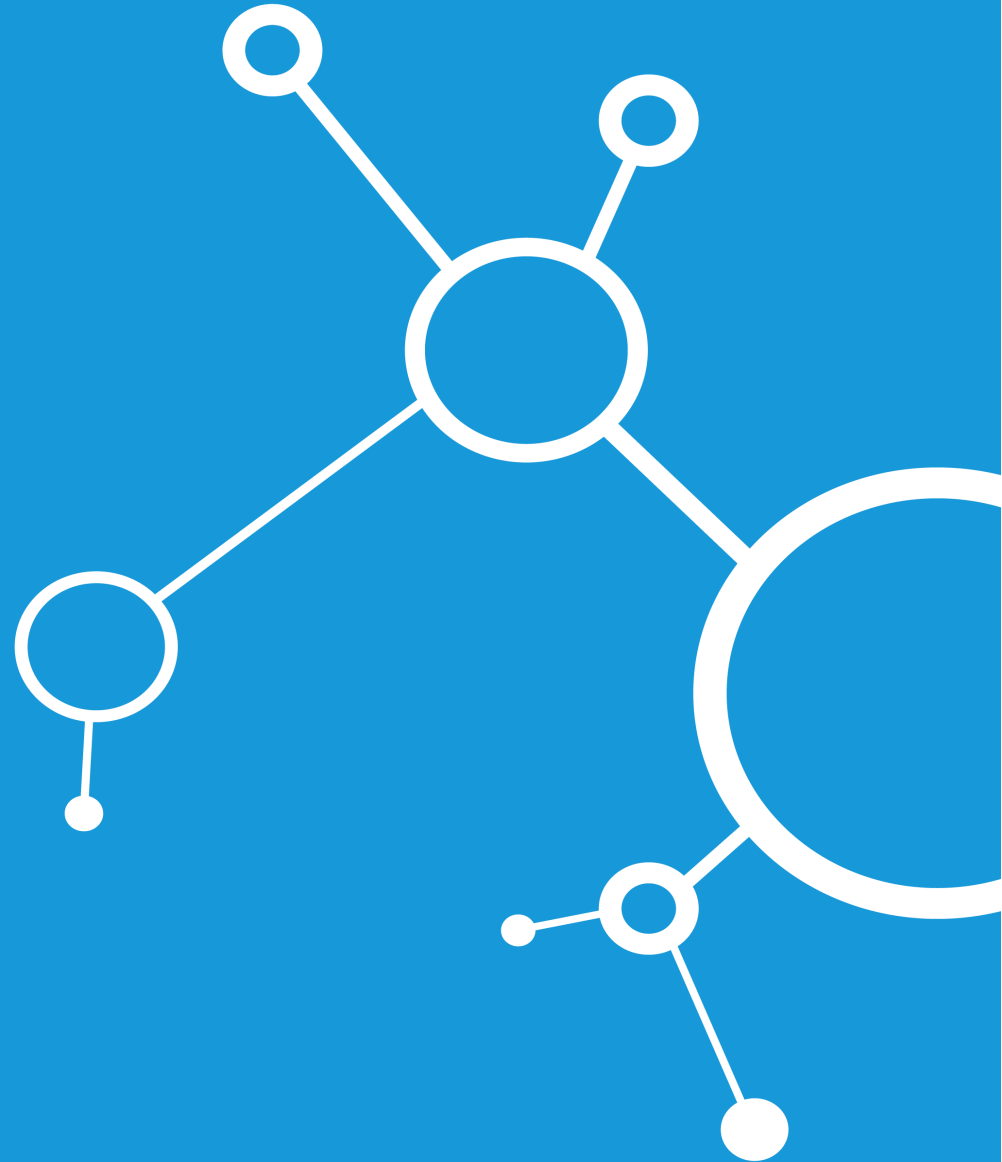# PULSAR
Social Data Intelligence
