Brandwatch

EU
QUAL360
Where Innovation Happens

Adapting to a time of accelerated change with Digital Consumer Intelligence

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Agenda

1. Using analysis of online data to supplement traditional research

2. Making research more agile in a fast changing world

3. Employing text analysis to discover hidden insights in survey data

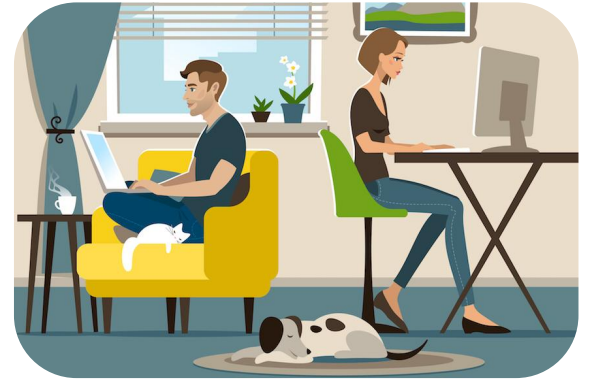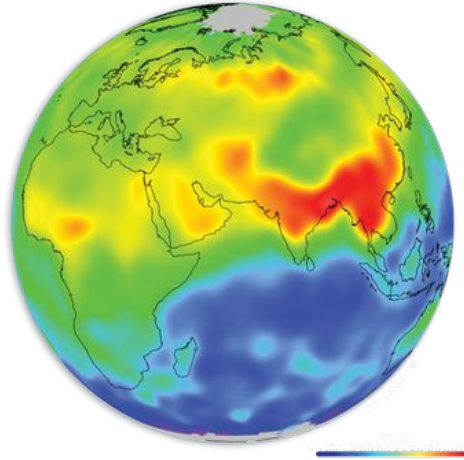4. Connecting qualitative insights to decision makers

- **What is Digital Consumer Intelligence?**

✓ In a digital world, change happens quickly

In 2021, change is being accelerated

Digital Consumer Intelligence enables organizations to adapt to a fast changing world by **connecting decision makers to strategic insights** derived from a combination of **real-time online data, customer data and marketing intelligence.**
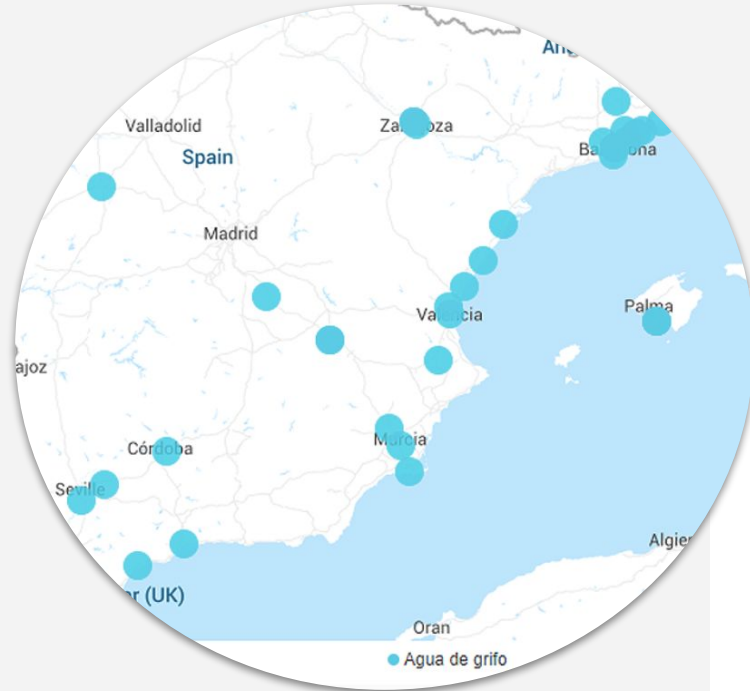
Using analysis of online data to **supplement traditional research**

Entering a New Market

Thinketers' used Brandwatch to search geographically for online conversation in which consumers were complaining about the taste of water.

