sotrender

Explainable insights

Who are we?

The Team

Data Science in our DNA

- **Analytics team** that delivered value for multiple clients
- **In-house R&D** - AI and Machine Learning algorithms development designed for Social Media specifically
- **Scientific roots** - Our leaders are acknowledged and awarded academics in data science fields affiliated at Warsaw University & SGH.

The Data

Data-driven services and advisory

- Gathered from most **popular social media platforms** - Facebook, Instagram, Twitter, YouTube, LinkedIn and more
- Including **Telegram**
- **Organic and paid**
- Available in analytical app, reports, tailor-made dashboards

500+
data metrics

10+ years of cooperation

with 500+ companies and corporations

Services and Advisory

sotrender

Power Benchmarks

Buzz Insights

Emerging Topics

Flexi Dashboards

Influ Scanner

Custom Solutions

Services and Advisory

Power Benchmarks

Strategic toolkit for evaluating the effectiveness of social media activities

Industry Standard

Unique SaaS Solution for Meta Ads campaigns evaluation and benchmarking

How does it work?

- **Engagement** Score: How engaging is your content?
- **Interactivity** Score: How interactive is your channel?
- **Sentiment** Score: How your content is received?
- **Product Sentiment** Score: How your products are received?
- **CX Scores**: How effective is your customer service?

What is the value for the Clients?

- **Instant positioning** of your Brand on the competitors landscape (4000+ brands)
- Effortless and meaningful **comparisons with whole market, category** and key competitors to find out who has the winning strategy and learn from the winners
- Detailed analysis of **your social media differentiators** ranked against competitors to find your USPs, and improve your communication strategy
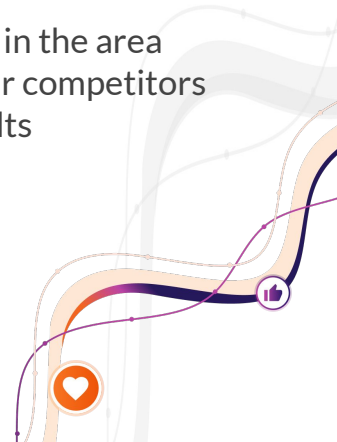
How Scores **work**?

Your performance rated from 0 to 100

0 — **50** — **100**

Your **performance is the weakest** in the area studied or you are not getting results here at all. All competitors are better than you
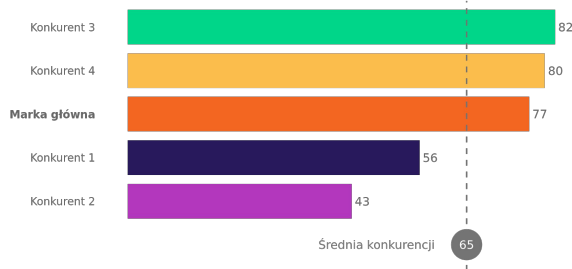
Your performance is **at the average level** in the area studied. You rank in the median of competitive results

You are **the best** in the area under study. Your competitors have worse results
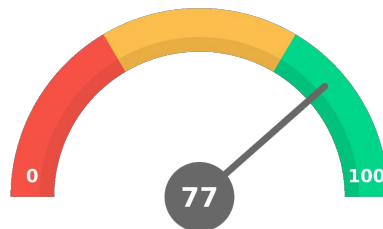
Power Benchmarks

Communication analysis

INTERACTIVITY SCORE 2022

Konkurent 3	82
Konkurent 4	80
Marka główna	77
Konkurent 1	56
Konkurent 2	43
Średnia konkurencji	65

YOUR BRAND 2022

0   77   100

HOW TO INTERPRET THE RESULTS?

INTERACTIVITY SCORE is a function of Facebook and Instagram profile engagement metrics.

We analyze the total number of reactions (like, love, ha-ha, sad, angry, wow), comments under posts and post shares.

This index shows the relative position of the analyzed profiles against the background of a **representative sample of Facebook profiles (4000+ profiles)** belonging to various industries.
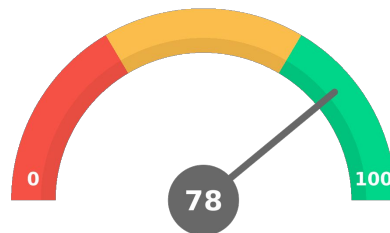
INTERACTIVITY SCORE is standardized in the range of **0 (no commitment) to 100 (record commitment).** The X value of the indicator means that the weighted average number of reactions, comments and postings (Interactivity Index - INI) for a given profile was higher in a given period than for X% of Facebook profiles.

Communication analysis

ENGAGEMENT SCORE 2022

Konkurent 3	83
Konkurent 4	82
Marka główna	78
Konkurent 1	62
Konkurent 2	58
Średnia konkurencji	71

YOUR BRAND 2022

0   78   100

HOW TO INTERPRET THE RESULTS?

ENGAGEMENT SCORE is a measure of the quality of Facebook and Instagram posts

That is, their ability to engage the audience. **It is a function of the number of reactions, comments and shares per 1 post.**

