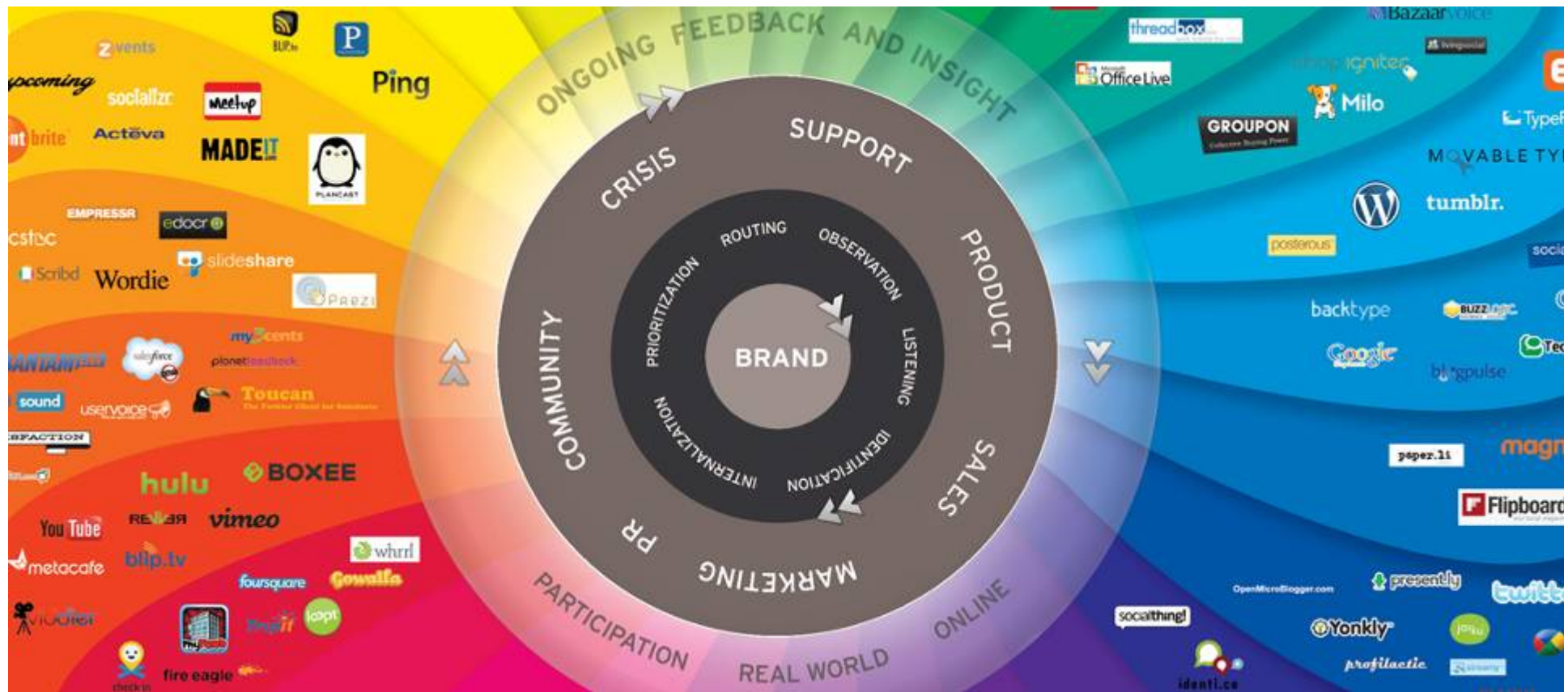




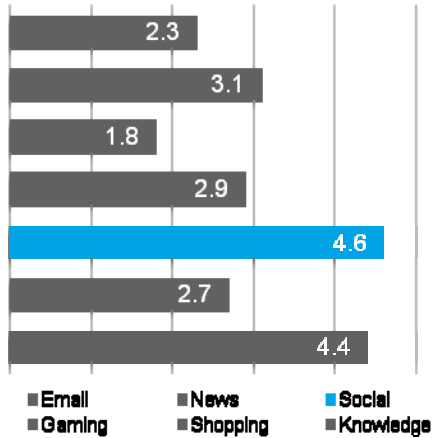
The Future of Social Analytics

Cassandra Faria | Adobe Systems (Omniure BU)



