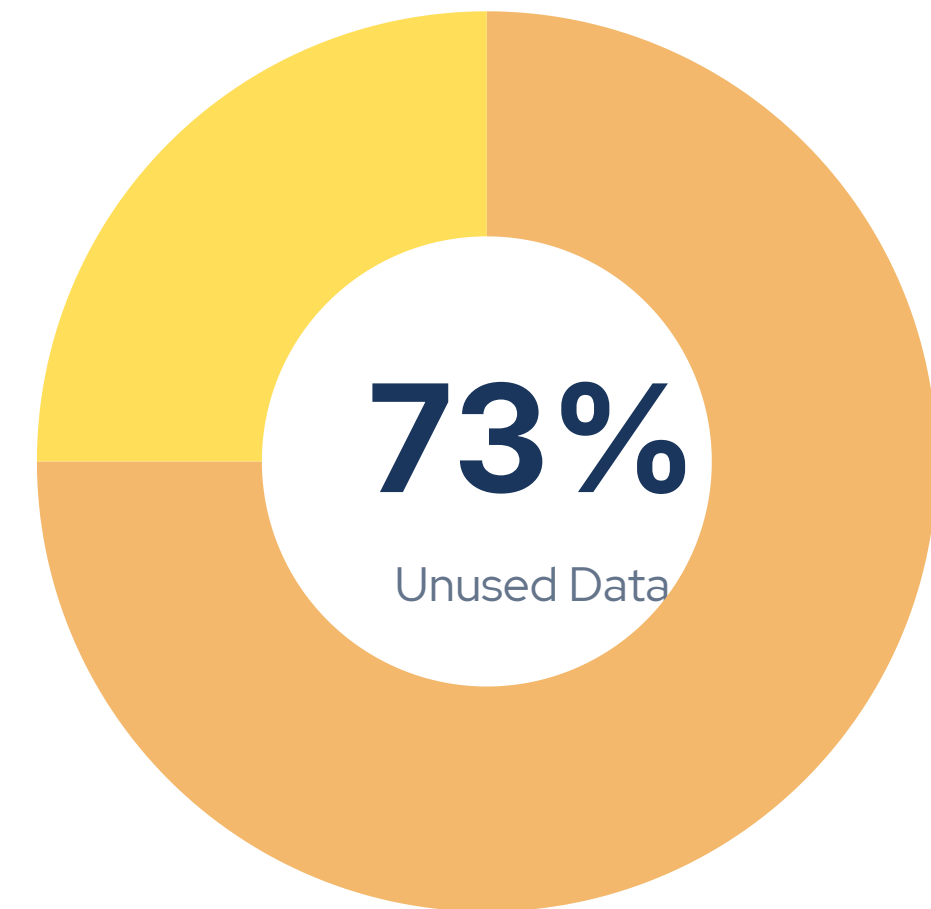
Structured rigor ensures we solve the right problem, not just the loudest one

Why Reasense?

Turning Market Signals into Strategic Clarity

- **Insight, Not Just Data:** We synthesize scattered signals into coherent, actionable narratives.
- **Contextual Depth:** Merging quantitative metrics with qualitative "why" behind behavior.
- **Real-Time Agility:** Moving faster than the market changes with live social listening.
- **Action-Oriented:** Recommendations designed specifically for executive decision-making.
- **Proven Methodology:** A structured 4-phase process that minimizes risk and bias.

The Cost of Inaction



Brands possess the data but lack the clarity. We bridge that gap.

Source: Forrester Consulting, 2023

Ready to move from data noise to strategic clarity?



■ reasense.id

■ hello@reasense.id

■ +62-856-781-2026