This index shows the relative position of the profile against all Facebook profiles. Unlike the Interactivity Score - it rewards profiles that publish less often, **but provide more engaging content.**
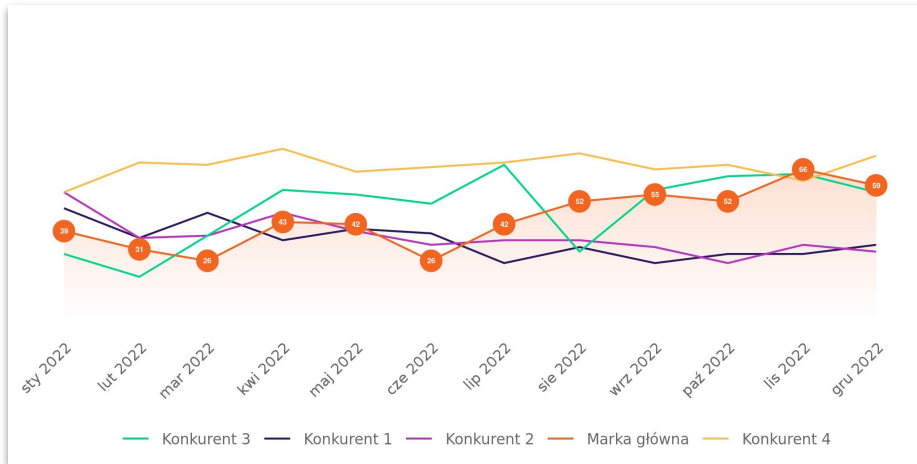
ENGAGEMENT SCORE is standardized in the range from 0 to 100. The value of X means that the weighted average number of per post reactions, per post comments and per post shares for the profile was higher over the period than for the X% of Facebook profiles.
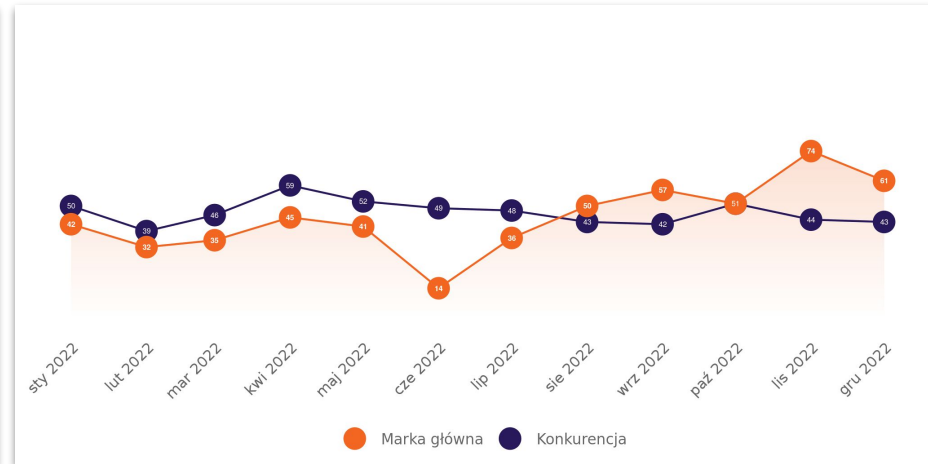
Communication analysis

WHAT DO WE ANALYZE?
We analyze the change in indicators over time and compare your brand with the competition

INTERACTIVITY SCORE 2022

ENGAGEMENT SCORE 2022

Legend (Interactivity Score 2022): Konkurent 3 — Konkurent 1 — Konkurent 2 — Marka główna — Konkurent 4

Legend (Engagement Score 2022): Marka główna — Konkurencja

Diagnostic Matrix (Engagement)

ENGAGEMENT MATRIX

Overactive

Brands in this quadrant of the matrix are characterized by high total engagement (Interactivity Score) but low quality of published content (Engagement Score).
Such brands publish a lot of content, but usually of low quality.

Leaders

Brands in this quadrant of the matrix are characterized by high total engagement (Interactivity Score) and high quality of published content (Engagement Score).
The closer the brand is to the upper right corner of the matrix, the closer it is to the leader position.

Brands in this quarter of the matrix are characterized by a low total engagement (Interactivity Score) and a low quality of published content (Engagement Score).
Such brands need to improve the clarity of their communication to increase its reach and impact.

Brands in this quadrant of the matrix are characterized by lower total engagement (Interactivity Score) but high quality of published content (Engagement Score).
Such brands publish less content, but their opinion formation is very high.

Indifferent

Influencers

Interactivity Score (0-100)

Engagement Score (0-100)

HOW TO INTERPRET THE RESULTS?

- The brand position should be interpreted depending on **which quadrant of the matrix it is in**.
- The closer to the **extreme positions** (matrix corners), the more strongly the characteristics relate to the brand.
- The closer to the **center**, the more undefined the position of the brand is, which means that it is in the vicinity of the average results and further communication activities should be strengthened.
- **Tracking the position on the matrix over time** helps to understand the path that the brand takes in the reception of its communication and diagnose whether it is the desired direction or requires correction, and which aspect of communication should be strengthened.
- The position on the matrix can be tracked **against all over 4,000 brands**, then let's look at the position on the 0-100 scaled matrix or **close-up at our own industry and direct competition**.

Diagnostic Matrix (Engagement)
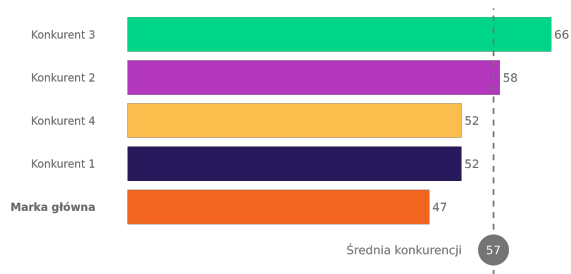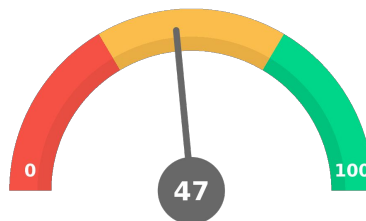

ENGAGEMENT MATRIX
(12 MONTHS)

Overactive   Leaders

Interactivity Score (0-100)

Main brand

mean = 71.12

Competition

mean = 74.62

Indifferent   Influencers

Engagement Score (0-100)

ENGAGEMENT MATRIX
(12 MONTHS)

Overactive   Leaders

Interactivity Score (0-100)

Competitor 1
Competitor 3
Main brand

Competitor 4

Competitor 2

Indifferent   Influencers

Engagement Score (0-100)

Communication analysis

SENTIMENT SCORE 2022

Konkurent 3	66
Konkurent 2	58
Konkurent 4	52
Konkurent 1	52
Marka główna	47
Średnia konkurencji	57

YOUR BRAND 2022

0   47   100

HOW TO INTERPRET THE RESULTS?

SENTIMENT SCORE is a measure of the temperature of emotions in a discussion under profile posts

It is based on an artificial intelligence algorithm that detects the sentiment of comments on posts: positive, neutral or negative.
SENTIMENT SCORE can have values from **0 (only negative comments) to 100 (only positive comments)**.

A value of 50 represents a balance between positive and negative comments.

Communication analysis

WHAT DO WE ANALYZE?