Why social media matters to brands

Time Spent on Online Activities
Hours per Week

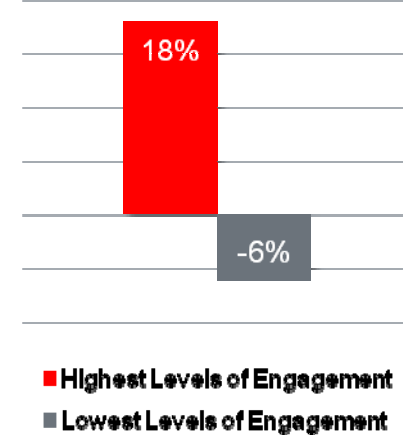


81%

of survey respondents said they'd **received advice** from friends and followers **relating to a product purchase** through a social site.



Revenue Growth (2009)



It's the largest online media segment and fastest growing overall.

It's a proven marketing channel.

It's a source of real-time customer insights.

Social engagement has become critical to brand health.

Sources: TNS: Digital Life, September 2010; Click Z, January 2010; "Case Study – Dell: Free Range Marketing, Radian6, March 2010; Engagementdb, July 2009

The social web is about the person, not the channel



The image shows a Google search interface. The search bar contains the text "mashable" and a "Search" button. Below the search bar, it indicates "About 7,880,000 results (0.01 seconds)". On the left side, there are navigation links for "Everything", "Images", "Videos", "News", "Shopping", and "Blogs". The search results display a link titled "Social Media News and Web Tips – Mashable – The Social Media Guide" with a date of "Mar 22, 2011". Below the link, there is a snippet of text: "Social Media news blog covering cool new websites and social networks: Facebook, Google, Twitter, MySpace and YouTube." followed by "mashable.com/ - Cached - Similar" and "Jorgen Sorensen shared this on Twitter - Dec 16, 2010". At the bottom of the result, there is a question: "Want to see which results your friends are talking about? Are you cassandrafarina?" with buttons for "Yes, this is me", "No", and "Learn more".

A social strategy begins with a digital strategy

Social strategy cannot live in a silo.

It must play a key role across brands' digital strategy.

Case Study: Gatorade Mission Control



MISSION CONTROL

Case Study: Gatorade Mission Control

Monitoring tools + Engagement tools + Traditional web analytics

= Optimised brand experiences across **all places they engage with their customers.**

- Increased engagement with product videos by 250%
- Reduced website exit rate from 25% to 9%
- Increased mentions of G Series Pro, by 9% on Facebook and Twitter.
- Increased tracked discussions about sports performance by 60%

Source: Mashable: "Inside Gatorade's Social Media Command Center", June 2010



Common social media metrics

- Return on engagement
- Sentiment
- Number of subscribers/followers/fans
- Traffic
- Conversation volume
- Reach



Measurement is vital



42% of companies say they
don't know the **ROI figure** for
any of the money they spent on
social media

Source: Econsultancy: Social Media and Online PR Report 2010, September
2010

The new challenge for social marketers



Leverage **data** from social interactions to drive **multi-channel marketing optimisation**

Social Media Monitoring

What is it?

- Capture conversations from social networks and communities and measure sentiment.

Strengths

- Persistent brand health monitoring.
- Real-time customer and competitive insights.
- Response management for issues and problems.

Gaps

- No ties to other channels or ROI impact.
- Limited analytics toolset.
- Commodity technology; over 145 documented vendors.



radian6

VISIBLE
TECHNOLOGIES

SCOUTLABS

Social Campaign Management

What is it?

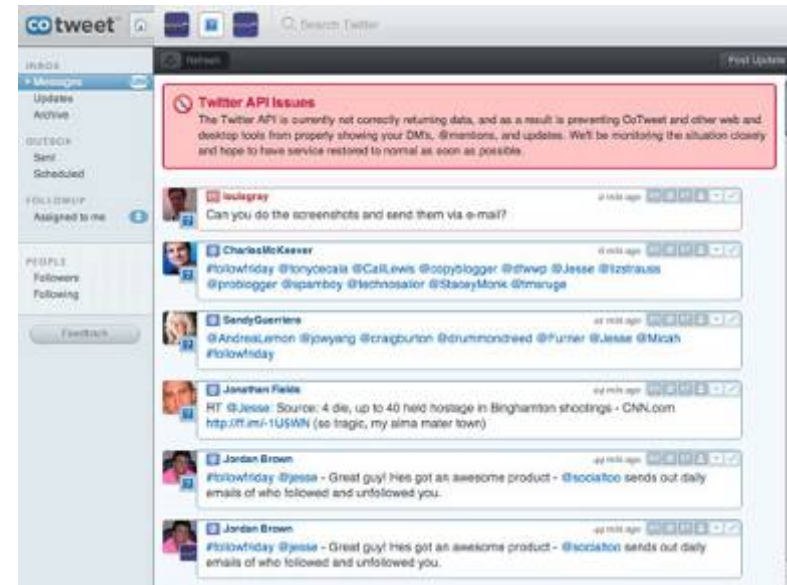
- Tools to manage a brand's presence on social networks and communities and execute marketing campaigns via social media.

