



brandwatch



Top Line Metrics from Brandwatch

In line with the advice we've presented in our eBook '[9 Essentials for Social Media Success](#)', we've also taken the opportunity to outline how a company may approach some of the guidelines we described and provide a taster of how a tool like Brandwatch can help.

Ben & Jerry's is a confectionary company that focus much of their marketing effort on promoting their main product, which is ice cream.

When searching for what people have been saying about Ben & Jerry's, the first stage would be to set up a query searching for branded or key terms. To keep it nice and simple, we've gone with

"ben jerrys"~1 OR raw:"Ben Jerry's"~1

Using Brandwatch's tilde operator, we can perform a search that looks for the words Ben and Jerry with just one word between each other, and using the raw operator we can search for matches that correctly use the possessive apostrophe in the brand's name. This accounts for all variations of 'and' between Ben and Jerry: and, &, 'n', or even a word that is unrelated.

We've got an overview of query creation [here](#).

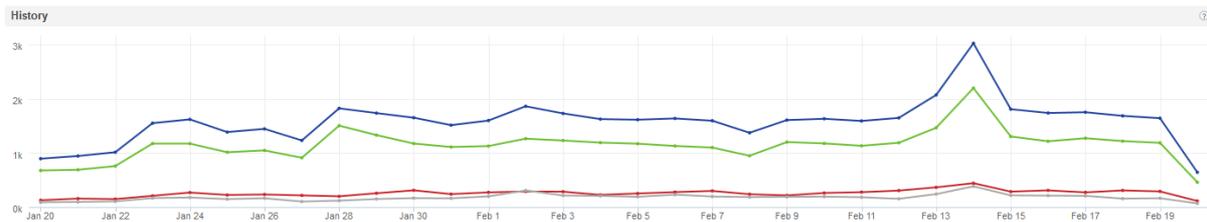
The summary dashboard in Brandwatch shows us plenty of information about social media activity surrounding the Ben & Jerry's brand.

Initially, the most important figure is the volume of mentions. This tells us how much buzz the company has been getting across social media networks and elsewhere online, by default over the past 8 days. We've added historical data dating back two months so that we can look back further into the query



Brandwatch is also able to automatically detect whether a mention is positive, neutral or negative. We can see that the ice cream company has enjoyed 14,000 mentions over the past seven days up to February 19th, 10,000 of which are positive.

By modifying the date range, the volume of mentions over time reveals which period people were talking about Ben & Jerry's most in, and hopefully display some meaningful information about the company's online presence.



From observing this data, it is evident that the brand experienced a jump in mentions in February, most of which were positive.

By diving into the data, we can see that most of the mentions on this day were due to it being Valentine's Day, a date that Ben & Jerry's ice cream is often keenly associated with (for grateful girlfriends and sobbing singletons alike).

Ben & Jerry mentions found on Feb 14, 2012 in Positive-like contexts

- 10 Twitter / Jasmine Jarvis: Really fancy some Ben and ...
14 Feb 12 - "JasmineJarvis Really fancy some Ben and Jerry's cookie dough right now:-) #nom"
twitter.com - Tweets: 11 - Followers: 39 - Following: 71
- 11 Twitter / Ellie Dude: Pizza + Ben & Jerry's = Ho ...
14 Feb 12 - "raspberrylance Pizza + Ben & Jerry's = How to be alone on Valentine's Day http://t.co/d7wyQ1sO"
twitter.com - Tweets: 4259 - Followers: 431 - Following: 738
- 12 Twitter / Meghann Thornton: Really, Murphys? You're ou ...
14 Feb 12 - "mthornton_13 Really, Murphys? You're out of half baked ben&jerrys when i needed it the most? I guess i'll settle for Haagen-Dasz choc chip cookie dough."
twitter.com - Tweets: 88 - Followers: 74 - Following: 132
- 13 Twitter / Luke Barr: I got my mam to run to sup ...
14 Feb 12 - "LukesLifeSucks I got my mam to run to superquinn to get me and @Dead_Possum123 Ben and Jerry's rofl"
twitter.com - Tweets: 3738 - Followers: 66 - Following: 62
- 14 Twitter / Stephanie Swords: Seriously.... Late night s ...
14 Feb 12 - "StephanieSwords Seriously.... Late night snack and bonaroo blits Ice cream from Ben and Jerry's = amazing! Mmm"
twitter.com - Tweets: 3729 - Followers: 250 - Following: 388
- 15 Twitter / Adrienne Sanford: Omg!!!! My boyfriend inven ...
14 Feb 12 - "AdrienneSanford Omg!!!! My boyfriend invented a new flavor of Ben and Jerry's for me!!! I love you forever baby. twitter.com/AdrienneSanfor..."

Plunging even deeper into the data shows us a wealth of information about one specific mention. We can see data about the site the mention comes from, in this case Twitter.

