



 Crimson Hexagon

5-Minute Guide to Campaign Analysis

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Introduction

In 2012, the Taliban shot Malala Yousafzai for her efforts to promote girls' education in Pakistan. In 2014, she received the Nobel Peace Prize.

But, also in 2014, Ogilvy India decided to use the incident in its marketing for a client — Kurl-On mattresses. Ogilvy created a campaign, which included a poster depicting Malala being shot and bouncing up from one of the company's mattresses to accept the humanitarian award.

The campaign generated a lot of response, but it was overwhelmingly negative. No surprise there. Ditto Walmart's "Fat Girl Costumes" Halloween promotion. And many others. 2014 was a banner year for campaigns that never should've gotten out the door.

Of course, a lot of marketing campaigns don't fall into the "what were they thinking" category. (For more on analyzing your audience before launching a campaign, check out our [5-Minute Guide to Audience Analysis](#).) Yet, many do confront a different problem — measuring campaign impact. Not just when a campaign is over but while it's running and there's a chance to adjust tactics on the fly. Or capitalize on opportunities that emerge as the campaign progresses.



Measuring campaign effectiveness by analyzing consumer conversations

Analyzing online consumer conversations taking place on social media offers a constantly evolving focus group that can add real-time insight to traditional campaign measurement. It's a massive data set that can help marketers:

- Measure the success of a brand's campaign to improve ROI
- Track campaign conversation and engagement for incremental opportunities
- Monitor for flashpoints or potential crises arising from the campaign
- Improve future campaign strategies with a deeper understanding of consumer response

Insights-driven businesses will “steal” \$1.2 trillion per annum from their less-informed peers by 2020.

— Forrester Research, Inc.

What can the data tell us?

There are seven ways that marketers can employ online consumer insights to measure campaign performance.



How much conversation does the campaign generate?

This is a simple but important metric. For example, you might have high engagement rates and positive sentiment, but a low volume of conversation. Depending on previous campaign benchmarks for conversation volume, this could indicate a need to redefine the audience.



How do people feel about the campaign?

The first thing to look at in terms of campaign reaction is the basic sentiment around the conversation. Is it generally positive, negative or neutral? From there you can dig into the specific emotions associated with the conversation.



What do people say about the campaign?

Social media analytics allows you to look at the top words associated with your campaign to get more context about what people are saying.



What are the campaign audience demographics?

Knowing who's talking is just as important as what they're saying. Online social data makes it easy to understand the age, gender, and location of the campaign audience. It may also reveal previously unidentified sub-segments of your assumed target audience.



What other interests does the campaign audience have?

The more you know about your audience the better. Interests and affinities can tell you whether the audience you're reaching is the one you're targeting. They help you connect how your product fits into the overall life of your audience.



How is the campaign affecting brand perception?

Social analysis can help you track brand perception as your campaign unfolds. You'll see what topics affect feelings about your brand — and in what direction.



How is the campaign impacting intent to purchase?

Social media analytics gives brands the ability to create custom categories to understand how a campaign affects the stages of their buying cycle and consumer intent to purchase. Correlating sales data with intent to purchase data clarifies the effect of a campaign on sales.

As you can see, these ads really resonated on social, and spurred consumer conversations about the brands and relevant topics.

