

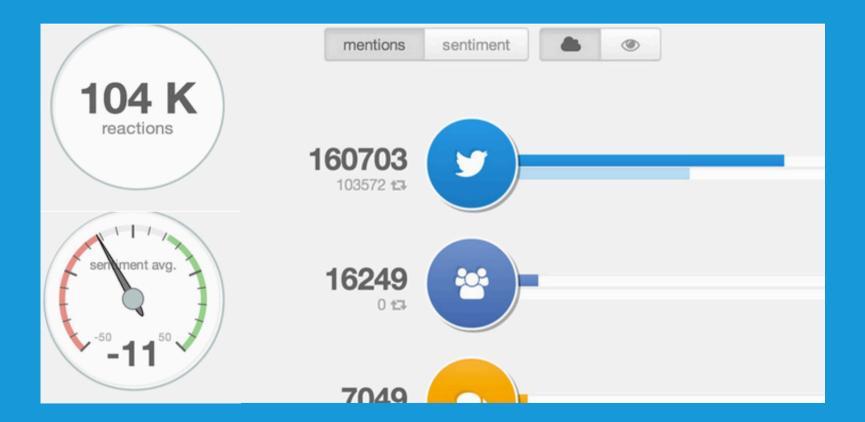
Social Panels to Inform Personalisation Strategy





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.

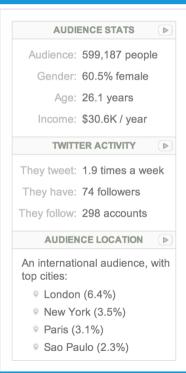
girls week man good watch read house people love day tonight year july phone today think time want needgame year year world new lol night work haha life happy watching tomorrownews hope twitter morning

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

@Greenpeace's followers are in their mid twenties with average income. The account has a notable audience concentration in London.



Professionally, @Greenpeace's followers work as teachers, photographers, engineers, architects and health workers. The account ranks within the top 10% of all Twitter accounts in terms of density of scientists. *Analysis...*



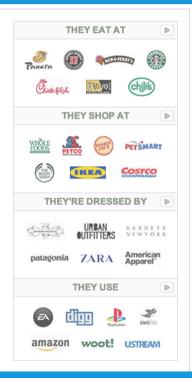
In their spare time they enjoy history, science news, going to the theatre, reading and technology news. @Greenpeace followers are charitably generous, very environmentally aware and particularly health conscious. Sports that stand out for this audience include hockey, cycling and tennis. *Analysis...*



As consumers they are fashion conscious, spending most on entertainment, wining/dining and home/family. Main street brand affiliations far stronger than Twitter average include Whole Foods, Petco, Trader Joe's, PetSmart and Ben & Jerry's. *Analysis...*



On Twitter they tweet infrequently and have relatively few followers. Accounts followed significantly more than Twitter average include @WWF, @DalaiLama, @BillGates, @UNICEF and @NatGeo. Analysis...



Audience profile example



About the authors

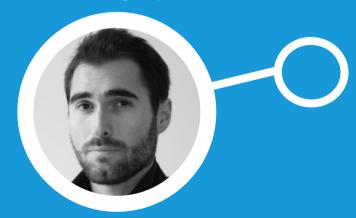


Erika Ammerman – Head of Social Insight

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.

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.

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

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

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