Fueling Real Business Decisions with Social Insights
“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.”
Introducing the Speakers

Kim Bozich - Masco
eBusiness Manager

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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
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?
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

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.)

Sentiment

- What are people saying about your brand?
- What is the underlying tone of voice?
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?
MASCO’s NRS
Kim Bozich
About Masco

CABINETRY 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
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**

Example Labels:
- Consumer type
- Domain type
- Product Attributes
- Brand Associations
- Campaign & Promotions
- Customer Experience

**Product Attribute: Quality**

"The quality of this brand is amazing, I have been using it since 2010!"

**Product Attribute: Availability**

"However, I just moved to another city and I wonder if they sell it at Home Depot here."

**Customer Experience**

"I don’t like buying it from the online shop because one time I asked a question and it took them very long to respond."
Why NRS is Successful at Masco

Enterprise Executive Visibility into Digital Brand Health

Breakdown Brand Silos

Making Real Business Decisions
Thank you!
For more information see www.metrixlab.com