PULSAR
FACEBOOK TOPIC DATA

Facebook topic data is one of the biggest sources of public opinion on earth

What is it?

Facebook topic data allows you to get unprecendented insight into events, brands, topics & activities, without compromising consumer trust.

Insights from Facebook topic data will help you improve the relevance and effectiveness of your digital marketing activity.

How is it different from other social network data?

Topic-level analysis
Posts are classified in real-time, making it easy to analyse the topics that are emerging from the millions of posts, topics & likes.

Volume
More people and more engagement on Facebook than anywhere else.

Demographics
Better understanding of the audience that's engaging on a particular topic.

Depth of metadata
Facebook data is highly structured with over 60+ attributes available for analysis.

50 Million businesses with active Facebook Pages [1]

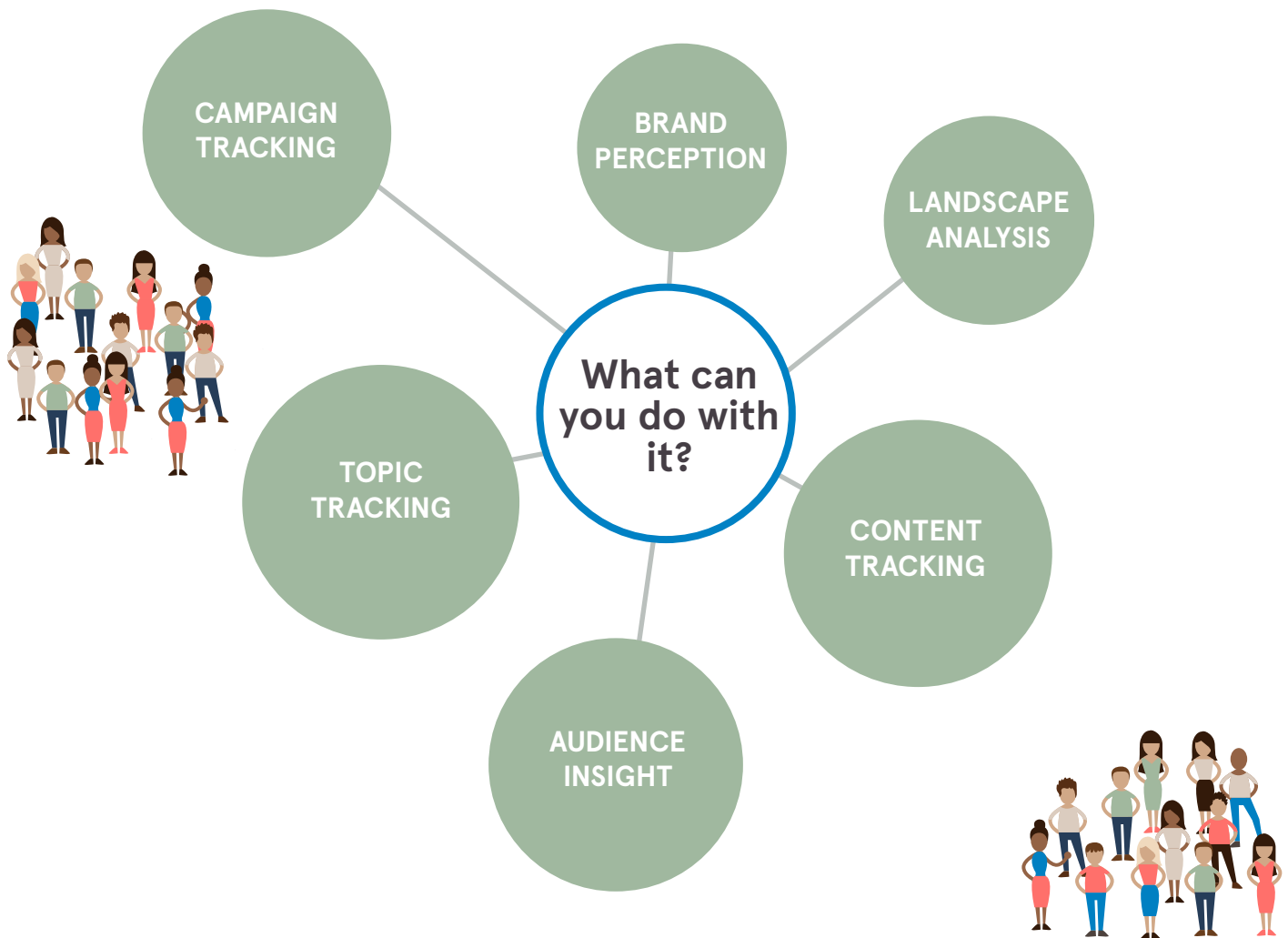1.09 billion daily active users spending 46 minutes a day on Facebook [2]

10x more data points than any other social data source [3]

Powered by DataSift using anonymised & aggregated Facebook topic data

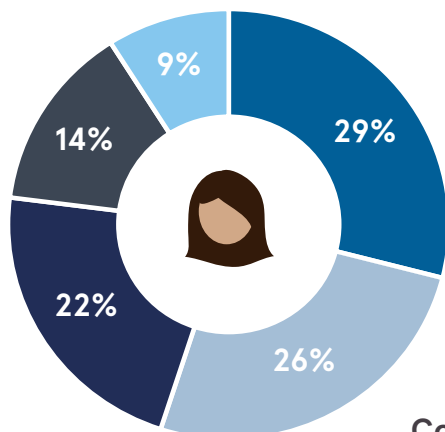1 Facebook – https://www.facebook.com/business/news/new-tools-for-managing-communication-on-your-page
2 Facebook Q1 2016 Earnings Report & Facebook Q2 2015 Earnings Report
3 Based on the number of studies we conducted on Facebook topic data

What can you do with it?

- CAMPAIGN TRACKING
- BRAND PERCEPTION
- LANDSCAPE ANALYSIS
- TOPIC TRACKING
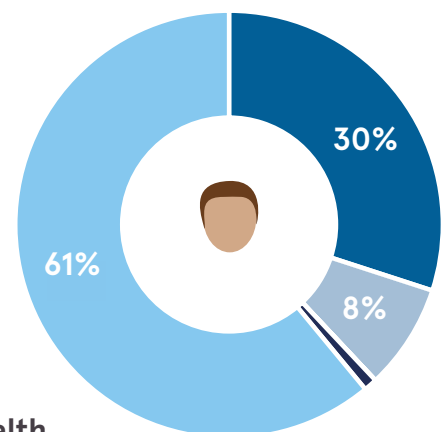- CONTENT TRACKING
- AUDIENCE INSIGHT

How does this play out in practice?

We used Facebook topic data to find insights in dentistry & oral care

- Toothache
- Bad breath
- Gum disease
- Sensitivity
- Decay

Female chart:
- 29% Toothache
- 26% Bad breath
- 22% Gum disease
- 14% Sensitivity
- 9% Decay

Male chart:
- 30% Toothache
- 8% Bad breath
- 61% Decay

Concerns around oral health appears to dictated by gender

Get in touch!

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Audience Intelligence