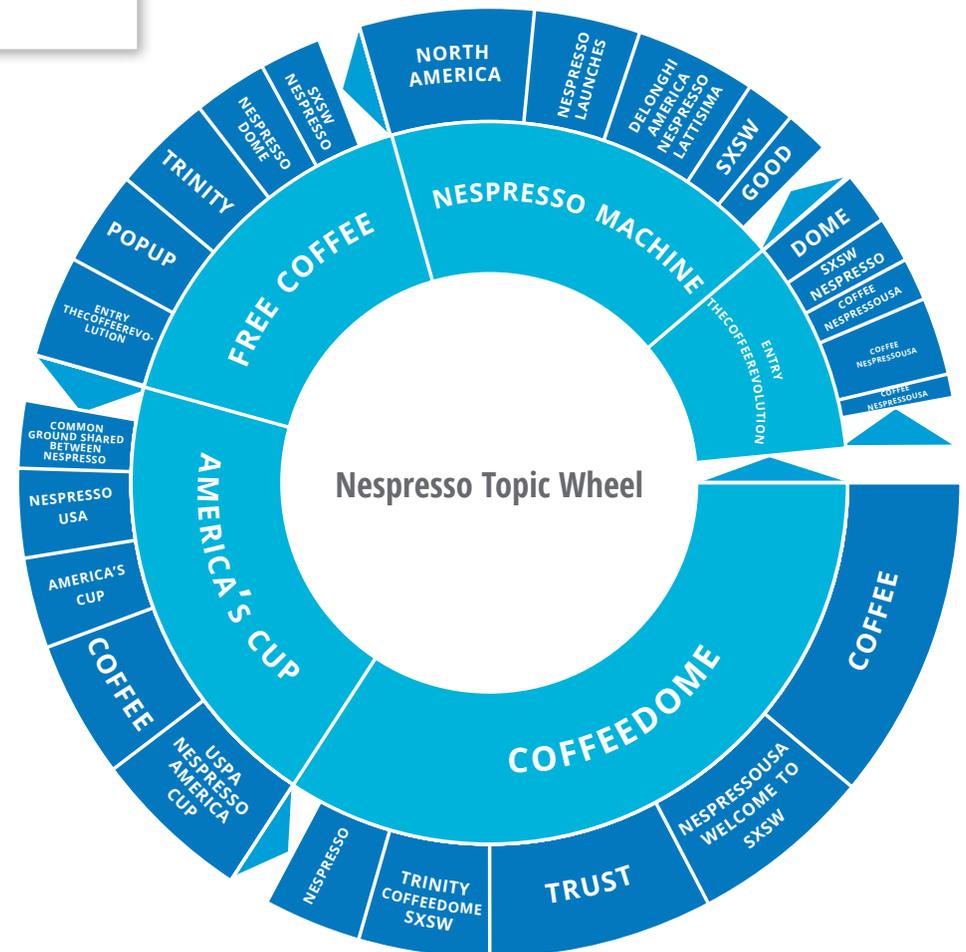
Consumer insights also revealed two segments of coffee drinkers that Nespresso could explore — social coffee drinkers and the adventurous who like to try new flavors. Nespresso’s campaign featured “pop up” Nespresso stations in major U.S. cities targeting these segments.



Heather Pond

@heatherpondSF

We loved @nespresso pop up in #Seattle
#entry #TheCoffeeRevolution





Nespresso also created engaging content on its owned social channels that spoke of luxury — an experience beyond the norm. The top performing content for Nespresso’s twitter account shows how this content hit the mark.



Nespresso USA
@NespressoUSA

This time, you'll actually want your cubes to melt.

