



**PULSAR**  
Social Data Intelligence

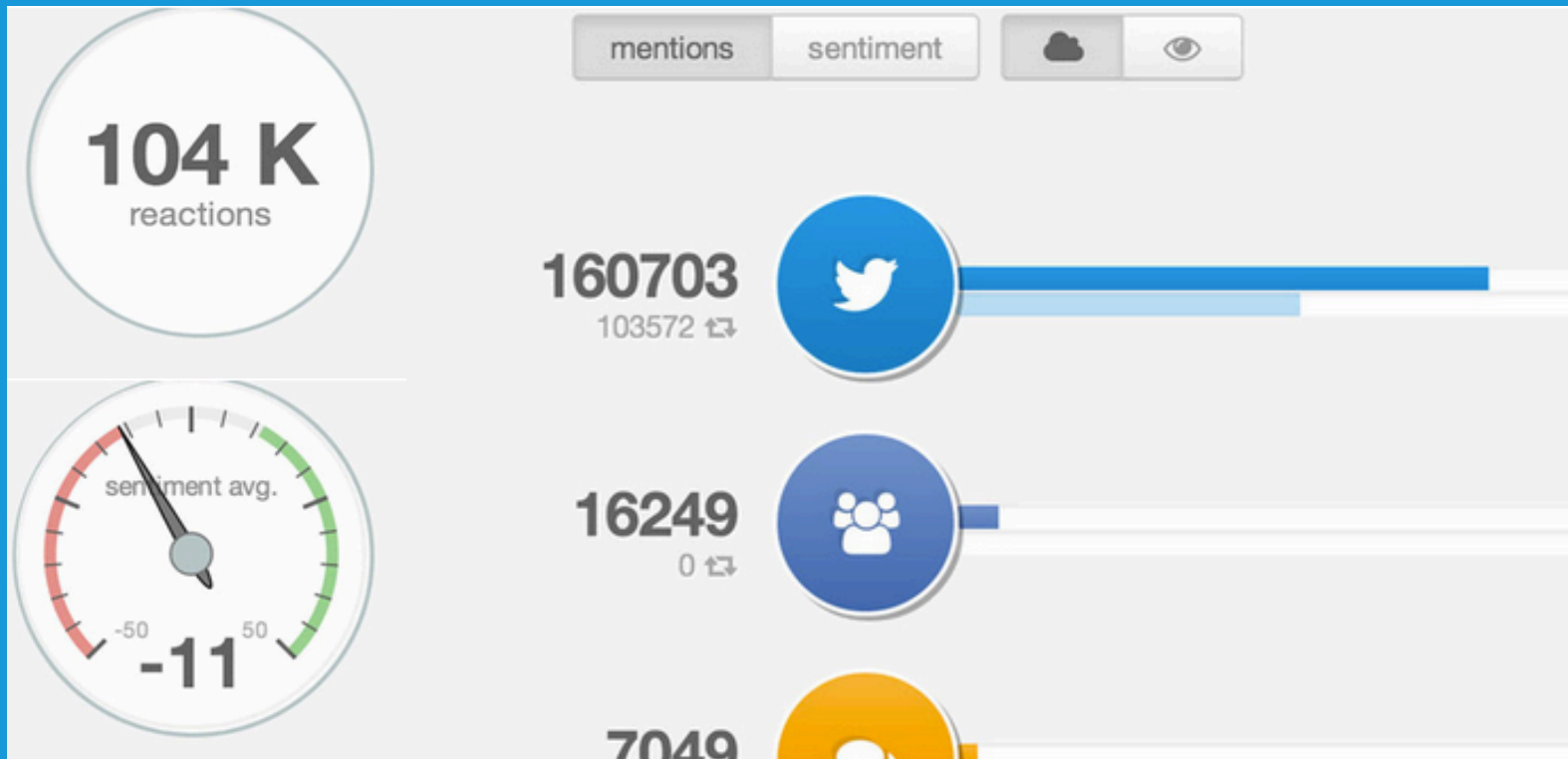
# Social Panels to Inform Personalisation Strategy





