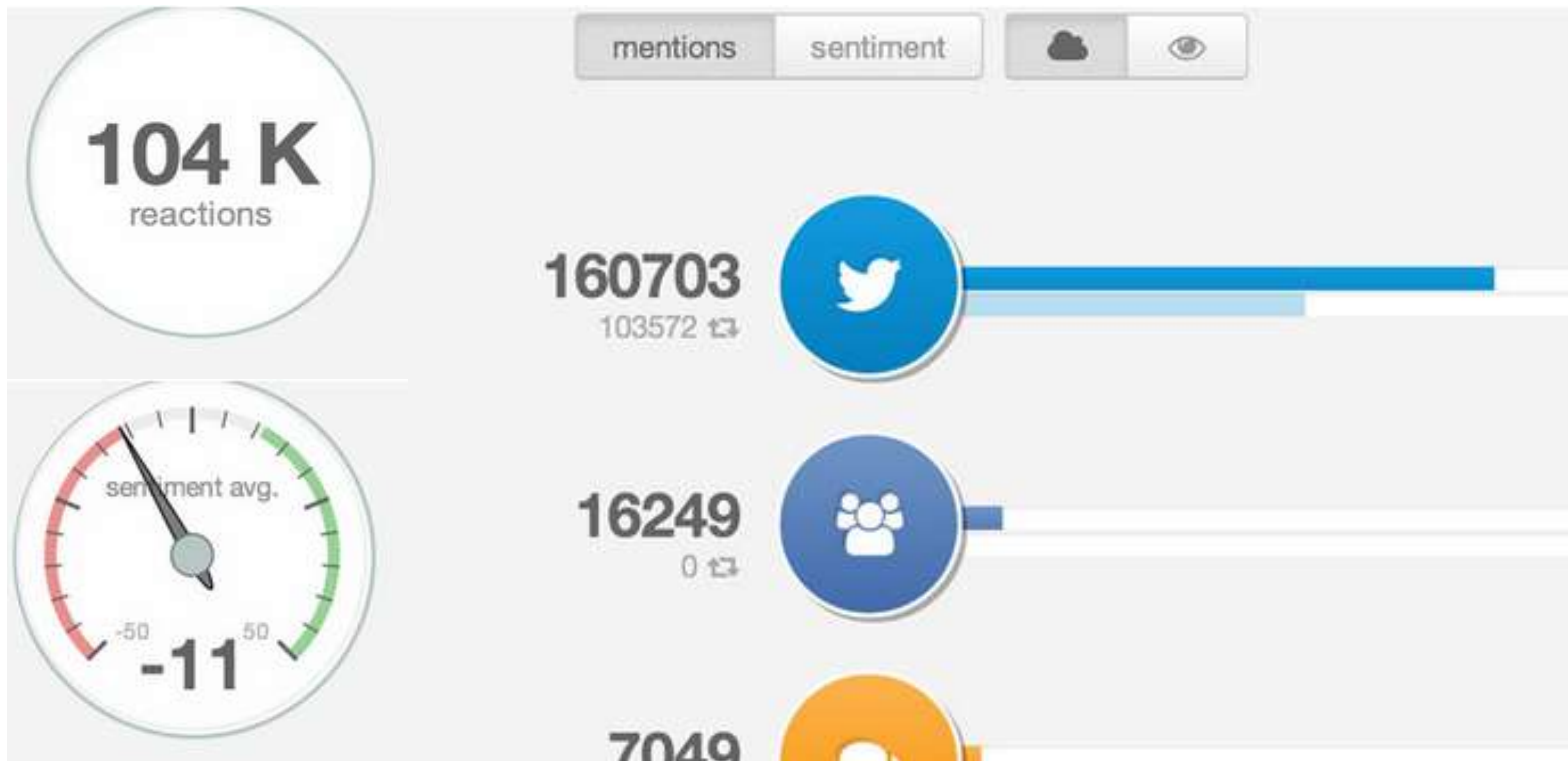




Social Panels to Inform Personalisation Strategy

Challenge

An agency managing a major retailer's loyalty programme wanted to understand how social media data can be used to help boost the effectiveness of their targeted marketing initiatives.