They identified **where** complaints were most common but also **why** people complained about tap water

- 30% annual increase in filter sales
- 2.5 million views of the branded content
- Observable shift in brand association

Unprompted Organic Conversation

- Qualitative, benchmarked analysis at enormous scale
- Unfiltered opinions
- Observable behaviours as opposed to articulated desires and decisions
- 'Real-time' and with a wealth of historical data to hand

Benchmarking Analysis of 'Busy Parents'

Monitoring purchase intent during a campaign
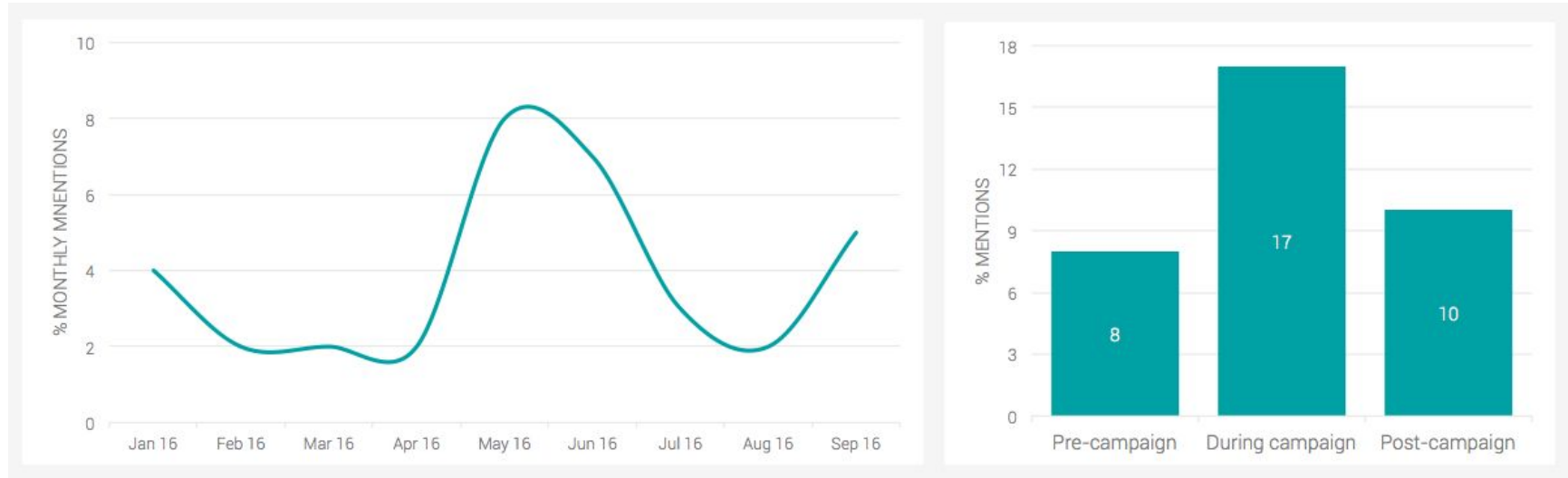
Social helps connect the dots

Think.
What do people think?

Do.
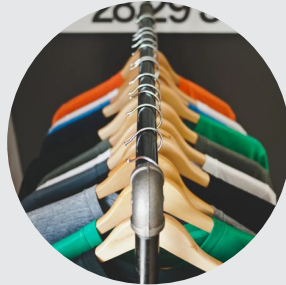What do people do?

Say.
What are people talking about?

Identifying the Right Questions

How do people feel about their homes?

What does the over 50s woman want from a fashion brand?

What makes people chose physical shopping over online?

How can we encourage millennials to think about pensions?

What is the public attitude towards mental health?

Thriving in a Crisis

During COVID-19, the assumption that consumers only listen to radio when driving resulted in hesitancy around advertising on radio

Mahaka analyzed consumer mindsets and entertainment trends in order to craft a more compelling programming schedule

MAHAKA RADIO INTEGRA

"In the case of the pandemic, we were able to provide insights used in pitches, showing that consumers are listening to radio from home. We were able to provide our clients with both insights and proposals that gave them the confidence to advertise with us."