Brandwatch displays the mozRank (the credibility) of the site, the number of backlinks, the volume of monthly visitors and other traffic data, such as location of the servers and gender usage share.

Furthermore, the individual mention view shows information about the author of the mention. In this case, the mention is from Twitter, so Brandwatch shows the date the tweet was sent, the number of followers the user has and how many others they are following.

15. Twitter / Adrienne Sanford: Omg!!!! My boyfriend inven ...

http://twitter.com/AdrienneSanford/statuses/169569251072544768

Found	Page type	Tweets	Followers	Following	Location	Sentiment	Checked	
Tue Feb 14 2012	twitter	91	39	43	United States	Pos	<input type="checkbox"/> Yes	
Assign	Priority	Status	Flavours	NICE Dep..				
None	n/a	n/a	n/a	n/a				
Site	mozRank	Backlinks	Visitors/Month	Avg. Visits	Avg. Pages	Avg. Time (min)	% Male	% Female
twitter.com	9.60	50M	139212000	6	22	20	54	46

Enter tag [Share](#) [Reply](#) [Notes](#)

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Other data available from this screen are not just read-only. From here, users can assign this mention to another user for workflow, so that the correct team member or department is referred to this mention. Priority, status, sentiment, category and a binary check box can all also be modified for data clarity or task management reasons.

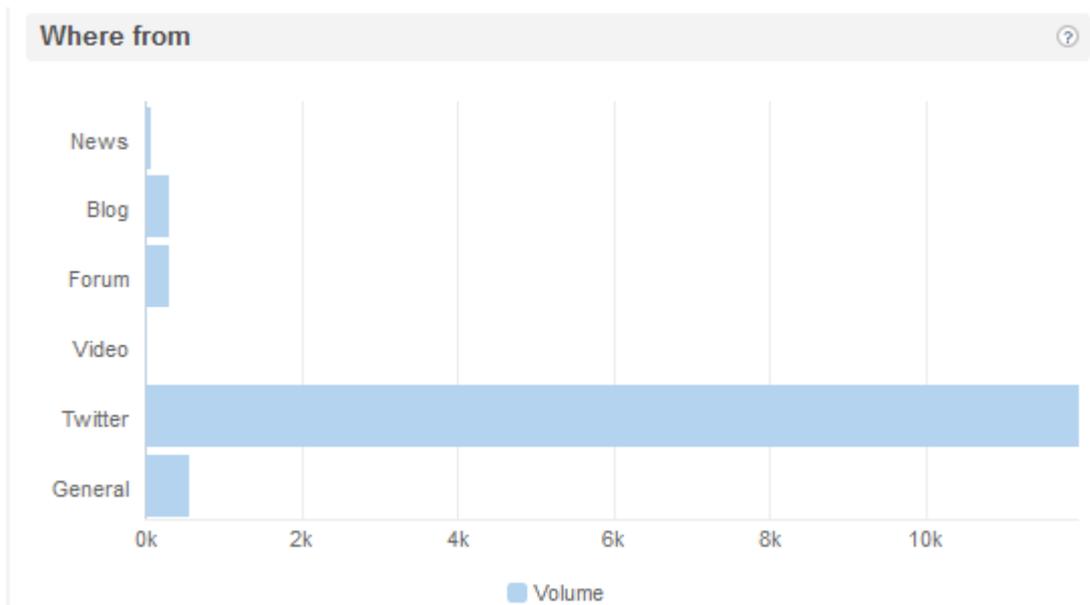
These options can also be automatically adapted to something through the use of Rules. This allows users to define incoming data into 'if' statements, and set a resultant action. An example of this could be all mentions of 'out of date' to be automatically assigned to a customer service team member and classified as negative sentiment.

Create Rule Action ✕

What should happen with mentions for this search?
 Choose an action ▼

- Change Sentiment
- Add Tags
- Add a Category
- Add Stars
- Add Assignment
 - Add Priority
 - Add Status
 - Add "Checked" status

Other useful components in the Brandwatch dashboard can be found in the 'top sites' tab. Here, we can see a breakdown of which type of sites the mentions are most commonly found.



The overwhelming majority come from Twitter, though it's important to note that Brandwatch can also display more detailed data about each type of site. In this tab we are able to observe which news sites mention Ben & Jerry's the most, which is Wetpaint, Mashable and the Guardian.

Further data is also shown, such as the location of the site, the mozRank and plenty of other information. Again, like before, we are also able to dig into this data to see the specific instances in which these sites mention the brand, and go deeper still to the mentions pop-up page too.

