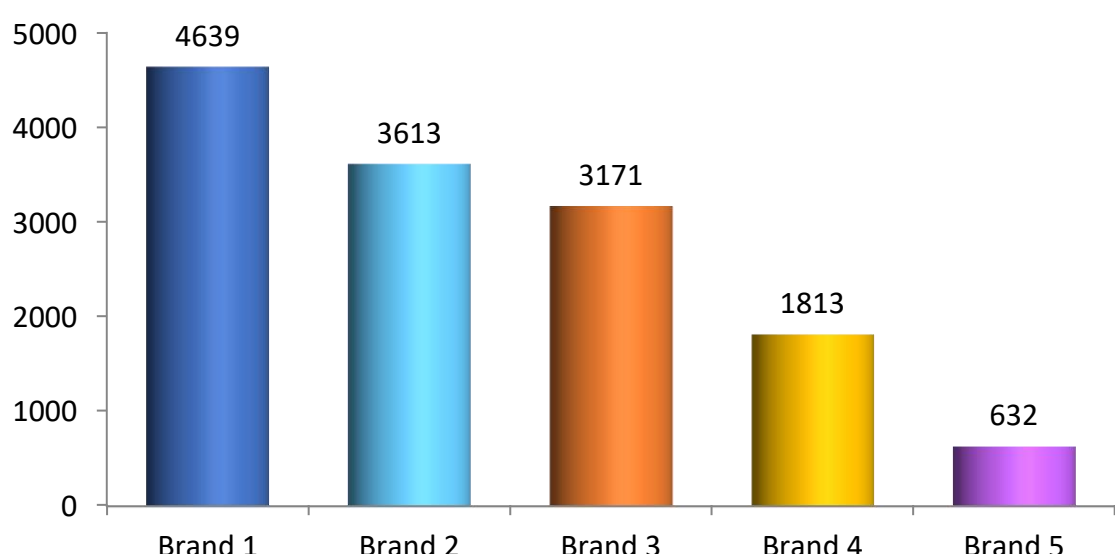


Social Listening Reporting Example

Social Benchmark

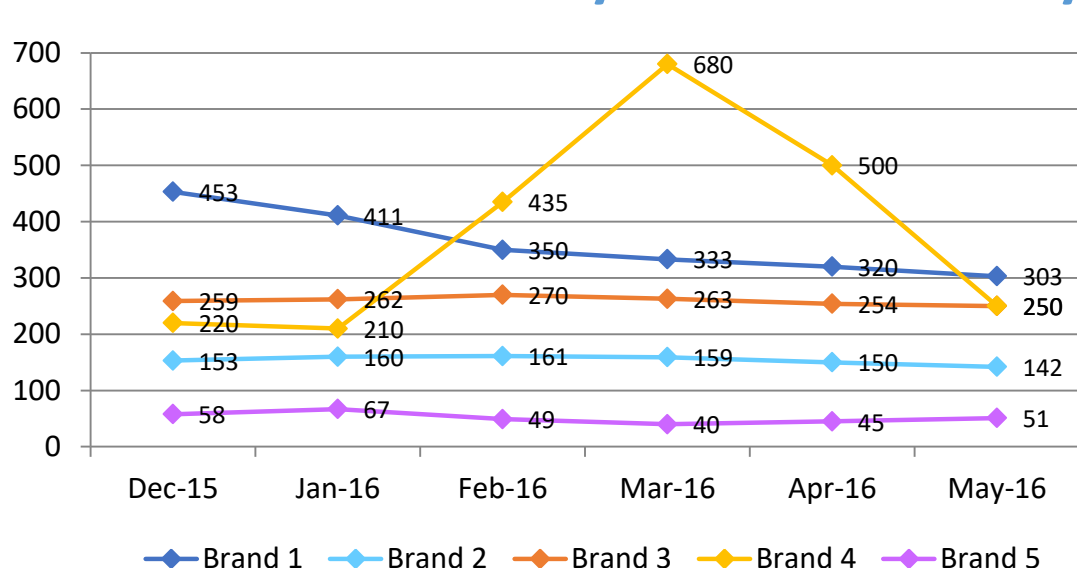
Number of Posts by Brand



Number of Posts mentioning each Brand for the entire time period

Brand 4 (client brand) has a smaller number of posts than all its competitors apart from one, and could stand to improve its presence on social media.