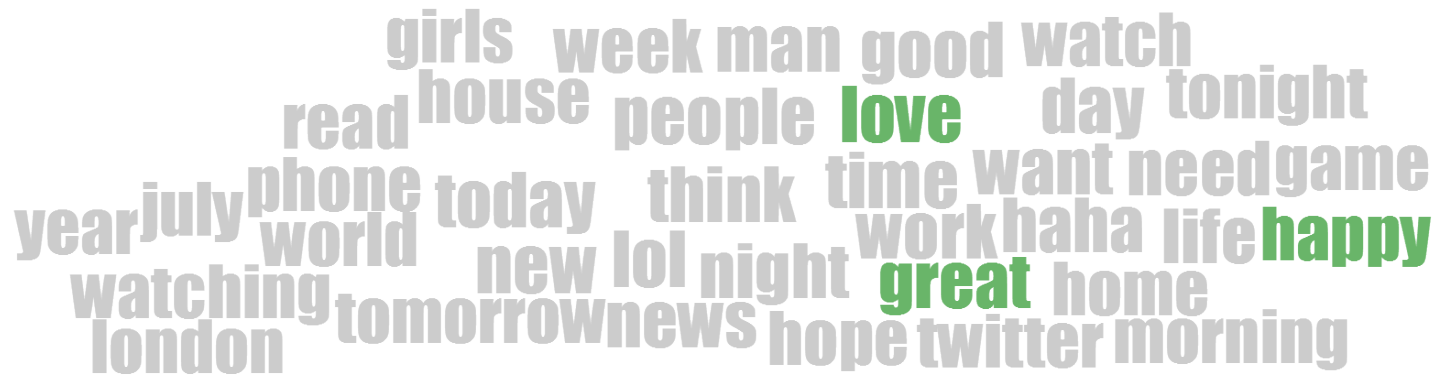


Solution

We first created a social panel of over 500 loyalty programme members. Then, using Pulsar TRAC's advanced filters and proprietary algorithms, we mapped the panellists' social media behaviour and captured all relevant social metadata

Detailed analysis of how they talked about shopping and brand interactions enabled us to identify a suite of moments where social media activity could augment existing customer knowledge and enable more personalized marketing offers.

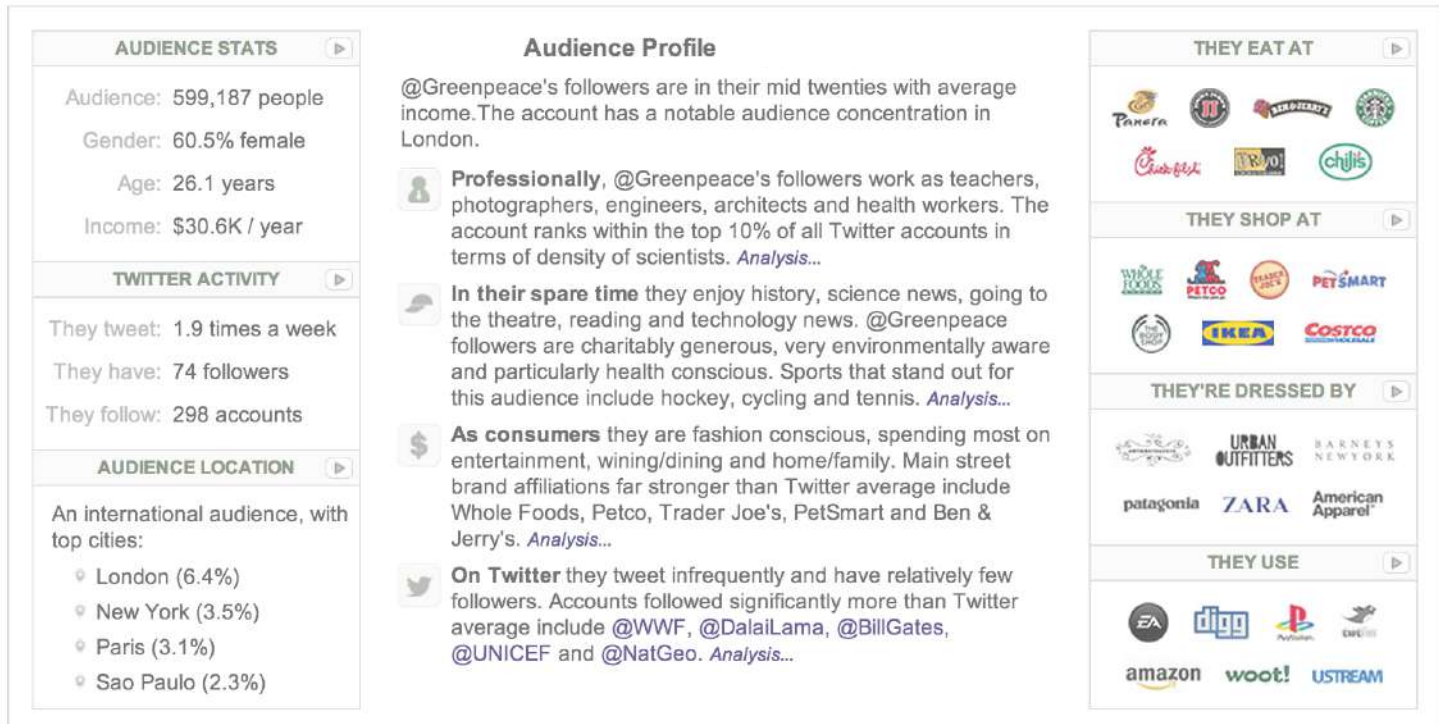
Finally, we quantified the scale of the opportunity based on the volume of social media discussion, to enable the team to prioritise the suggested approaches.



Wordcloud: most frequently used words by the target audience

Impact

Augmenting loyalty programme data with social data allowed us to gain unprecedented contextual understanding of the retailers' audiences. Our client then used this to inform their service personalisation strategy and come up with new effective ways to reach out customers in real-time.



Audience profile example

THANK YOU

If you want to find out more about
Pulsar please book a demo by
emailing us at:

info@pulsarplatform.com