



# CRIMSON HEXAGON'S ANALYSIS GUIDE:

## Campaign Effectiveness Measurement

The purpose of this guide is to provide high-level instructions and recommendations for analyzing a campaign using ForSight. In this guide, you will find a breakdown of the planning and creation process for a campaign analysis including a practical example that applies each step. Keep in mind that every campaign varies, so aspects of your analysis may differ from the provided examples.

## STEP-BY-STEP ANALYSIS

1

Establish your business question(s)

2

Set up a campaign Buzz Monitor

3

Refine your keywords

4

Set up a campaign Opinion Monitor

5

Train & run your Opinion Monitor

6

Explore the Opinion Monitor results



Perform further analysis



# 1. ESTABLISH YOUR BUSINESS QUESTION(S)

Even with an analysis as seemingly straight forward as campaign tracking, a good business question needs to be determined. The question creation phase is crucial in shaping the analysis and will help you determine what data needs to be collected.

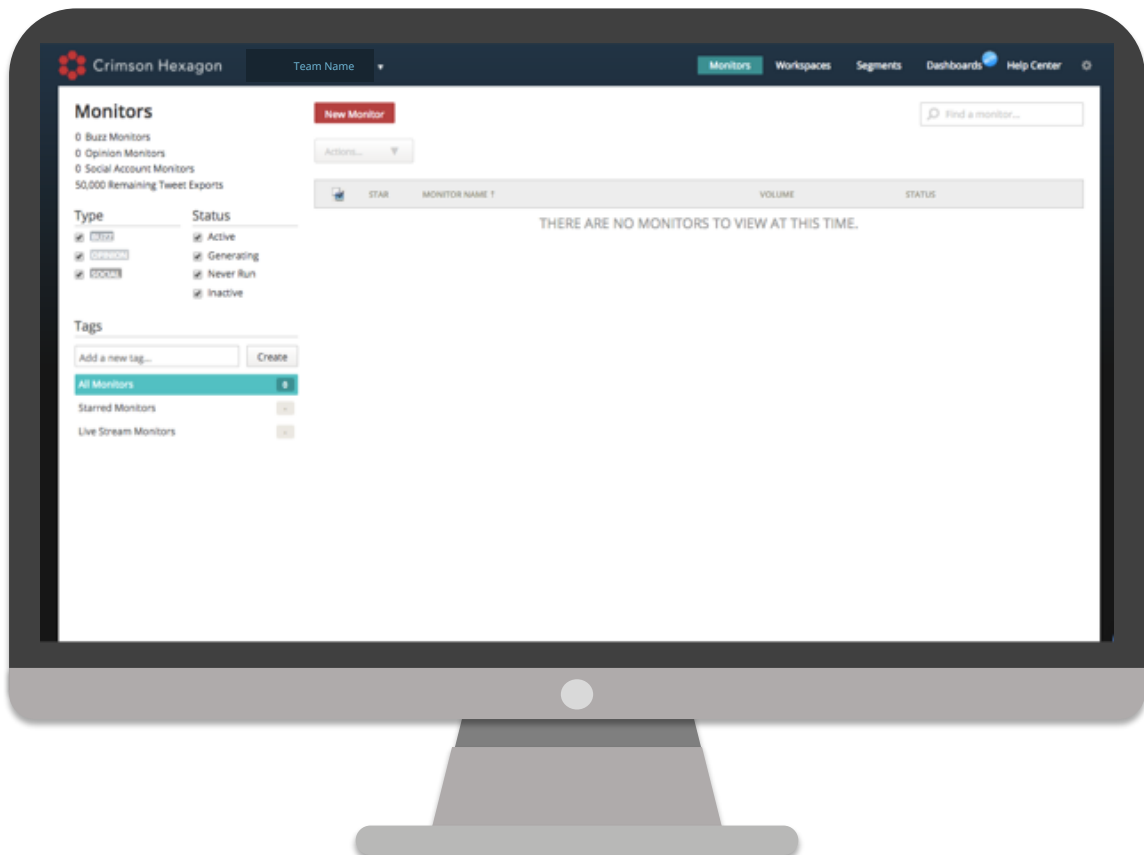
**RECOMMENDATION:** A good business question is **clear** and **targeted**, never leaving room for misinterpretation and ambiguity. As a starting point, consider the **5 W's** (who, what, when, where and why). For more info. on setting up a business question, see our article [Foundations Training Series: Approaching Crimson.](#)

## BACKGROUND

A beauty brand ran a campaign on Twitter during a major US award show. The campaign focused on promoting a message of body positivity, as well as marketed the brand's new product through a celebrity influencer.