Site name	Volume	Volume			Site Ranking		Site Visitors		Location
		Pos	Neg	Neu	mozRank	Backlinks	Visitors/Month	Avg. Time (min)	
www.wetpaint.com	7	5	0	2	6.43	22915	6000000	6	United States
mashable.com	4	1	0	3	7.64	975021	25000000	7	United States
www.guardian.co.uk	3	0	0	3	7.85	789450	57000000	7	United Kingdom
www.huffingtonpost.com	3	2	0	1	7.7	2205710	240000000	7	United States
community.weightwatchers.com	2	2	0	0	4.25	2	n/a	n/a	United States
humanitariannews.org	2	1	0	1	4.66	1652	n/a	n/a	United States
thestic.cafemom.com	2	0	0	2	6.06	72274	8800000	5	United States

Ben & Jerry mentions found on www.guardian.co.uk Show tag filter Change view Export Controls

Mentions 1 - 3 of 3

01 **Sawa World | Guardian Sustainable Business | guardian.co.uk**
 20 Feb 12 - "Sawa World believes there is a way to end extreme poverty for billions of people on our planet. The solution lies in the minds, hands and hearts of those who suffer it most. We called them Sawa Leaders; unsung heroes who have themselves been among the one billion people living on one dollar a day or less. Their solutions are documented and share..."
www.guardian.co.uk - mozRank: 7.85 - Backlinks: 789K

02 **Capitalism with a conscience | Guardian Sustainable Business | guardian.co.uk**
 15 Feb 12 - "Capitalism with a conscience In difficult economic times, is it possible to create a profitable enterprise that also generates social value for communities? Adam Vaughan reports on a recent debate on how to encourage sustainable businesses The financial crisis has put capitalism under the microscope. Nobel prize-winning economists have called f..."
www.guardian.co.uk - mozRank: 7.85 - Backlinks: 789K

03 **Seeking meaning and purpose in the world of business | Guardian Sustainable Business | guardian.co.uk**
 14 Feb 12 - "Seeking meaning and purpose in the world of business Jo Confino introduces our new hub on values-led business and suggests that doing good should not be mistaken as the soft option It's interesting to see how spirituality is creeping into the discourse on business sustainability. Behind all the talk of responsible capitalism is the age-old searc..."
www.guardian.co.uk - mozRank: 7.85 - Backlinks: 789K

Pages 1 Show 30 mentions / page

The tab also provides data on the top tweeters, the top forum sites and the top blogs, as well as allowing users to create their own site groups to analyse.

Site name	Volume				Site Ranking		Site Visitors			Location
	Volume	Pos	Neg	Neu	mozRank	Backlinks	Visitors/Month	Avg. Time (min)		
answers.yahoo.com	27	25	1	1	7.26	649995	41000000		5 United States	
forum.bodybuilding.com	25	22	1	2	5.34	6848	2800000		9 United States	
www.silobreaker.com	9	2	0	7	5.61	15590	480000		2 Sweden	
community.thebump.com	7	6	0	1	5.22	32	1500000		5 United States	
www.thestudentroom.co.uk	7	5	0	2	5.61	1332	6500000		7 United Kingdom	
www.boards.ie	5	5	0	0	5.47	35553	2500000		11 Ireland	
www.tripadvisor.com	5	3	0	2	7.67	454754	44000000		7 United States	

Tweeter	Mentions	Sentiment				Followers	Twitter Metrics		Location
		Pos	Neg	Neu	Following		Total Tweets		
AmanSinghCSR	6	0	6	0	5052	2027	11279	United States	
daniellepoynter	6	2	1	3	230	192	2026	United Kingdom	
sicksthenews4ne	6	6	0	0	4274	57	32922	United States	
chloemcar	5	1	2	2	314	305	10509	United States	
CSRwire	5	0	5	0	13154	3035	26189	United States	
HaabzH	5	5	0	0	828	673	5212	United Kingdom	
iBieberJieber	5	5	0	0	7957	6495	45667	Greenland	
ilwy_kay	5	5	0	0	10	66	244	United States	
LubyLouxo	5	3	2	0	424	389	2671	United States	

The top tweeters component presents detailed information about each Twitter profile, which can be accessed by clicking on the icon. Here, users can see detailed Twitter statistics, Klout score and topics, a Google map with location data and other useful information.

Jonny Whettlock

@OfficialRealJJ

18:) Leeds Follow Me I Follow You back, I love the show Take Me Out..!

<http://twitter.com/J.B>



@Real_Liam_Payne gotta give up ;) !!!
45 minutes ago

Twitter Statistics

Tweets	829
Following	2003
Followers	1411
Listed	2
Favourites	3
Joined	Dec 30 2010
Retweeted (last 100 tweets)	48

Klout  powered

Influential about

No topics for this tweeter at this time

Location

Leeds



This was just a tiny sample of some of the data Brandwatch can provide. If you'd like to find out more, [stay tuned](#) to our [content](#) over the coming weeks, or even better, [request a live demo](#) to get a free guided tour of our amazing tool.

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