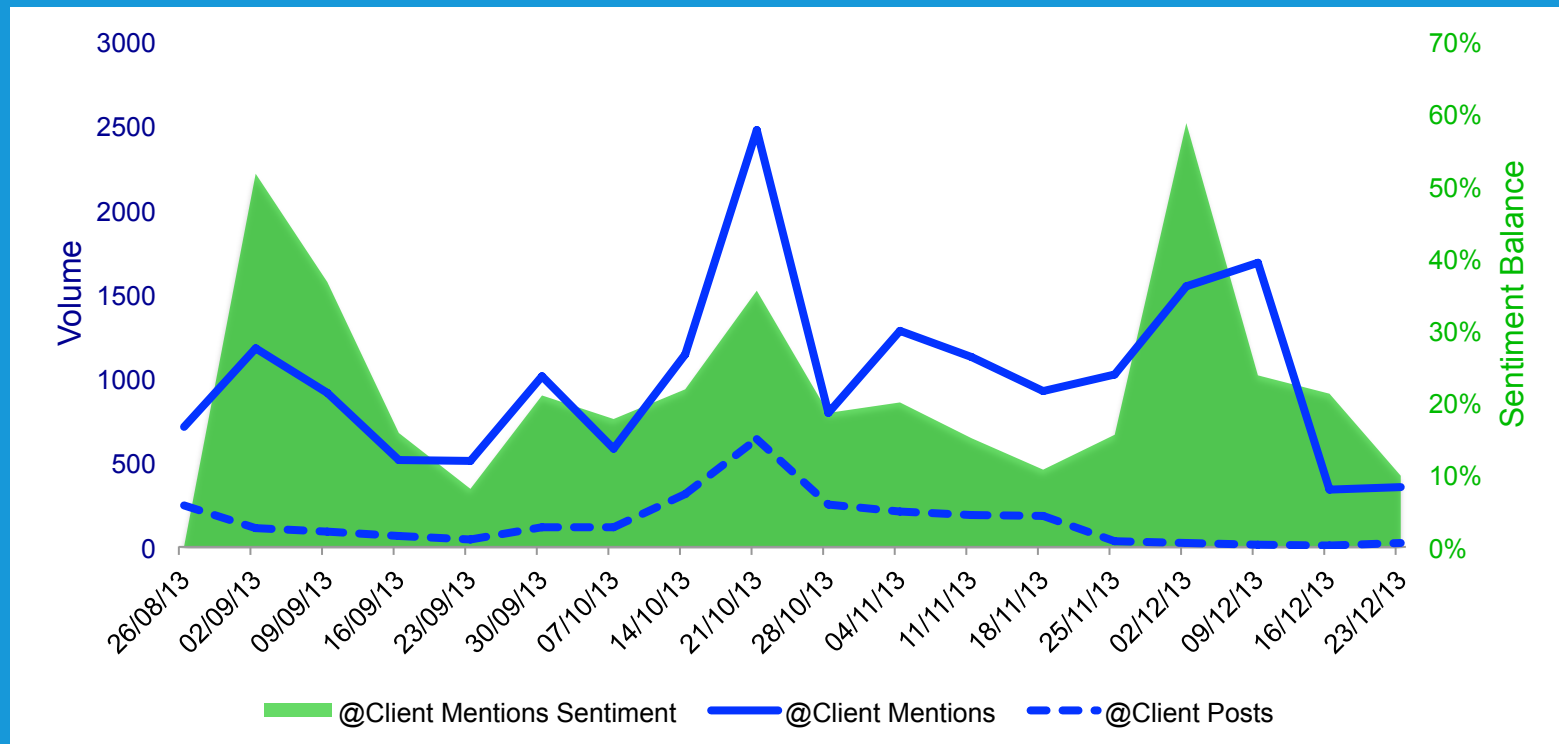
Connecting Social Data and Sales Figures