## BUSINESS QUESTIONS

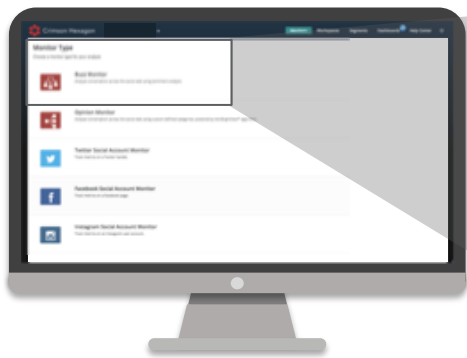
1. Did the campaign help build awareness around my new product?
2. Did users engage with the celebrity influencer?
3. What audience was attracted to the conversation?



## 2. SET UP A CAMPAIGN BUZZ MONITOR


**BEST PRACTICE:** A **Buzz Monitor** can be used to isolate and generally get a pulse on the conversation. Buzz analysis allows you to gain insight into the level of volume, shedding light into whether your keywords may need revision. It is important to refine your keywords in order to **filter out off-topic mentions** without overly limiting your query **before beginning an Opinion analysis**.

What to consider during Monitor setup.




### Monitor Type

Choose a monitor type for your analysis




**Buzz Monitor**  
Analyze conversation across the social web using sentiment analysis.

**Content Sources**  
Twitter




Since the campaign was promoted/hosted only on Twitter, we chose this as our content source.

**Keywords**  
#Hashtag OR (Brand AND Event)




The campaign hashtag was unique enough to stand on its own as a key term. We also included any mentions of the brand and the award show to bring in more relevant volume.

**Timeframe**  
One week before & after promo wk.



In order to understand how discussion shifted pre- and post-campaign, we started one week before & ended one week after the week of the event/campaign.

**Language/Location**  
English / Global



Although this was a US-centric campaign, our keywords are specific enough to the promo/event that adding a location is an unnecessary restriction.

**RECOMMENDATION:** When deciding if a campaign hashtag is unique enough to be a stand-alone keyword, take advantage of our fast, social intelligence search tool, [HelioSight](#) where you will see immediate insights from Twitter data and learn of any other possible conversation related to your keyword(s).

### 3. REFINE YOUR KEYWORDS



When looking at the overall volume trend in the **Volume** tab, it is evident that conversation picks up during the campaign period; however, there are days of notable activity both before and after the week of the campaign.