We analyze the change in indicators over time and compare your brand with the competition

SENTIMENT SCORE 2022
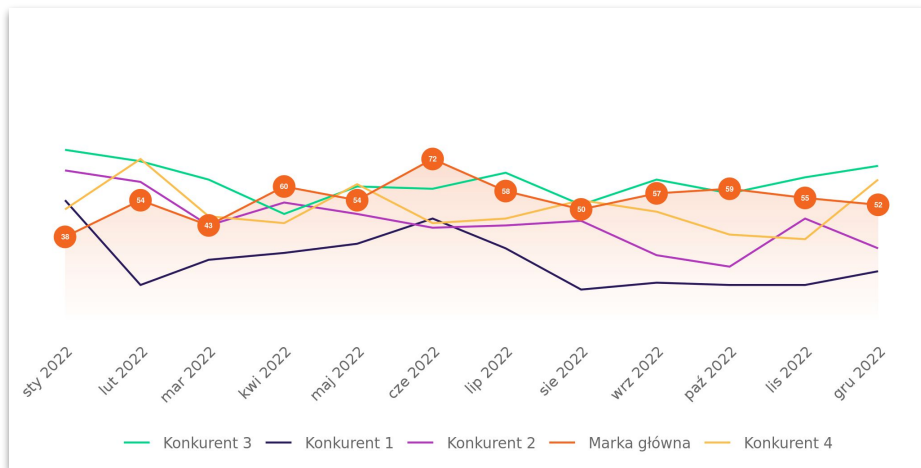
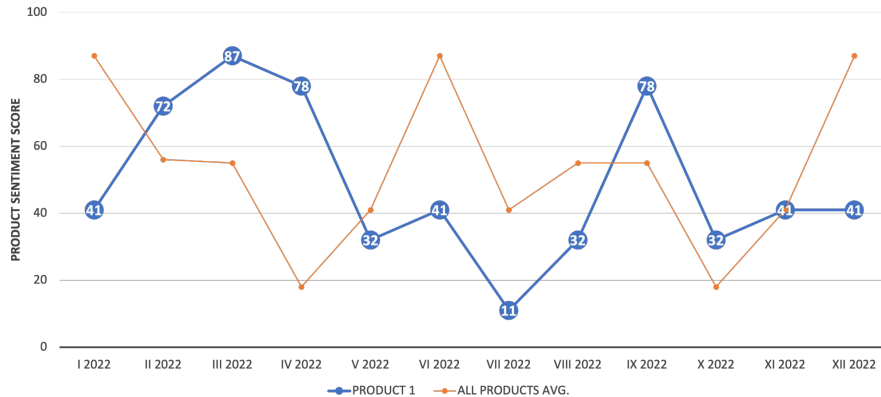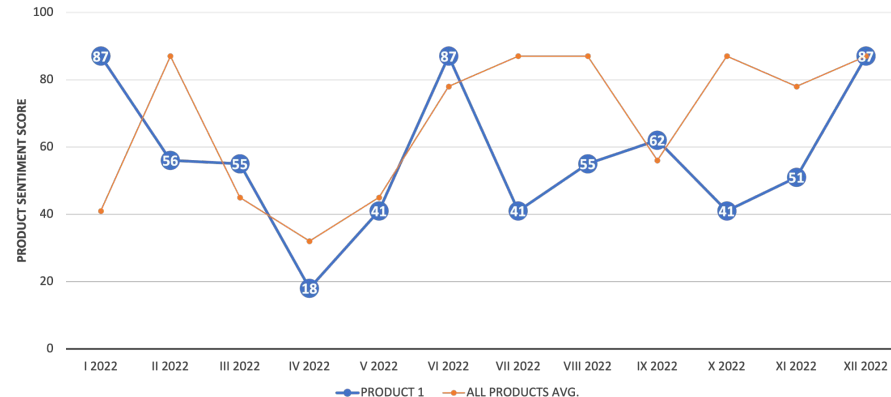**PRODUCT SENTIMENT SCORE 2022**
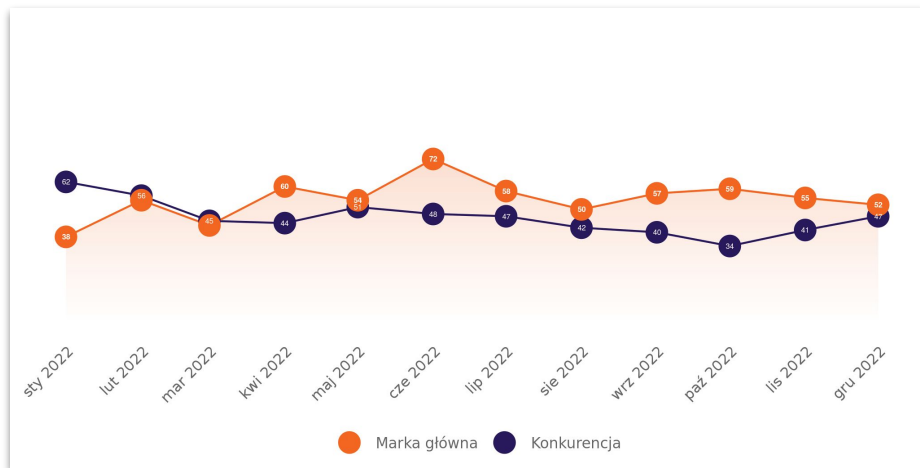
Communication analysis

WHAT DO WE ANALYZE?

In the extended version, we analyze the change in indicators over time and compare your products with those of your competitors
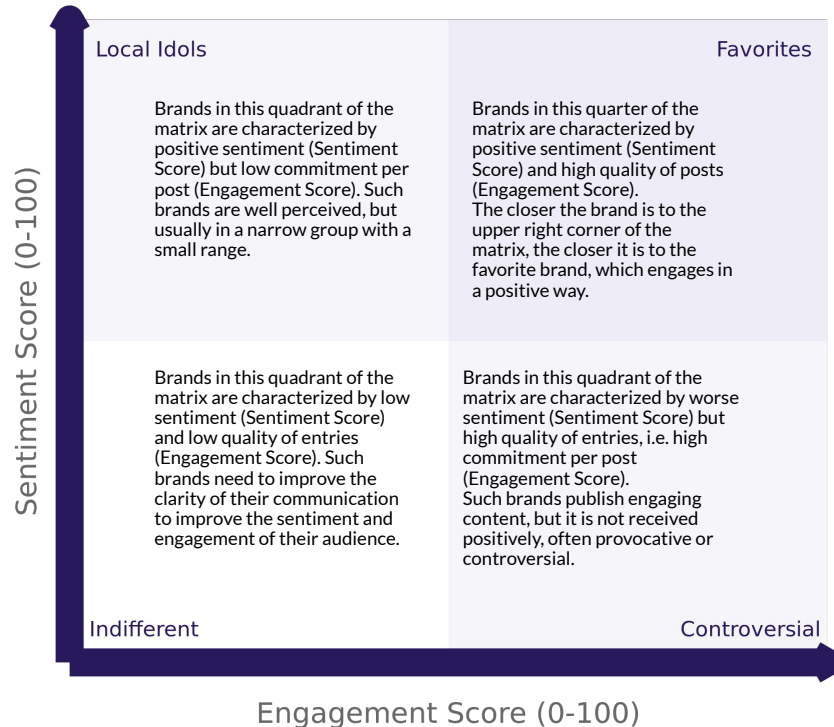
PRODUCT #1 (YOUR BRAND)