Challenge

A major global retailer had been proactively engaging with customers online with a campaign aiming to trigger surprise and delight with gifts via Twitter, Pinterest and Instagram. The team was keen on understanding the performance of this initiative.
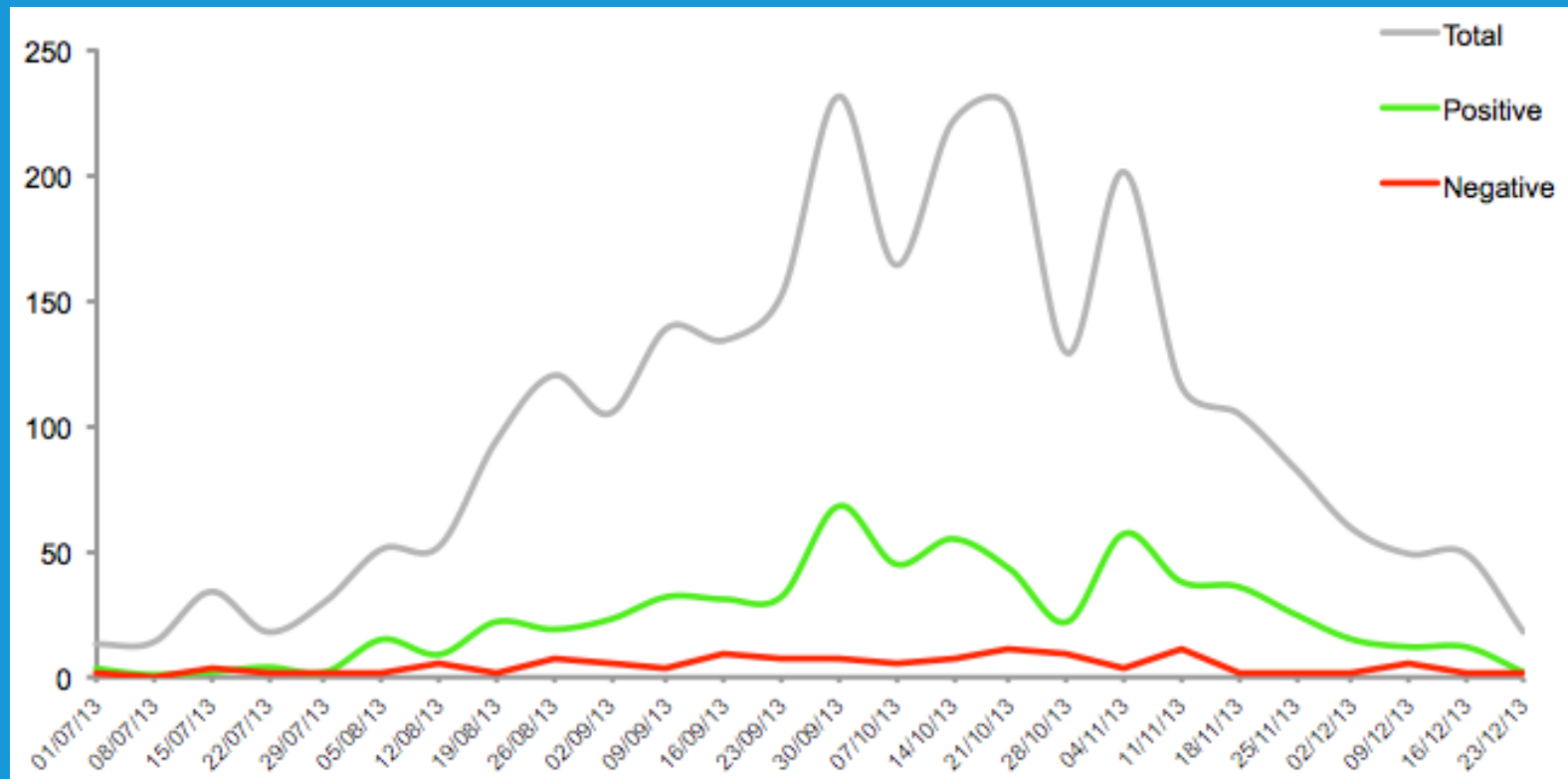

Mentions and positive sentiment peak during competitions

Solution

Pulsar TRAC enabled us to gather social data to such a granular level that we were able to correlate social data with individual sales, connecting the dots between social engagement, loyalty and sales results.


Discernible upturn in positive sentiment from gift recipients once initiative began