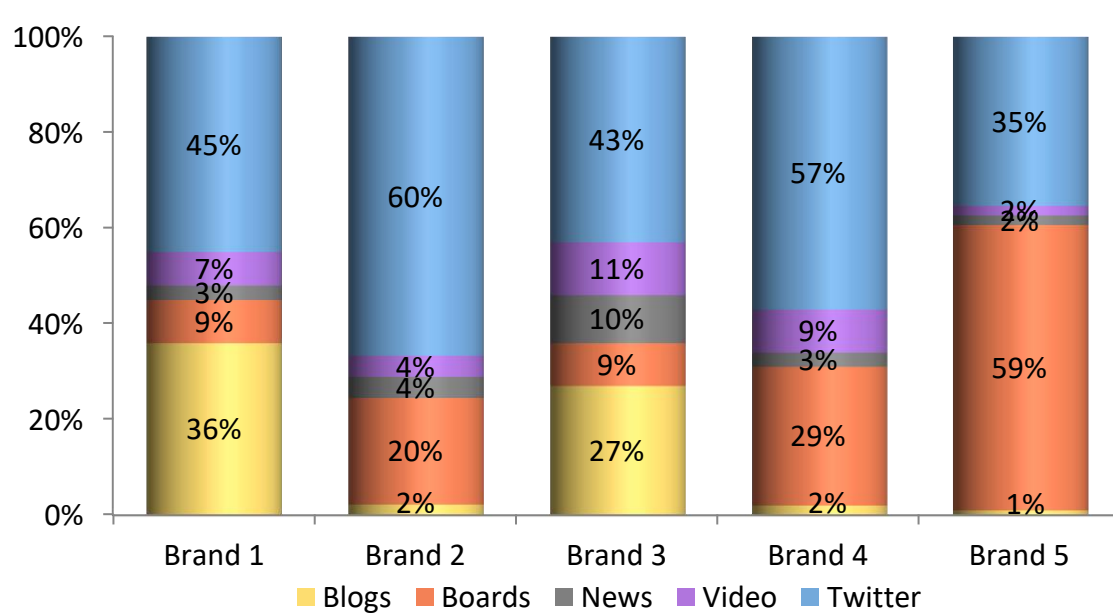
Monthly Trend of Posts by Brand



Breakdown of Number of Posts mentioning each Brand per Month

Brand 4 (client brand) spiked in number of posts (mentions) between January and March before declining again. The cause of this peak is definitely worth investigating as it is most likely caused by positive or negative posts (rather than neutral).

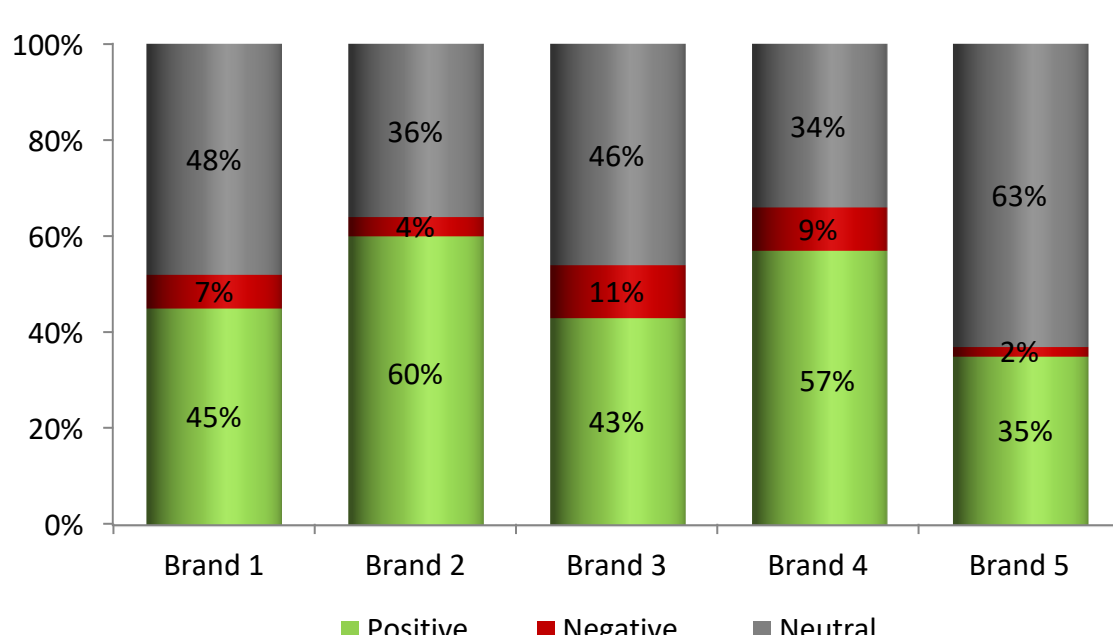
Source Share by Brand



% of Posts coming from various Source Types for each Brand

Brand 4 (client brand) appears mostly on Twitter, followed by Boards. It should aim to increase its presence on Blogs where competitors such as Brand 1 and Brand 3 are being mentioned.