— Putra Priyandara, Command Centre Lead, Mahaka Radio Integra, Indonesia

- 3x higher engagement from prospective advertisers
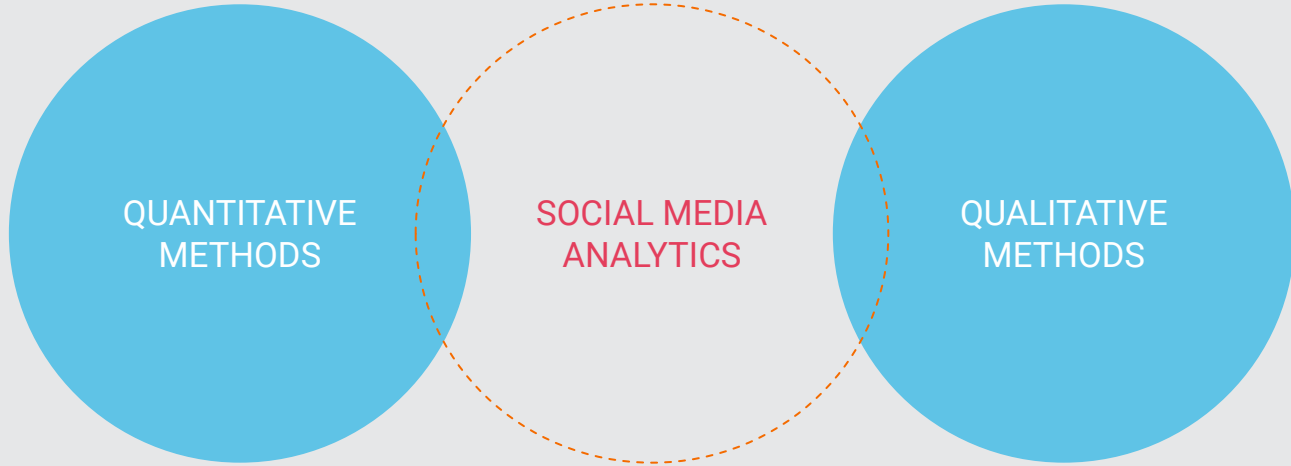- Up to 60% increase in listenership
- 30% increase in online engagement

SCALE

QUANTITATIVE
METHODS

SOCIAL MEDIA
ANALYTICS

QUALITATIVE
METHODS

DETAIL

Social Research Capabilities

- Self-selecting panels (Social + Forums)
- Ethnographic + Behavioural Research
- Whitespace Queries
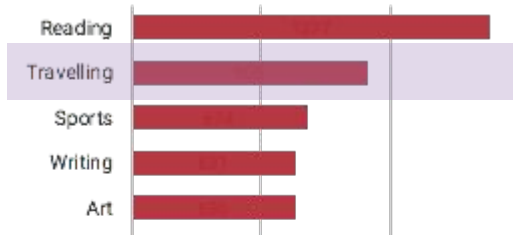- Longitudinal Studies
- Detecting shifting trends

FASTER

CHEAPER

REAL-TIME

- **Employing text analysis to discover hidden insights in survey data**

Voice of the customer

A car manufacturer uploaded 85k survey responses a month and fed this data into several custom built reporting dashboards

They used **text analysis** and **segmentation** to extract the voice of the customer from open text responses
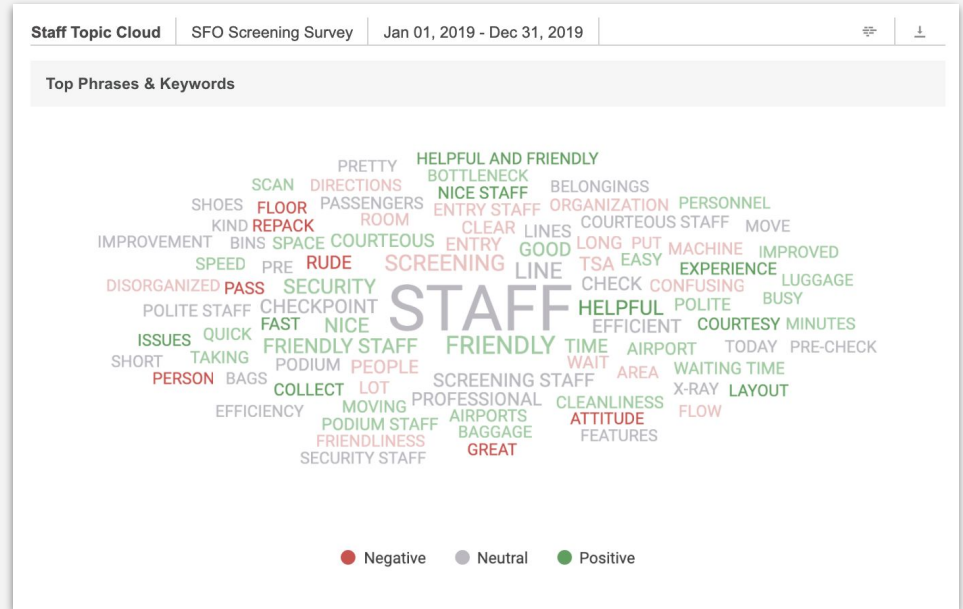

- Identified unknown customer pain points
- Optimized customer care process and the surveys themselves
- Previously siloed data now reported widely and at VP & Director level