Impact

We achieved an in-depth understanding of the campaign impact and provided ways to improve similar activities in the future. The use of both social data and sales figures helped us deliver in-depth engagement learnings: do's, don'ts, and the type of social profiles to be targeted.
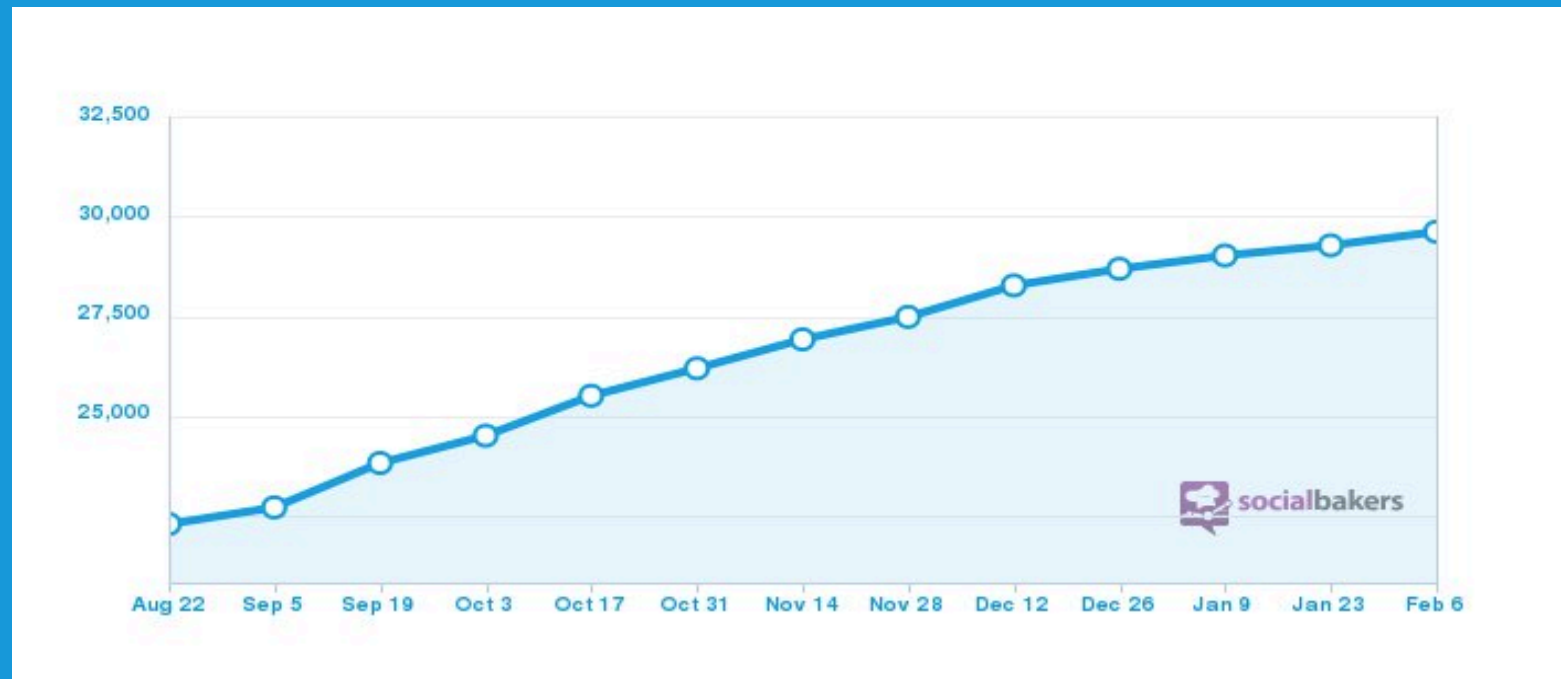
Our client's account experienced continued increase in followers
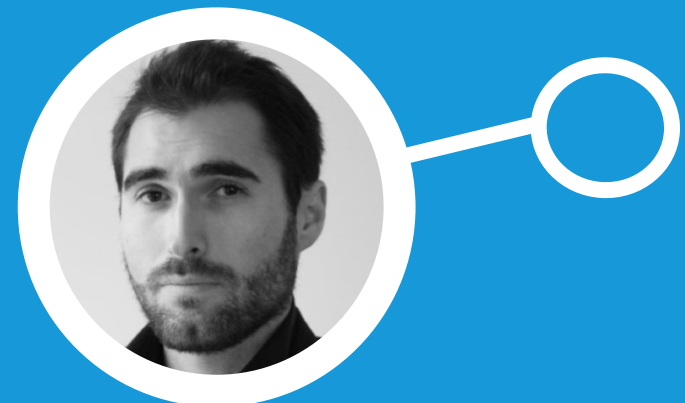
About the authors

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).

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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Social Data Intelligence

THANK YOU

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

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