PRODUCT # 1 (COMPETITOR 1)
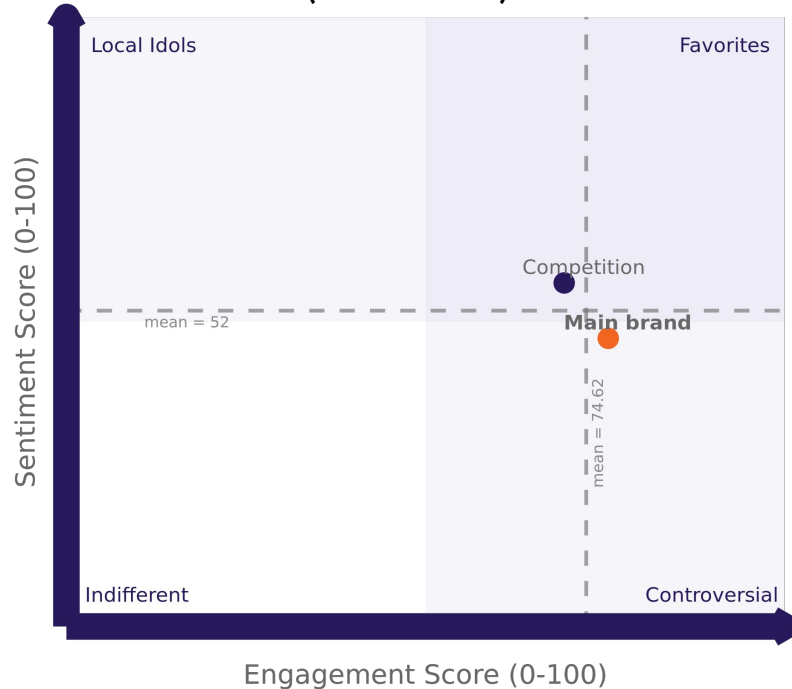
Diagnostic Matrix (Emotions)

EMOTIONAL ENGAGEMENT MATRIX

Local Idols

Brands in this quadrant of the matrix are characterized by positive sentiment (Sentiment Score) but low commitment per post (Engagement Score). Such brands are well perceived, but usually in a narrow group with a small range.

Favorites

Brands in this quarter of the matrix are characterized by positive sentiment (Sentiment Score) and high quality of posts (Engagement Score).
The closer the brand is to the upper right corner of the matrix, the closer it is to the favorite brand, which engages in a positive way.

Brands in this quadrant of the matrix are characterized by low sentiment (Sentiment Score) and low quality of entries (Engagement Score). Such brands need to improve the clarity of their communication to improve the sentiment and engagement of their audience.

Brands in this quadrant of the matrix are characterized by worse sentiment (Sentiment Score) but high quality of entries, i.e. high commitment per post (Engagement Score).
Such brands publish engaging content, but it is not received positively, often provocative or controversial.

Indifferent

Controversial

Sentiment Score (0-100)

Engagement Score (0-100)
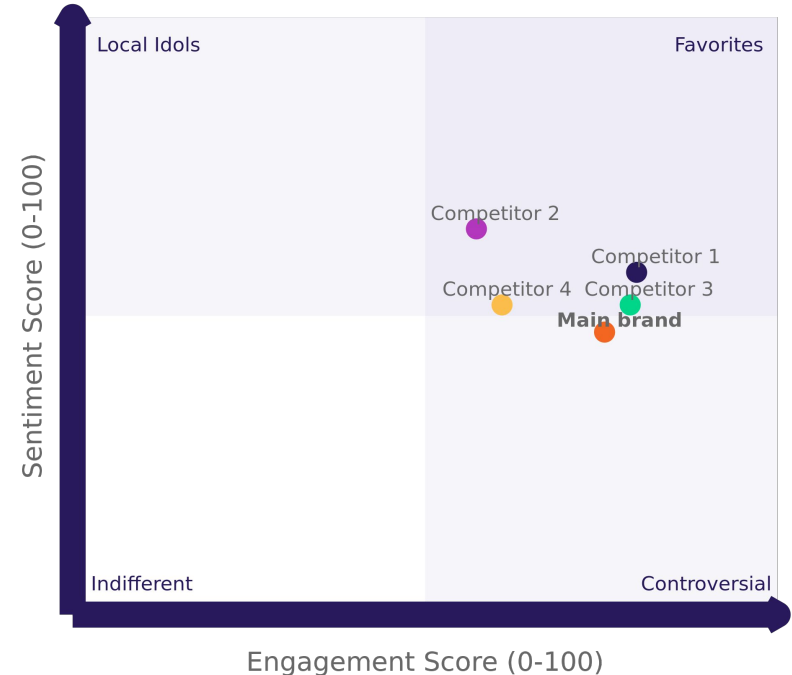
HOW TO INTERPRET THE RESULTS?