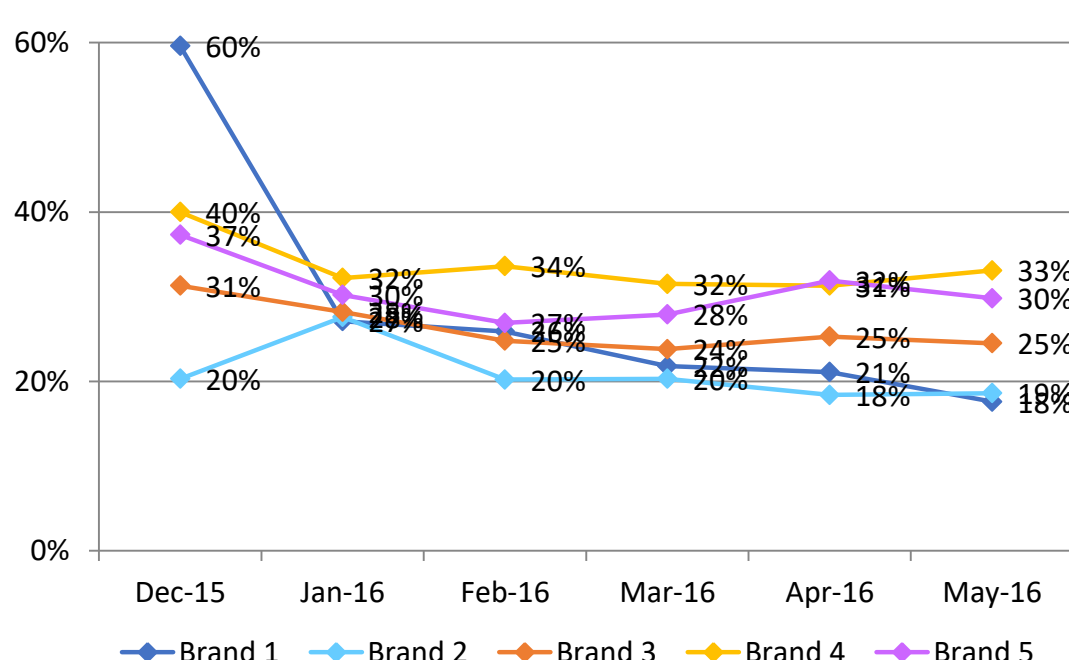
Sentiment by Brand



Share of Positive, Negative, and Neutral Sentiment by Brand

The client brand (Brand 4) is doing well when it comes to sentiment, with more than half of the posts mentioning it being positive. Efforts should focus on decreasing the share of negative posts, currently at 9%, to be in a position more similar to competitors such as Brand 2.

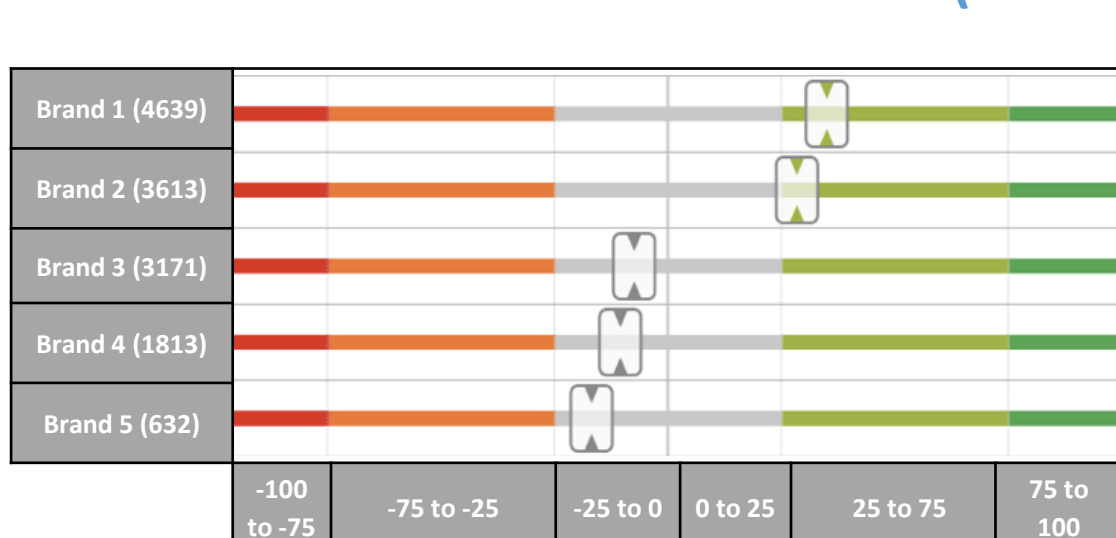
Net Sentiment Score (NSS™) by Brand



Net Sentiment Score (NSS™) of each Brand per Month

Brand 4 (client brand) has an overall good Net Sentiment Score; higher than its competitors in most cases. The client should aim to keep their NSS score above competitors, while at the same time improving and increasing beyond 40%.