Strengths

- Centralised management and publishing across a variety of profiles.
- Management of campaign workflow and governance.
- Measures published content and provides analytics on engagement.

Gaps

- No cross-channel integration making campaign initiatives and analytics siloed.
- Analytics limited to engagement metrics (Likes, Re-tweets, etc...); no ties to ROI.
- Limited reporting and analysis toolset.



Community Platforms

What is it?

- Web publishing platforms that enable user-generated content and social networking for brand websites intended to foster conversation and community.

Strengths

- Powerful and flexible for integrating social functionality into digital brand experiences.
- “Drag-and-drop” feature implementation
- Robust data collection.

Gaps

- No direct ties to other on-site activities or ROI.
- Lots of valuable data with no way to leverage it for optimisation.



Shout It!
Let consumers share content they like on social networks.



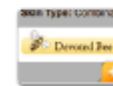
QuickTake
Navigate based on popular sentiments of “people like me.”



Photo/Video Upload
Bring reviews to life with multimedia.



Sliders
Visually express difficult-to-measure opinions.



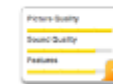
Badges
Call attention to key contributors.



Tag Filtering
Easily see hot topics in consumer content.



Voting
Let users reward the best content.



Rating Dimensions
Let reviewers rate specific product features.

jive



Bazaarvoice™



Pain points

**Multiple,
disconnected
tools and
workflow**

**Heavy reliance
on staff
to manage**

**Proving real ROI
difficult beyond
engagement
metrics**

**No cross-
channel
insights**



Power owned, earned and paid media strategies

- Merge social media and business impact
- Transform marketing insight
- Monetise social media engagement
- Enable community-driven decision making



The future of social analytics

By using social insight, brands will be empowered to:

- Optimise interactions with consumers
- Create more personalised and relevant customer experiences
- Maximise their marketing investments



Big brands are doing it....

Connect Amazon and Facebook

Close X



Improve your Amazon shopping experience by tapping into your Facebook network.

- Discover Amazon recommendations for movies, music, and more based on your Facebook profile.
- See upcoming birthdays and find your Facebook friends' Amazon Wish Lists more easily.
- Get gift suggestions for your friends based on their Facebook profiles.
- Explore your friends' profiles and see who has similar interests.

 Connect with Facebook

(You will be asked to approve this connection)

Your personal Amazon data will not be shared with Facebook.

- Amazon *will not* share Your Account information with Facebook.
- Amazon *will not* share your purchase history with Facebook.
- Amazon *will not* attempt to contact your Facebook friends.

And not so big brands are doing it...

The image shows a screenshot of the Active.com Facebook page. The page header includes the Facebook logo, a search bar, and the Active.com profile picture. The main content area displays a post from the Murfreesboro Half Marathon "The Middle Half" event, which includes a link to the event website and a comment from Sarah Barton asking about hated gym behaviors. A comment from Jairo Torres is also visible.

facebook Search

Active.com
Company

Wall Active.com · Most recent ▾

Share: Post Photo Video

Write something...

Murfreesboro Half Marathon "The Middle Half"
Mark Your Calendars! <http://www.themiddlehalf.com/2011/03/its-a-date/>
13 minutes ago · Like · Comment

2 people like this.

Write a comment...

Sarah Barton
What are your most hated things that you see other people do at the gym? :D
37 minutes ago · Like · Comment

Jairo Torres Hate to see people lifting more weight than they can handle and do very few reps.
6 minutes ago · Like

active.com

Wall
Info
Training
Twitter
YouTube
Careers
Feedback
Photos (1,285)
More ▾

425,734
people like this

#WINNING

Thank You

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[@AdobeUK](#)