



Fueling Real Business Decisions with Social Insights

Date: May 2017



“Twenty-five percent of search results for the world's top 20 largest brands are links to user generated content and thirty-four percent of bloggers post opinions about products and brands.”

ERIK QUALMAN

Pulitzer Prize Nominated Author

Introducing the Speakers



Kim Bozich - Masco
eBusiness Manager



Bas Van Erk- Oxyne
Managing Director

Evolution from listening to insights



Social listening



Social analytics

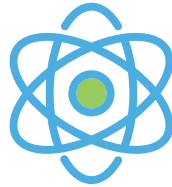


Social insights

MetrixLab delivers Social Insights



Research concept &
Strategy



Machine based data
Gathering & Analysis



Human supervised
Data enrichment



Actionable insights &
Consultancy

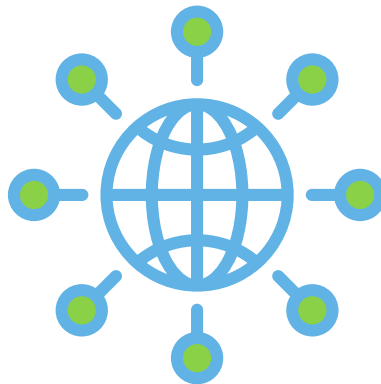
Social insights fuel decisions on...

Your brand and campaign performance



We have different brands in different categories; we need to get enterprise-wide visibility into our Digital Brand Health in order to make executive decisions.

We created the most controversial commercial in football ever, what is the impact on our brand?



We now spend 50% of the marketing budget online, we need to measure our ROI in the digital world.

What is my (digital) brand equity? And what are its drivers? How do I perform compared to my competition? And how can I improve?

How successful are my campaigns? And how can I improve on this?

Brand Fame Score

Your brand and campaign performance

A Solution that helps to understand:

Brand performance versus competitors

Underlying drivers (brand, product, campaigns etc.)

Unique because:

1 single number, comparable against competitors & over time

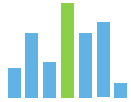
Deep dives on brand, product, campaigns & competitors

Clean & enriched data (Human supervised, Machine Learning)



Brand Fame/Net Reputation Score

Understanding your brand, product & campaign performance vs competition



**COVERAGE
(VOLUME)**



**IMPORTANCE
(RIGHT PLACE)**



**SENTIMENT
(OPINIONATED TALK)**



= SCORE

How we measure coverage

Data Collection

- We collect all consumer generated mentions of your and selected competing brands, from all publicly available online sources
- We have our own systems and software for data collection or we can use your existing social media tools

Cleaning

- We employ a team of 500+ human analysts who, as a first step will clean (remove) irrelevant content (noise)
- In some categories / for some brands, noise levels can be as high as 90%



Coverage

- What is the volume of online conversations and posts about your brand?
- Where are those conversations taking place?

1



ALL SOCIAL MEDIA

Under Armour
Nike
Adidas
Converse
Reebok

KEY SEARCH TERMS



Reebok



CLEANING



Reebok



ALL NOISE IS REMOVED

How we measure sentiment

Content Interpretation & Coding

- As a next step, our analysts code the clean social data
- They do so against a pre-defined code list that is aligned with your brand, branded assets, activation/communication plans and brand key / brand positioning.
- Each post is coded against a number of attributes, which we will jointly define on a code list



Sentiment

2

- What are people saying about your brand?
- What is the underlying tone of voice?

Client input

- Brand key & positioning
Brand strategy
- Brand activation plan
- Product portfolio, USP's, launches



Code list:

- Sentiment: ((very) positive, neutral, (very) negative)
- Specific brand mentioned (master brand, sub-brand, variant, SKU)
- Proposition mentions (product and service features)
- Brand activation references (campaign, sponsorship and event resonance)
- Functional benefits (direct or implied benefit recognition such as healthy, tasty, quality, etc..)
- Brand values (direct or implied expressions of emotional brand engagement and values, e.g. passionate, enjoyment, energetic, authentic, etc..)

How we measure influence

Influence algorithm

- Influence is the ability to change behavior. When you share something on social media or in conversations, and people's behaviors change as a result, that's influence
- The influence of each 'post' is automatically calculated through our proprietary influence algorithm. For example, the more connected you are and the more responsive your connections are, the higher the influence score of your post.