## 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.

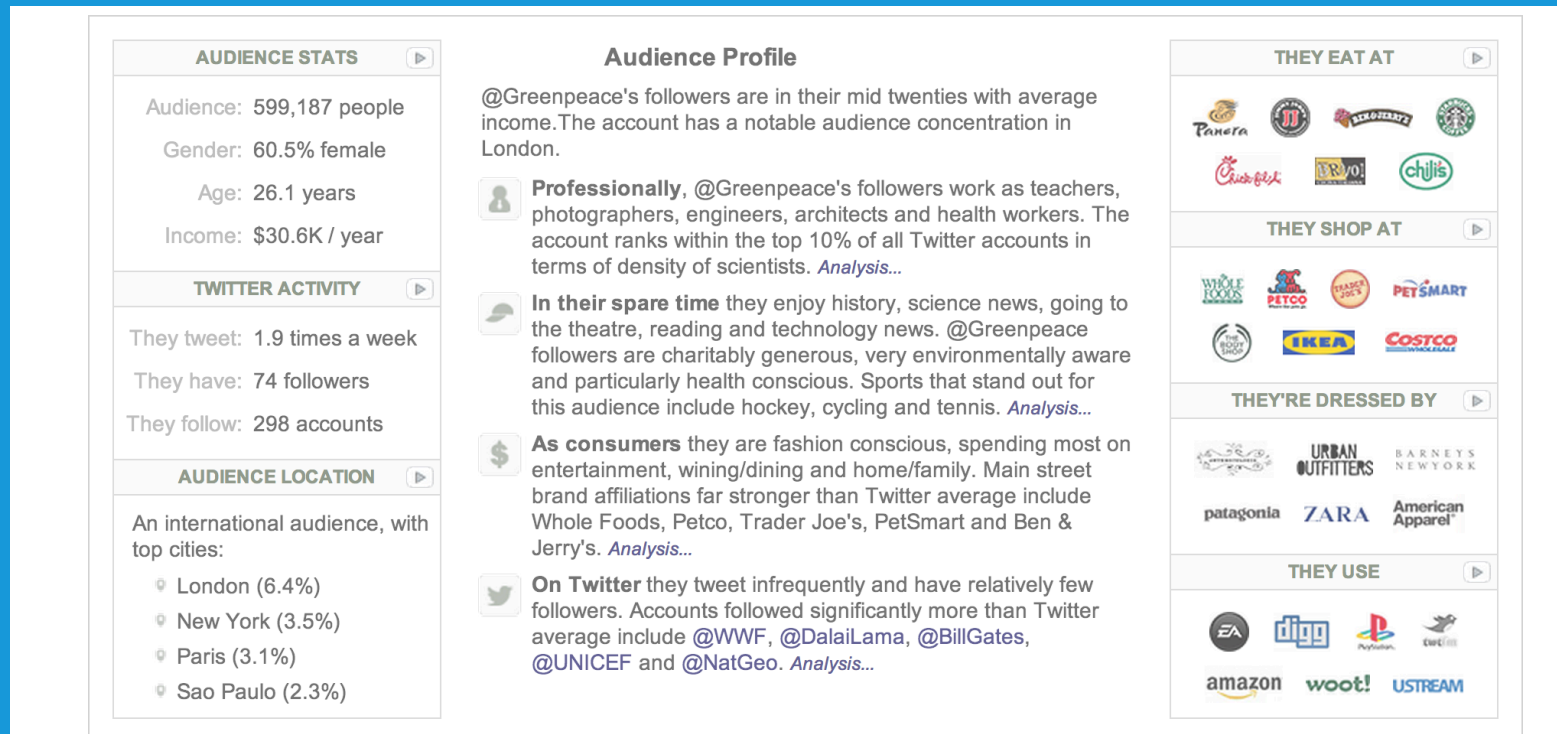


Wordcloud: most frequently used words by the target audience



## 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



# About the authors



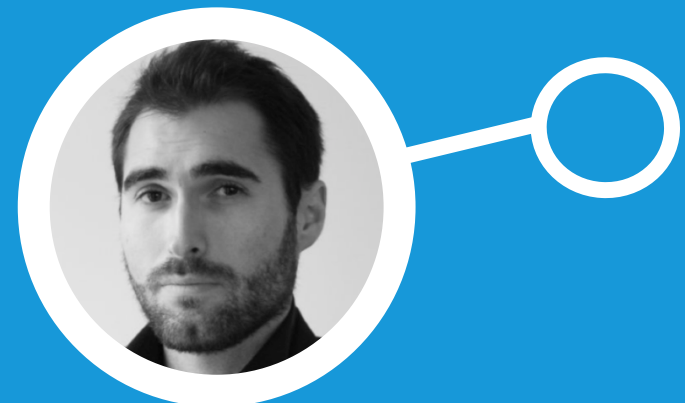
## **Erika Ammerman – Head of Social Insight**

Erika holds an MSc in consumer psychology and has been fascinated by consumer behaviour ever since she realized you don't necessarily have to use psychology training to listen to people recount their dreams on sofas. Prior to joining us, Erika lead Social Media Research as Research Director for NM Incite, having initially joined the Nielsen Company in 2006 as part of their BASES consultancy. Erika has worked with clients globally including P&G, Tesco, Kraft, Akzo Nobel, Unilever, GSK, Pfizer, Barclay's, BBVA, Disney, and Reckitt Benckiser.

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## **Anthony Fradet - Social Media Research Manager**

Since gaining a Masters degree from CELSA (Sorbonne University), Anthony has spent 5 years working for French market research companies, with quantitative, qualitative and social media focus. Anthony joined Pulsar in 2013 and before joining, he was responsible for a unique partnership between a top 5 'traditional' market research agency (CSA) and a social media research agency (linkfluence).



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# About the authors



## **Rob Parkin - Social Media Researcher**

After completing his degree in Psychology & Sociology, realising his passion for research methodologies, culture, media & consumption, he moved to London to pursue a career in market research. He has since held positions working with quantitative, qualitative and social media research companies. Interested in technology and social business he has also helped organisations work more collaboratively with enterprise social networks. Rob now puts all this experience into practice carrying out real time online research for our retail clients.

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## **Sameer Shah - Social Media Research Executive**

Having completed an undergrad and postgrad in Economics, Sameer found his way into the world of social via blogging. An intrigue into how people interact online led him to AnalyticDNA, where he worked for 18-months as an insight analyst and discovered the business value of social media. He joined Pulsar in the summer of 2013 and devotes the majority of his time to retail clients.



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THANK YOU

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