- The brand position should be interpreted depending on **which quadrant of the matrix it is in**.
- The closer to the **extreme positions** (matrix corners), the more strongly the characteristics relate to the brand.
- The closer to the **center**, the more undefined the position of the brand is, which means that it is in the vicinity of the average results and further communication activities should be strengthened.
- **Tracking the position on the matrix over time** helps to understand the path that the brand takes in the reception of its communication and diagnose whether it is the desired direction or requires correction, and which aspect of communication should be strengthened.
- The position on the matrix can be tracked **against all over 4,000 brands**, then let's look at the position on the 0-100 scaled matrix or **close-up at our own industry and direct competition**.
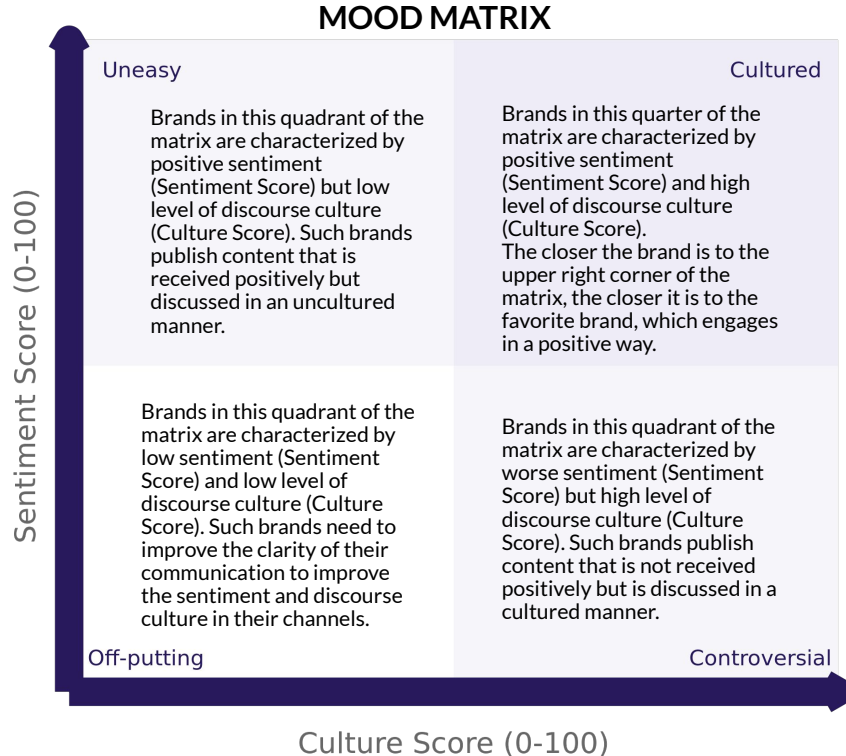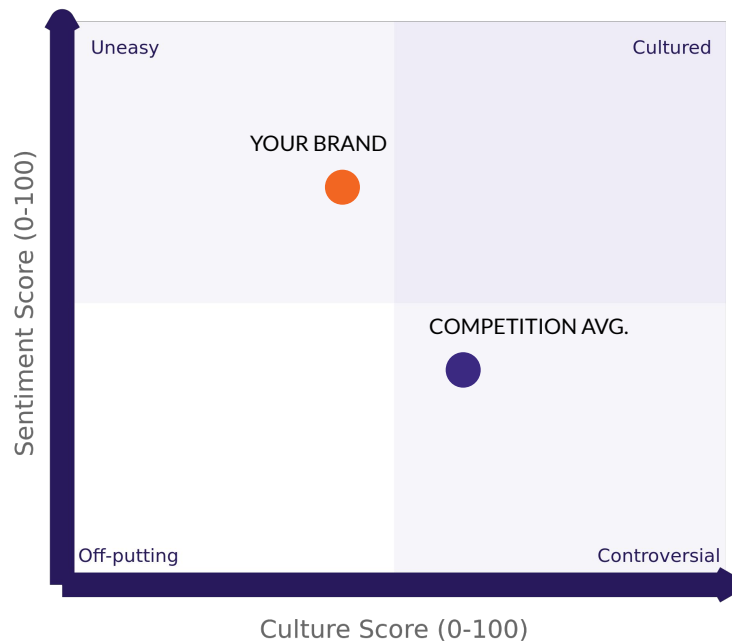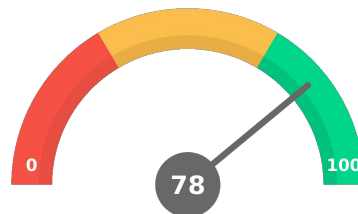
Diagnostic Matrix (Mood)

MOOD MATRIX

Uneasy   Cultured

Brands in this quadrant of the matrix are characterized by positive sentiment (Sentiment Score) but low level of discourse culture (Culture Score). Such brands publish content that is received positively but discussed in an uncultured manner.

Brands in this quarter of the matrix are characterized by positive sentiment (Sentiment Score) and high level of discourse culture (Culture Score).
The closer the brand is to the upper right corner of the matrix, the closer it is to the favorite brand, which engages in a positive way.

Brands in this quadrant of the matrix are characterized by low sentiment (Sentiment Score) and low level of discourse culture (Culture Score). Such brands need to improve the clarity of their communication to improve the sentiment and discourse culture in their channels.

Brands in this quadrant of the matrix are characterized by worse sentiment (Sentiment Score) but high level of discourse culture (Culture Score). Such brands publish content that is not received positively but is discussed in a cultured manner.

Off-putting   Controversial

Sentiment Score (0-100)

Culture Score (0-100)

HOW TO INTERPRET THE RESULTS?

- The brand position should be interpreted depending on **which quadrant of the matrix it is in**.
- The closer to the **extreme positions** (matrix corners), the more strongly the characteristics relate to the brand.
- The closer to the **center**, the more undefined the position of the brand is, which means that it is in the vicinity of the average results and further communication activities should be strengthened.
- **Tracking the position on the matrix over time** helps to understand the path that the brand takes in the reception of its communication and diagnose whether it is the desired direction or requires correction, and which aspect of communication should be strengthened.
- The position on the matrix can be tracked **against all over 4,000 brands**, then let's look at the position on the 0-100 scaled matrix or **close-up at our own industry and direct competition**.

Diagnostic Matrix (Mood)

MOOD MATRIX
(12 MONTHS)

Uneasy   Cultured

YOUR BRAND

COMPETITION AVG.

Off-putting   Controversial

Sentiment Score (0-100)

Culture Score (0-100)

MOOD MATRIX
(12 MONTHS)

Uneasy   Cultured

YOUR BRAND

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

Off-putting   Controversial

Sentiment Score (0-100)

Culture Score (0-100)

CX Audit

How effective is your customer service?

- **Benchmark your social customer service performance** against industry or competitors to find roam for improvements
- Easily Track your Response Time, Response Rate, and Clients' Satisfaction to **improve consumer service team effectiveness**
- **Save time by smart reporting**. You'll instantly know who has a winning customer service and who's falling behind

Customer satisfaction

CX SCORE 2022

Konkurent 3	83
Konkurent 4	82
Marka główna	78
Konkurent 1	62
Konkurent 2	58
Średnia konkurencji	71

YOUR BRAND 2022

0   78   100

HOW TO INTERPRET THE RESULTS?

CX Score: This is an aggregate indicator that measures the **quality of moderation activities and customer service,** which consists of 3 key areas of speed (time), percentage of response to customer inquiries in comments and messages on FB board

The indicator can take **values from 0-100**, where 100 is the best possible quality of customer service affecting customer satisfaction.