Influence

- Who are saying it? How influential are they?
- How influential is the channel? How many others are being reached?

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NEW SHOES!



SHARING IT



MY NETWORK



LIKES IT



MASCO's NRS

Kim Bozich



About Masco



CABINETY PRODUCTS

CABINETS
COUNTERTOPS
STORAGE



PLUMBING PRODUCTS

FAUCETS
BATHING SYSTEMS
SPAS



DECORATIVE ARCHITECTURAL PRODUCTS

PAINT
EXTERIOR WOOD CARE
CABINET AND DOOR HARDWARE



WINDOWS AND OTHER SPECIALTY PRODUCTS

WINDOWS
PATIO DOORS
FASTENING TOOLS

KraftMaid
Cabinetry


Merillat.

 **DELTA**

 **HotSpring**
Portable Spas

BEHR
GOOD. BETTER. BEHR.


KILZ

Milgard
WINDOWS & DOORS



A Great Partnership



Started in 2012



9 Brands in Scope



Quarterly Reporting



Dedicated MetrixLab
Team

A Bit of History - Brand Monitoring



Traditional Social Listening



Monitoring “Brand Speak”



Agency Insights

The Data Set

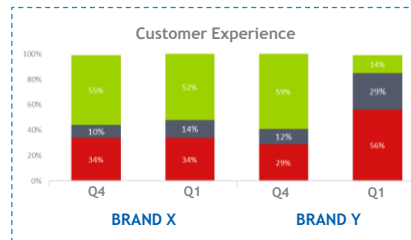
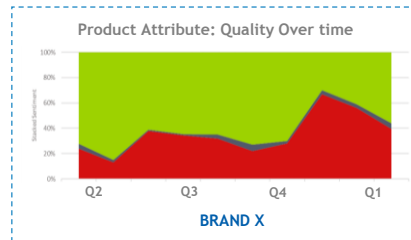
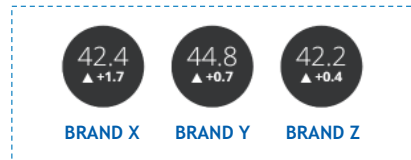
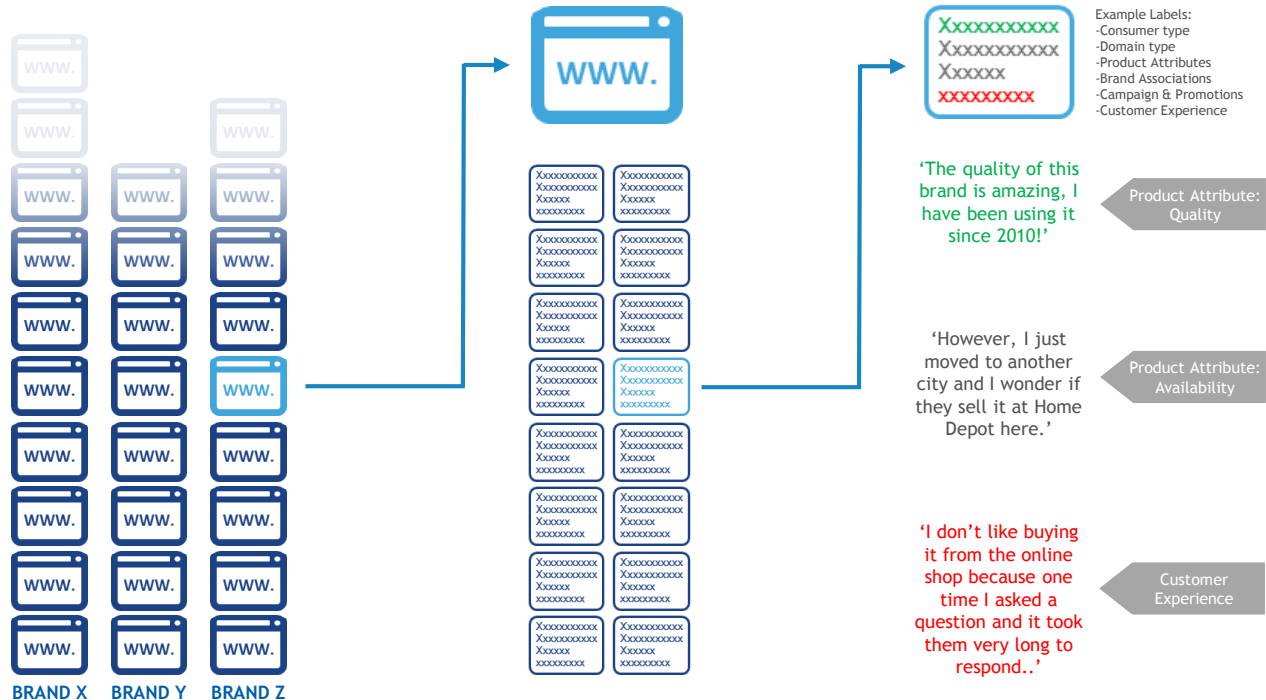