The Madness of Joy
@madnessofjoy

@NespressoUSA I'm so trying this!! #coffee #yummy

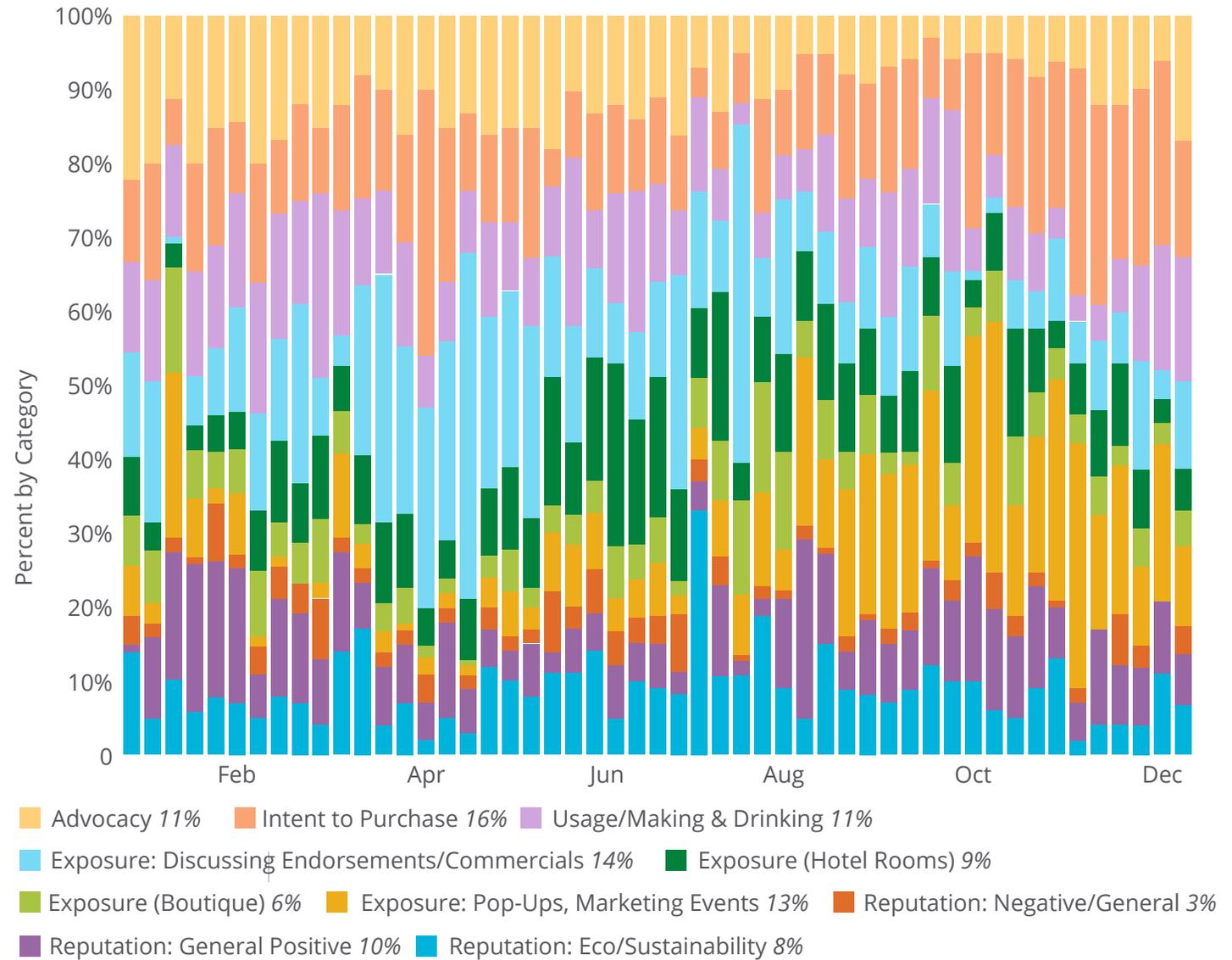
C&7
@C&Gospel

@NespressoUSA oh YEAHHHH a little piece of HEAVEN!



Nespresso used social-media-driven insights to measure brand perception and the effectiveness of various campaign efforts, including their effect on consumer intent to purchase.

Nespresso Discussion Share of Voice



How are products performing against KPIs for consumer awareness, intent to purchase, and customer satisfaction?

AI meets campaign analysis

A lot of what makes large-scale campaign analysis possible are advances in the commercial application of technologies from the discipline of AI. These technologies include:

- Text analytics and natural language processing (NLP) enable a computer to understand the nuances of messy human communication.
 - Natural language generation (NLG), a subset of NLP, turns data into human language, creating an understandable narrative in analysis results.
- Machine learning accurately classifies attributes such as emotion, sentiment, and topic at scale. It can make sense of data that is “noisy,” when random deviations hide patterns.
 - Deep learning (an extension of machine learning) via neural networks can identify logos, scenes, actions, and objects in image-based content. Deep learning algorithms continue to learn as they’re fed more data.

When applied to social data generated from campaigns, AI-powered analysis can reveal the impact of marketing tactics in real time. It can find patterns in consumer response that marketers can use to modify campaigns in progress and create more successful future efforts.

Justify conclusions
with data to
boost campaign
performance.

Don't confuse me with the facts

Earl Landgrebe (R-IN), a Nixon partisan to the bitter end, spoke these words at the Watergate hearings. Most of us have probably had similar moments, though in far less high-stakes circumstances. For marketers though, this attitude is never a good idea.

Campaign analysis delivered by online consumer insights ensures you have the facts you need to measure campaign impact — revealing what worked and what didn't. The Crimson Hexagon Platform employs proven AI technologies, image analytics, and the world's largest data library to help customers execute campaigns that boost the bottom line and keep the competition at bay.



AI-Powered Consumer Insights

To learn more about AI-powered campaign analysis, schedule a personalized demo with Crimson Hexagon today.

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