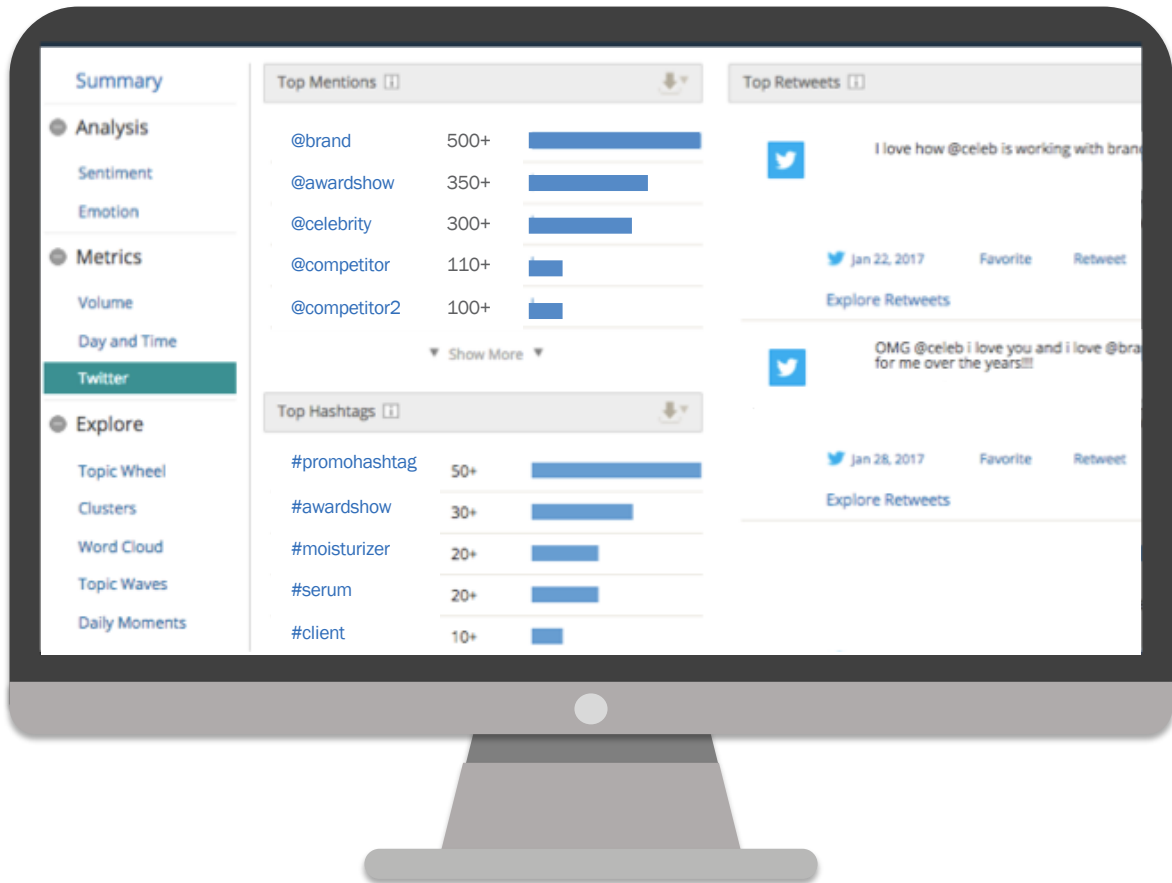
**RECOMMENDATION:** Explore the drivers of spikes before and after your campaign period. Strong engagement outside of the campaign period could indicate off-topic conversation that should be excluded in the keyword set.



By clicking on the first spike of our analysis period, we can gain a better understanding of what is driving the discussion on that day. In the **Word Cloud** tab, we can see the top words utilized. At first glance, it appears that, although the campaign has not officially started yet, the conversation is still relevant.

Clicking on “carpet”, one of the top words shown, we see that Retweets of a post by the brand is largely driving the discussion. Repeating this process for the other spikes, we find that these were also driven by on-topic content. In this case, we do not need to make any adjustments to our keywords.

### 3. REFINE YOUR KEYWORDS



The **Twitter** metrics give us a quick initial glance into the conversation. In particular, the top mentions begin to shed some light into the answer to our second business question, which focuses on the level of engagement with the celebrity influencer. Here we see that the celebrity's handle ranks as the third most mentioned, falling closely behind the handle for the award show.

We can see that some competitors are appearing as well. Although we did not initially start out with a business question that focused on our competitors, this may be another topic to look into as we continue the analysis. An example of a new business question could be "Were more users linking the award show to my brand than to our competitors?"