Customer satisfaction

CX SCORE
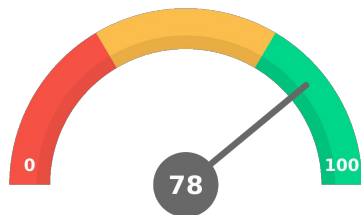
= Time Score

Response Rate

HOW DO WE COUNT THE INDICATORS?

The time from when a user publishes a comment to the site's first response to that comment. For extended threads, we only consider the earliest comment published by the site

The share of threads started by users with at least one response from the site moderators in the total number of threads started

The number of comments affects the size of the indicator. The more comments a page generates, the less the impact of Time and Response Percentage on the overall score

Customer satisfaction

CX Score: Tracking trends over time

CX SCORE
(weekly average over time) - working hours
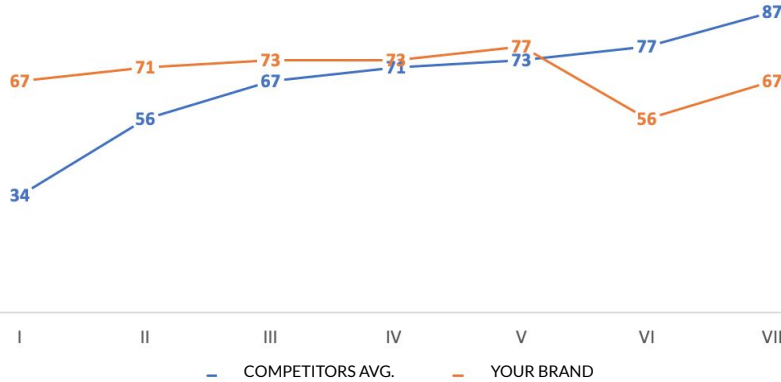
67 · 71 · 73 · 73 · 77 · · 67
· · · 71 · 73 · · 56
34 · 56 · 67 · · · 77 · 87

I   II   III   IV   V   VI   VII

— COMPETITORS AVG.   — YOUR BRAND

CX SCORE
(weekly average over time)

67 · 71 · 73 · 73 · 77 · · 67
· · · 71 · 73 · · 56
34 · 56 · 67 · · · 77 · 87

I   II   III   IV   V   VI   VII

— COMPETITORS AVG.   — YOUR BRAND

* depending on the customer's preference, the indicators in the report can be calculated on a granular, daily weekly or monthly basis

Customer satisfaction

CX Score: Tracking trends over time

**CX AUDIT SCORE: Response Time
(Weekly average over time, working hours)**

**CX SCORE: Response Rate
(Weekly average over time, working hours)**
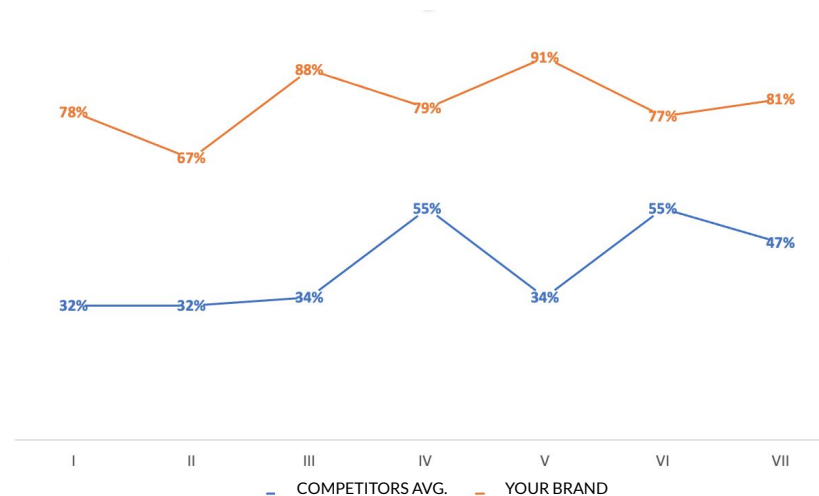
Left chart labels:
- 2h 52min
- 1h 17min
- 0h 41min
- 1h 17min
- 0h 41min
- 0h 41min
- 0h 17min / 0h 17min / 0h 17min / 0h 17min
- 0h 19min
- 0h 04min / 0h 04min

x-axis: I   II   III   IV   V   VI   VII

— COMPETITORS AVG.   — YOUR BRAND

Right chart labels:
- 78%   67%   88%   79%   91%   77%   81%
- 32%   32%   34%   55%   34%   55%   47%

x-axis: I   II   III   IV   V   VI   VII

— COMPETITORS AVG.   — YOUR BRAND

* depending on the customer's preference, the indicators in the report can be calculated on a granular, daily weekly or monthly basis

Customer satisfaction

CX Score: An indicator that measures the quality of moderation activities

CX: Customer activity
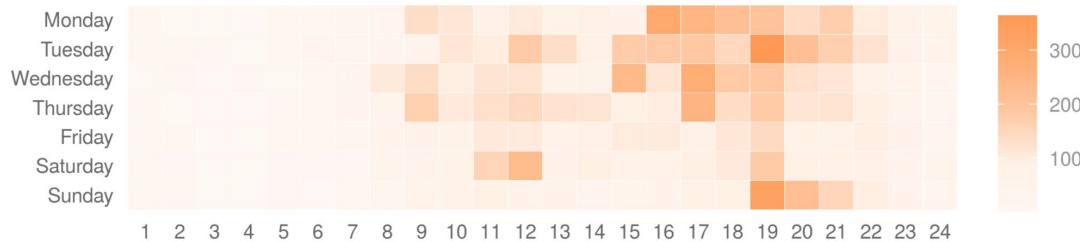
HOW DO WE COUNT THE INDICATOR?

The indicator shows during which hours customers are most active and contribute to profiles. The analysis allows you to optimize the work of the moderation team and adjust the working hours to meet the needs of customers.