ALL relevant domains where UGC about the brand is present, are included in the dataset

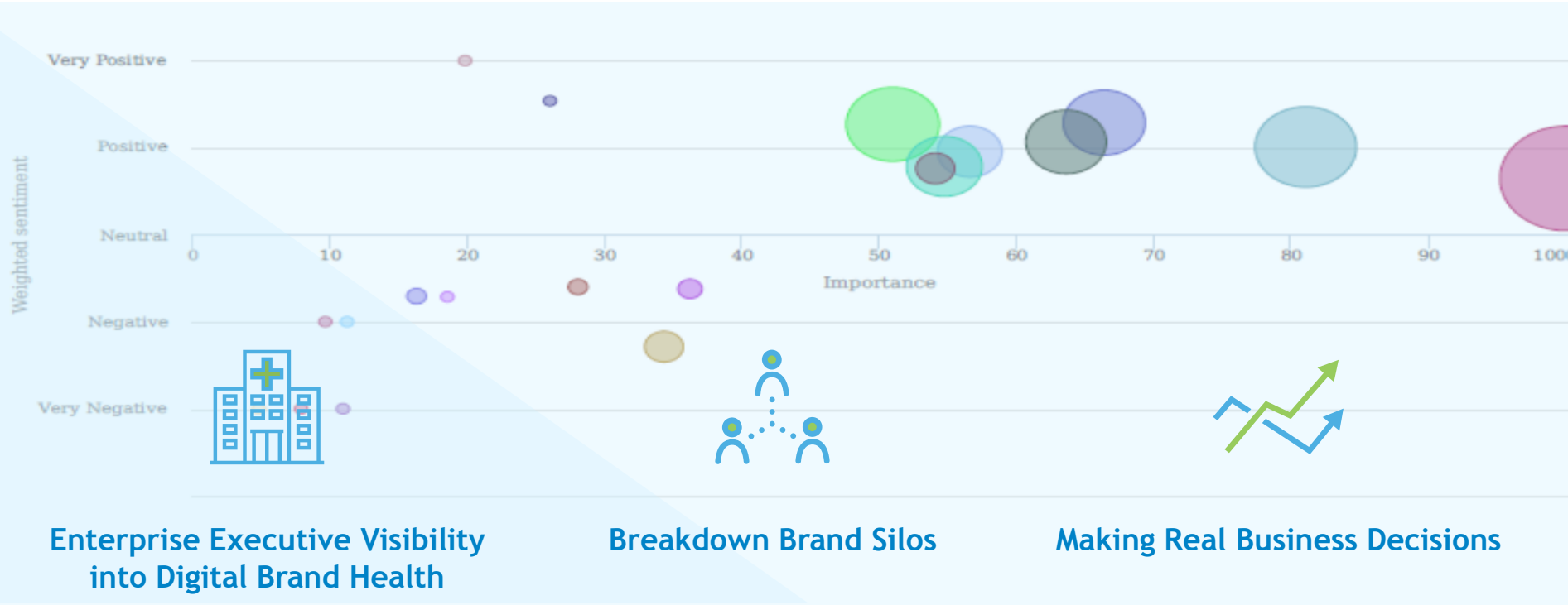
On each domain we collect all relevant posts from consumers, such as FB posts and reviews

And in each post we look at the true sentiment of each statement and categorize these with all relevant labels

The clean datasets include **thousands** of statements which have been categorized by sentiment and topics



Why NRS is Successful at Masco





Thank you!
For more information see
www.metrixlab.com

Date: March 2017