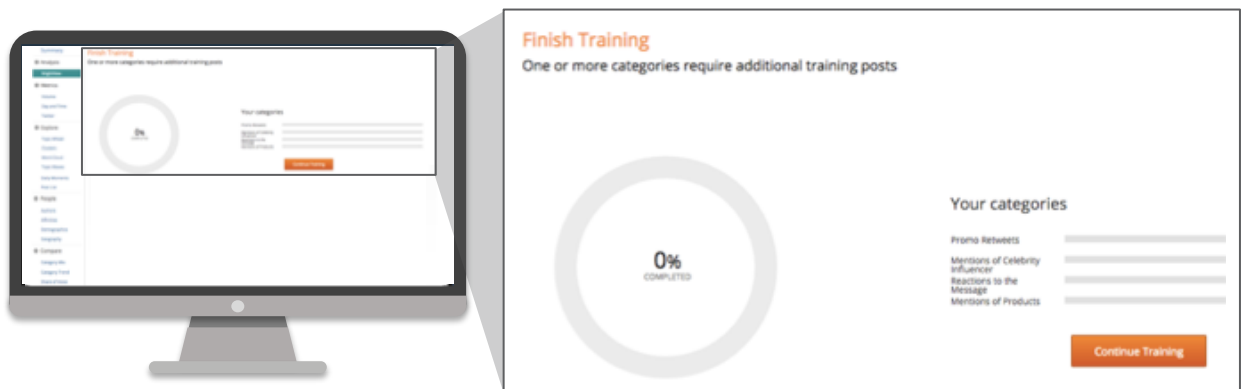
## 4. SET UP A CAMPAIGN OPINION MONITOR



By using the Buzz Monitor as a starting point, you go into the Opinion analysis with a solid set of keywords and a grasp of the campaign conversation, allowing you to define, analyze and track custom categories. Under the **Manage** drop down menu, select **Copy Monitor as Opinion** and then press **Edit** and hit **Save & Run**. Once results have generated, press **Continue Training** and delete the premade categories and then select **Choose a category template**.

**BEST PRACTICE:** We recommend the thematic **Topics of Conversation** since campaign discussions tend to not overtly have sentiment attached to them. It is important to choose categories that do not overlap. You should have enough unique discussion to properly train each. Categories should be defined by textual patterns.

For more info. on category creation, see our Help Center [article](#).



For this analysis, we've chosen four mutually exclusive, thematic categories based on what we're interested in tracking/what we saw in the initial Buzz results:

**Promo Retweets:** Retweets of promotional posts shared by the brand

**Mentions of Celebrity Influencer:** Any mentions of the celebrity influencer utilized in the campaign

**Reactions to the Message:** Posts reacting to the positive message of the promos

**Mentions of Products:** Discussion of the brand's products as they relate to the campaign



## 5. TRAIN AND RUN YOUR OPINION MONITOR

### What is “training”?:

The feature that differentiates Opinion Monitors from Buzz is the ability to define custom categories by textual patterns found in the posts brought in by your keyword set. To “train” an Opinion Monitor is to essentially create and define a “personality” for each category. This is done by bucketing posts into your unique categories.

#### Category Template



You are given four category structure options. We recommend the thematic **Topics of Conversation** since campaign discussions tend to not overtly have sentiment attached to them.

#### Number of Categories



For the Opinion analysis, we recommend working with 4-5 unique categories. However, you have the ability to train up to 12 categories.

#### Category Topics



It is important to choose categories that do not overlap. You should have enough unique discussion to properly train each. Categories should be defined by textual patterns. For more info on category creation, see our Help Center [article](#).

#### Training Posts





We recommend training 15-20 posts into each category. No portion of the trained post should fit into another category.

**BEST PRACTICE:** When training, we looked for posts that fell neatly into one of the categories without any overlap. Tweets that were too ambiguous or too complex were skipped. In total, we trained 15-20 posts into each category before running BrightView. An Irrelevant/Off Topic category can also be created to further weed out unwanted conversation.

For more info. on training, see our Help Center [article](#).