Customer satisfaction

CX Score: An indicator that measures the quality of moderation activities

CX: Main topics - customers

PIERWSZY
PRODUKTY
BORÓWKI KARTĘ KLIENTA
TOWAR SUPER DOKŁADNIE
PROSZĘ RAZ SZKODA
MAMY
PRACOWNICY
DZIECI PROMOCJA TYLE
STAŁO
CEBULARZ WIEM KAŻDYM
BYŁAM CENA TAKIEGO ZAKUPY KUPIŁAM
SKLEP PRACOWAĆ DOMU
DOBRE SPLEŚNIAŁE
CZAS DZIEŃ CZEGOŚ
CZASU LODY CHYBA WIDAĆ LUDZIE OK
OCZYWIŚCIE CHODZI
KUPIĆ DZIĘKUJĘ SAMO CHUSTECZKI
NIEDZIELĘ
BRAK NIESTETY MIĘSO LODÓWKI
TEMU
WCZORAJ MECZ ROBIĆ PRODUKT

CX: Main topics - Your brand

PROMOCJA
BIUREM OFERCIE TWOJĄ
CELU SYTUACJI
PODANIE OBSERWOWANIA
DOSTĘPNY BĘDZIEMY NASZEJ MAMY
ZAKUPY ZAPRASZAMY INTERNETOWEJ
BIURA CHCEMY WIADOMOŚCI PARAGONU
ZŁOŻENIA ZAREKLAMOWAĆ OTWARCIA TWOJEJ
SKAN POWODU
PRYWATNĄ PRODUKT SPRÓBUJEMY
SPRAWIE BOKBIEDRONKAPL
DATĘ ZACHĘCAMY PRZESŁANIE UWAGI ZAUWAŻYŁAŚ
PONOWNIE PRZEKAŻEMY OPAKOWANIU ADRES JAKOŚCI
DATY REKLAMACJI ZAPASÓW KLIENTA SUGESTIĘ
INFORMACJE KARTY SKLEPÓW ZGŁOSZENIA
NUMER STRONY PROSIMY ADRESU PRZYKRO
ZNAJDZIESZ MOŻESZ MYŚLI STRONIE INFORMACJA KONSULTANCI
ZWERYFIKOWAĆ ZDJĘCIE PEWNO OBSŁUGI
POJAWI DZIĘKUJEMY SPRAWDZENIA WIADOMOŚĆ
WYCZERPANIA SIECI SKLEP
OWOCE ZAKUPU PRODUKTÓW PRYWATNEJ PRZYPADKU
POLSKI KOMENTARZ

The tag clouds were created based on content analysis of both customer questions and brand responses. The cloud gives information about the most frequently raised issues by customers and the brand's arguments. Clouds can be prepared for both Brand X ordering the report and competitors

Diagnostic Matrix (CX)

CX Score: An indicator that measures the quality of moderation activities

CX MATRIX

Sentiment Score (0-100)

Introverted

Brands in this quadrant of the matrix are characterized by positive sentiment (Sentiment Score) but less than average customer experience (CX Score). Such brands are well perceived, but don't engage with their fans often.

Sociable

Brands in this quarter of the matrix are characterized by positive sentiment (Sentiment Score) and more than average customer experience (CX Score). The closer the brand is to the upper right corner of the matrix, the closer it is to the favorite brand, which engages in a positive way.

Brands in this quadrant of the matrix are characterized by low sentiment (Sentiment Score) and less than average customer experience (CX Score). Such brands need to improve the clarity and frequency of their communication to improve the sentiment and engagement of their audience.

Brands in this quadrant of the matrix are characterized by worse sentiment (Sentiment Score) but more than average customer experience (CX Score). Such brands engage with their audience frequently, but their engagement is not received positively.

Neglectful

Relentless

CX Score (0-100)

HOW TO INTERPRET THE RESULTS?

- The brand position should be interpreted depending on **which quadrant of the matrix it is in**.
- The closer to the **extreme positions** (matrix corners), the more strongly the characteristics relate to the brand.
- The closer to the **center**, the more undefined the position of the brand is, which means that it is in the vicinity of the average results and further communication activities should be strengthened.
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- The position on the matrix can be tracked **against all over 4,000 brands**, then let's look at the position on the 0-100 scaled matrix or **close-up at our own industry and direct competition**.

Diagnostic Matrix (CX)

**CX MATRIX
(12 MONTHS)**

Introverted | Sociable
Sentiment Score (0-100)
Competition
mean = 55.1
Main brand
mean = 56.7
Neglectful | Relentless
CX Score (0-100)

**CX MATRIX
(12 MONTHS)**

Introverted | Sociable
Sentiment Score (0-100)
Competitor 4
Competitor 1
Competitor 5
Main brand
Competitor 3
Competitor 2
Neglectful | Relentless
CX Score (0-100)
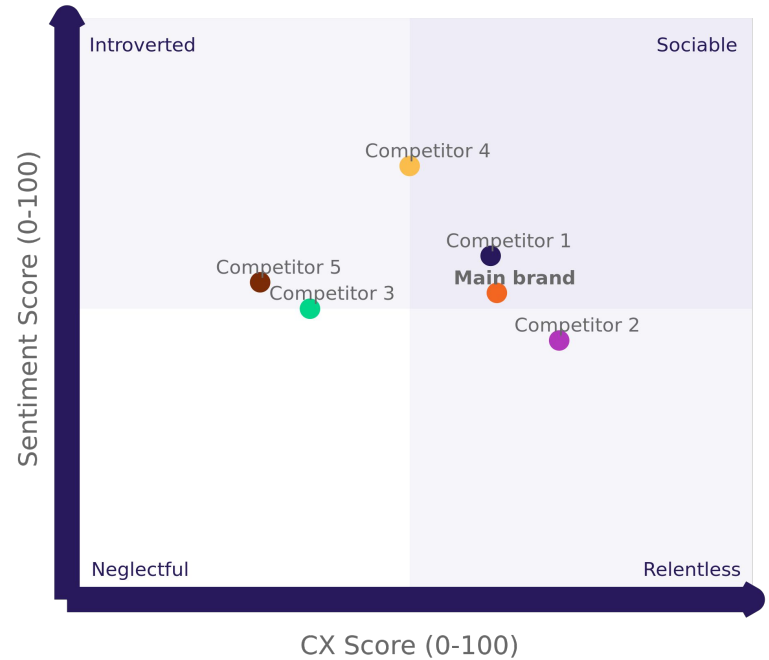
Case Study

How to Understand the Category and Competition?

Challenge: Government Institution had to decide which brands (100+ brands) should get financing for development on international market. One of the factors was social media presence analysis to benchmark brands within whole market and category.

Key questions:
- What are the industry trends?
- What brands are developing and how fast?
- What are the most important strengths and weakens of particular brands?
- How are people reacting on brands products?