Using text analysis on survey data

- Automated topic extraction
- Machine learning classification
- Optimizing survey design
- Detecting shifting trends
- Customizable blended data reporting
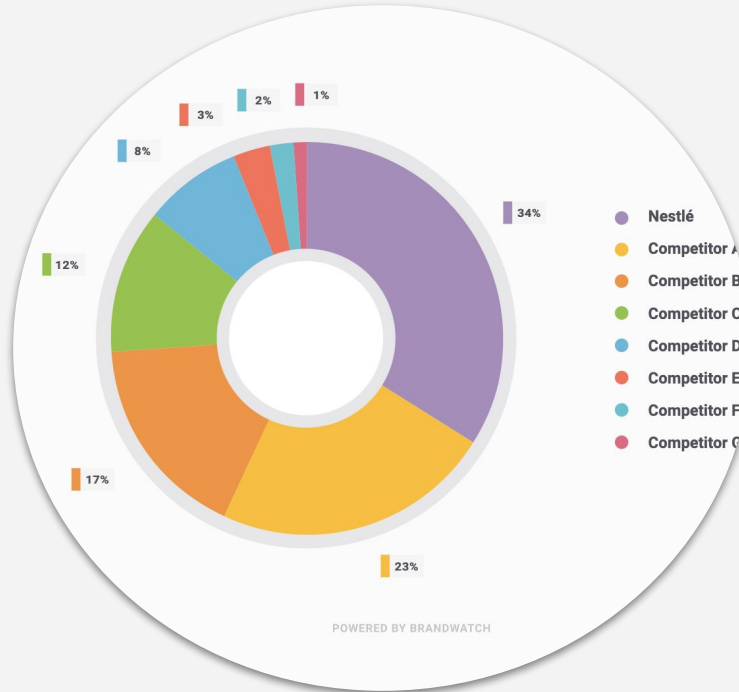- Easy access to new topics and verbatims

Distributing Insights

Nestlé created a Morning Briefing Dashboard that's tailored, and easy to use. Teams log in to check out what's been happening online

It contains a highly curated set of insights segmented by **panels**, **topics**, **behaviours** and **marketing performance** - all connected to a **custom alerting system**

Nestlé
Good food, Good life

- Nestlé — 34%
- Competitor A — 23%
- Competitor B — 17%
- Competitor C — 12%
- Competitor D — 8%
- Competitor E — 3%
- Competitor F — 2%
- Competitor G — 1%

POWERED BY BRANDWATCH

" Market research is still very important, especially in ad-hoc projects. For example, when identifying and evaluating new trends, findings from social listening are increasingly being incorporated into the overall assessment. "
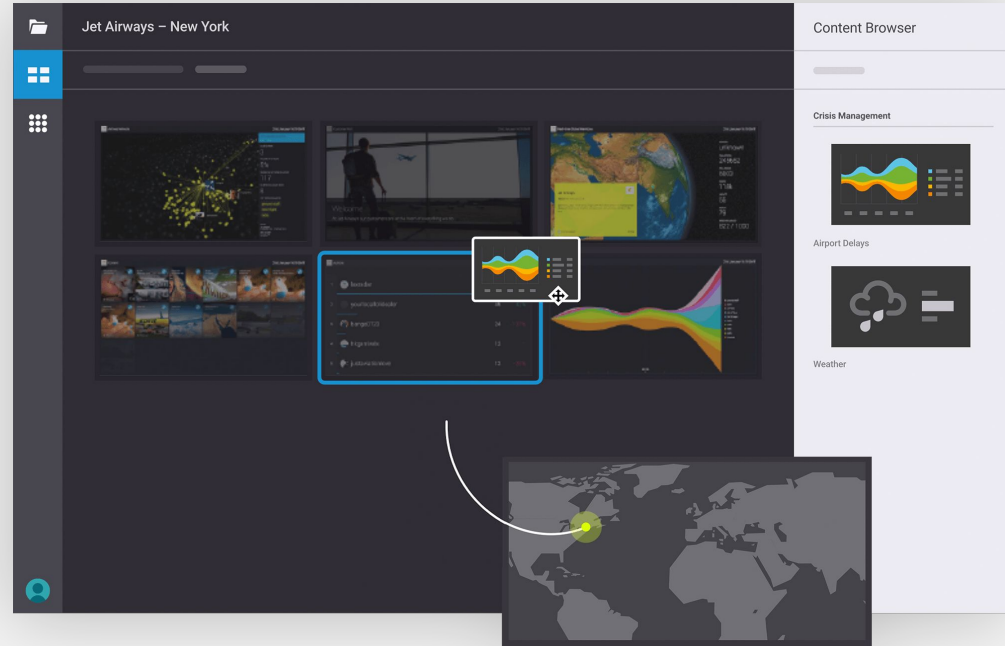
— Marcel Heitmeier, Social Media Intelligence Specialist, Nestlé Deutschland AG

Institutionalising Insights

- Multiple formats
- Audience-specific
- Self-service carefully maintained
- Anecdote-rich
- Measurable

Now You Know