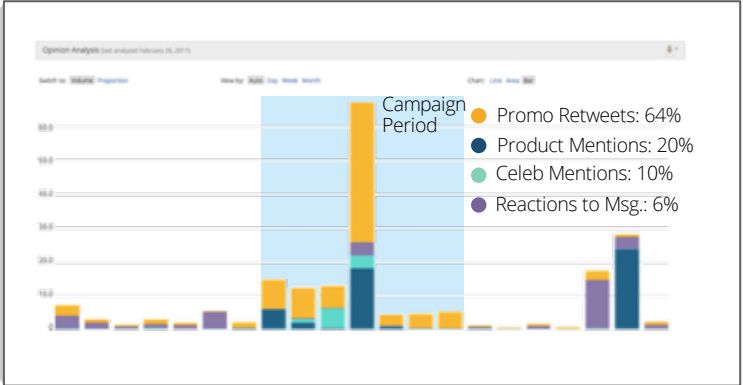
### Training examples - “Mentions of Celebrity Influencer”:

| Source   | Post  |
|--|---|
|  | I love how @celeb is working with brand for #promohashtag! She's amazing<br><a href="#">View post</a> #B                          |
|  | OMG @celeb i love you and i love @brand. their #product has done wonders for me over the years!!!<br><a href="#">View post</a> #B |

**GOOD EXAMPLE:** This post is short and explicitly focuses only on the celebrity influencer.

**BAD EXAMPLE:** This Tweet expresses multiple ideas. While the celebrity is mentioned, the second half of the post could also fit into the “Mentions on Products” category, so it is best to skip.





While the results of the Buzz Monitor can be used to guide the direction of your next Monitor build, the Opinion analysis is where we really start to jump into the conversation patterns and campaign audience. We recommend looking at the following results to gain a better understanding of your campaign topics/audience.

By taking a look at **BrightView**, we can see the daily breakdown of our categories. While we already knew from the Buzz results that the day of the award show was the peak in conversation, now we can see the topical breakdown behind that peak.

While **Promo Retweets** notably drove the discussion (64%), mentions of the **promoted product** also contributed noticeably at 20%. The **Product Mentions** category experiences a evident boost on the peak day when compared to days leading up to the event. This may indicate that the campaign--especially during the award show--successfully brought more awareness to that particular product.



Exploring the top words used through the **Word Cloud**, we see the promo hashtag and brand/award show handles appearing prominently. What is interesting to see is that both the celebrity influencer (celeb/ @celeb) and the featured product (#product/ @product) are frequently mentioned.

By digging into the posts that mention the celebrity, we see that these are mainly Retweets of the influencer's posts about the campaign. Posts about product/ #product/ @product, on the other hand, are more organic, as users utilized the hashtag to share how the specific item has become a staple in their beauty routine.

## 6. EXPLORE THE OPINION MONITOR RESULTS



Finally, after exploring the topics of conversation, we wanted to get a better understanding of who was engaging in the discussion. When compared to the **Affinities** of Twitter overall, we see that the campaign audience was more likely to hold interests related to beauty and fashion, which is most likely typical for our beauty brand. The audience also displayed a strong affinity towards celebrities, which may be due to the use of the celebrity influencer and the campaign's tie-in with the award show.



## PERFORM FURTHER ANALYSIS

### Revisiting our business questions:

After reviewing the results of both our Buzz and Opinion analyses, we can now revisit our original business questions established at the beginning.

### Business Questions

#### 1. Did the campaign help build awareness around my new product?

As seen in our BrightView breakdown, mentions of the product in the campaign discussion were minimal before the award show. On the day of the event, the volume of conversation around the featured product skyrocketed, alluding to a successful growth in awareness. When looking at the word cloud we also saw that “product”, “@product” and “#product” all appeared prominently as top words used in the discussion. Not only was the product frequently mentioned, but several of these posts were organic mentions that focused on how the product is a daily favorite among users.

#### 2. Did users engage with the celebrity influencer?

Starting at our first glance into the conversation with the Buzz Monitor we saw results that pointed to the popularity of the celebrity influencer. In particular, @celeb ranked as the third most mentioned handle in the overall campaign discussion. In the Opinion Monitor results, we also saw that mentions of the celebrity accounted for 10% of the posts overall. The celeb and their handle were also two of the top words during the campaign thanks largely to Retweets of posts that either the influencer tweeted or that featured their handle.

#### 3. What audience was attracted to the conversation?

By exploring the Affinities of our campaign audience, we saw that they were not only interested in fashion/beauty, but that they also held a strong interest in celebrities. While the beauty interests may be common for the brand, the affinity towards celebrities may be uniquely tied to the campaign.