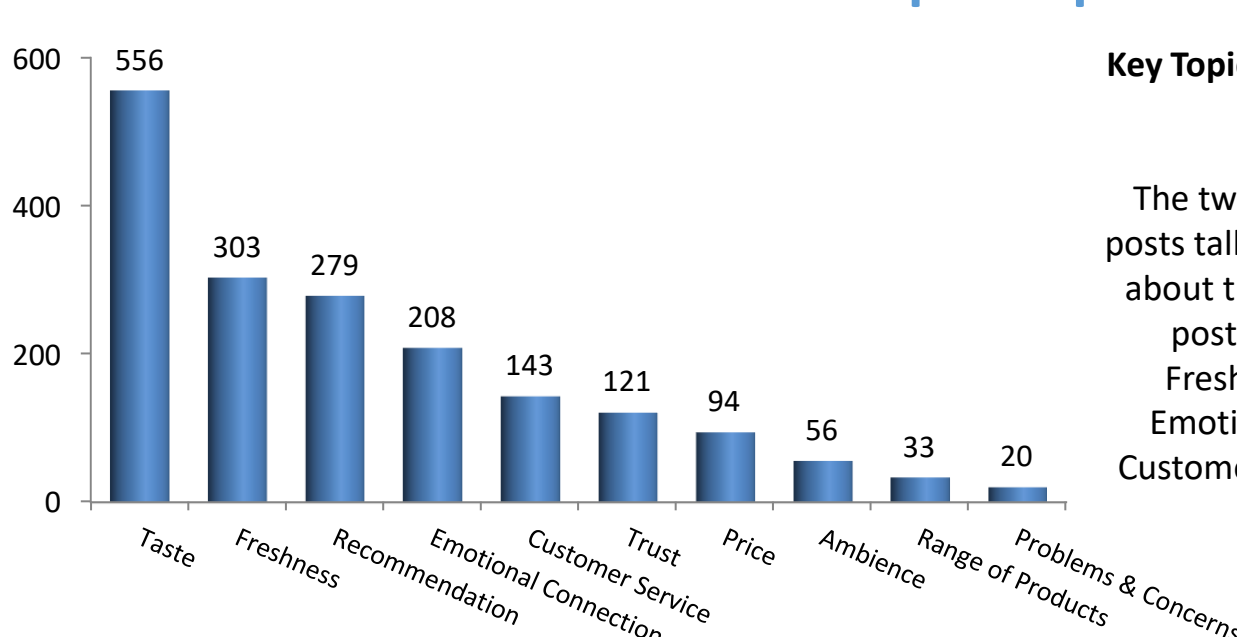
Net Sentiment Score (NSS™) by Brand



Overall Net Sentiment Score (NSS™) of each Brand

Brand 4 (client brand) has a neutral NSS and should aim to increase the number of positive posts about it in order to move closer to competitors such as Brand 1 and Brand 2.

Brand 4: Posts per Topic



Key Topics identified from Posts about the Brand 4

The two most popular topics within posts talking about the client brand are about the product itself, with ~3,500 posts mentioning Taste and/or Freshness. Other topics such as Emotional Connection, Trust, and Customer Service also come up in the key topics.

Examples of Positive & Negative Posts

"Boycott Brand 4!
The company has absolutely no regard or respect for the environment. Maybe if we stop buying their products they will start caring...."

"Brand 4, the UK's No.1 in my opinion. If you disagree you're simply wrong 😊"

"@Brand4 just bought Product X to find out it has nothing to do with the Product X I have known and used for years without a problem! #whychange??"

Examples of posts about the Campaign and Brand classified as Positive and Negative

The client should aim to rectify mistakes that are mentioned in negative posts about their campaign and brand and perhaps even reach out to some consumers to apologise and discuss on a personal level. Positive attributes brought up in consumer posts could be leveraged by sharing further to promote the campaign and brand and improve their overall image.

"So our friends at @Brand4 are giving away 1,000 free Product Y to charity! Well done!"

Conclusions & Recommendations

Does it make sense for the client to invest in Social Listening & Analytics moving forward?

Yes it does. Knowing how Brand 4 compares to its competition in terms of volume of posts, channels where consumers talk, and of course sentiment enables the client to investigate and figure out the reason(s) behind the competitors' success in order to adapt their approach and catch up. In this case one of the client's aims should be to move closer to competitor Brands 1 and 2, with a high number of posts and a good NSS score.

Furthermore, identifying and analysing the peak in NSS (for Brand 4) in March 2016 makes it possible to re-create it and boost the brand NSS. Having the ability to know which topics come up in conversation, is also very useful. The client should look further into what consumers talk about when it comes to Taste, the most popular topic, in order to leverage positive feedback and react to and avoid negative comments in the future.