Solution:
- Rankings with SoScorses reviles most important players within Industry
- Analysis with diagnostic grids uncovered path of development for each Competitor
- Detailed analysis exposed how people are reacting on products and showed advantages of each brand

Instant Market and Category Benchmarking
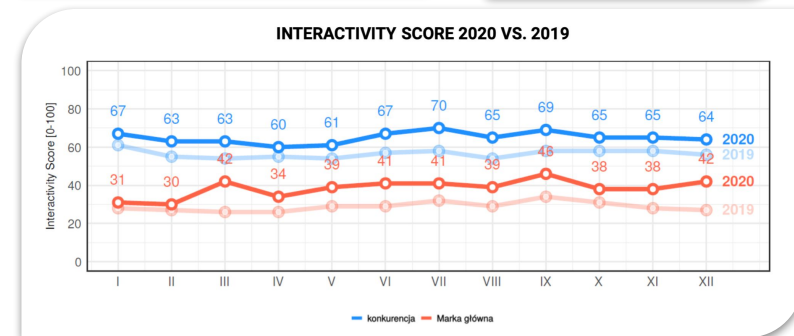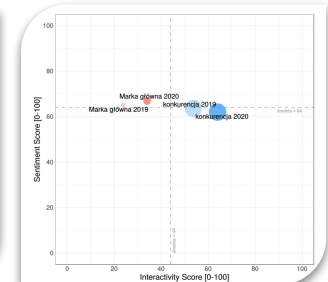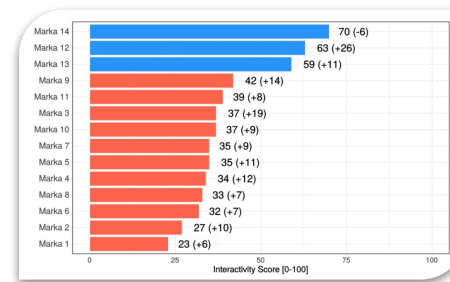
Services and Advisory

Buzz Insights

Analysis of opinions and content on any brand, product or topic

Buzz Insights

Discourse analysis

What is the value for the Clients?

- Analyze trends and **search for Insights** on any topic, e.g. ecology, shopping habits, opinions about own products and competitors

- **Planning** of advertising communication concerning products

- **Competitive** analysis

- **Development** of products and services based on industry trends

- Strategic planning for communication in **different target groups**

Case Study

Strategic analysis of the perception of plant-based food in social media

- Analysis of nearly **220,000 posts** and comments related to the plant-based food were identified in nearly 3,500 sources
- Ways to name products and foods on social media
- **Relevant contexts** for social media discussions
- **Communication methods** by brands of plant-based products and foods
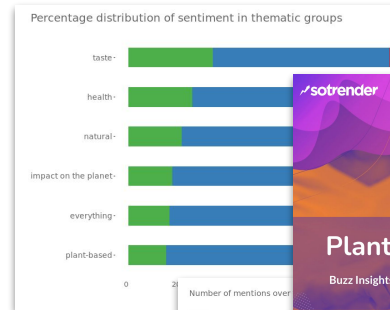
Services and Advisory

Emerging Topics

Real-time exploration of emerging trends

Emerging topics

Trends discovering

Enables detection of relevant topics
and trends at a very early stage

- **Real-time** exploration of emerging trends on
Facebook, Instagram, Telegram, Twitter and
more
- **Crafted** to particular categories or topics
- Available in **dedicated dashboards,** reports or
as a raw data set
- **Enhanced** with sentiment analysis (top positive
and negative trends)
- Advanced **source and authors analysis**

Emerging topics

Trends discovering

How does it work?

- Advanced **AI-based** text processing using **NLP** (Natural language processing) models and **TF-IDF** statistical methods
- Method **independent of preset key phrases**
- Shows **non-obvious** relationships
- Outputs ranked by Emergence Score (Indicator to determine the relevance of the identified topics on a scale of 1-100)
  - **uniqueness** of the trend (whether it is new)
  - **popularity** of the source in which it appears
  - **number of occurrences**

Emergence Score

How to interpret the results?

0 — The trend has emerged, but for the time being does not show an upward trend or weakens over time, its uniqueness is at a low level

50 — The trend is important, and it is worth watching whether it shows an upward trend

100 — The trend is very relevant and stands out, it can tend to grow. It's definitely worth watching

Why is it important?

Keyword based exploration

- You'll find just what you're looking for, the specific phrases you predicted in advance
- You do not know how relevant the selected phrases are and whether something new has appeared
- a safe solution to start or to narrow down the area of exploration

VS.

Emerging Topics exploration

- You'll be able to discover new trends and topics you didn't expect before and be the first to notice when something new pops up
- You don't have to rely on keywords, AI will help segment your content into topics and find the most important and unique ones
- You can explore in detail the topics and issues you have determined through traditional methods

...or use both with Sotrender!

Emerging topics

Case Studies and examples

Use Case

What to use Emerging Topics for?

1

Topic and Brand Explorations

2

Industry Exploration

3

Local Exploration

4

Trends among influencers

Case Study

Emerging Topics connected to Brexit (sample data)

- **Platforms: Facebook, Instagram, Twitter, WWW**
- **How:** We collect all Brexit related content, both on social media and websites. Content can be segmented by region
- **Why:** Used by the client to search for communication opportunities, diagnose issues connected to Brexit, relevant for the particular regions, search for local opinion leaders
- **Output:** Periodic trends report with recommendations

Trends connected to Brexit

Example of data visualization

Emerging Topics by Emergence Score

Topic	Score
worse inflation	88
cost-of-living crisis	78
vegetable shortage	62
bregret	44
brexit geezer	34
empty shelves	29
negative economic impacts	22
food prices	21
brexit tackle	14
new paperwork	12

Emerging Topics by Sentiment

Topic	positive	neutral	negative
worse inflation	14%	24%	62%
cost-of-living crisis	15%	31%	54%
vegetable shortage	16%	12%	72%
bregret	7%	34%	59%
brexit geezer	8%	15%	77%

■ positive
■ neutral
■ negative

Emerging Topics in Time

— worse inflation
— cost-of-living crisis
— vegetable shortage
— bregret
— brexit geezer
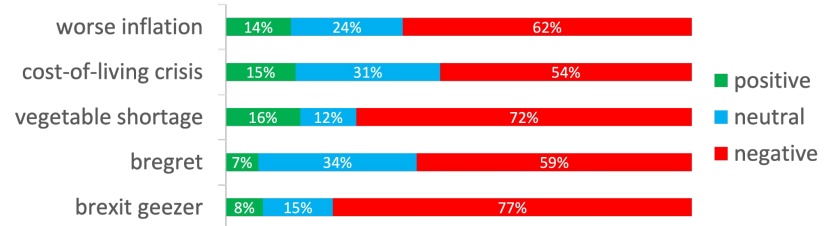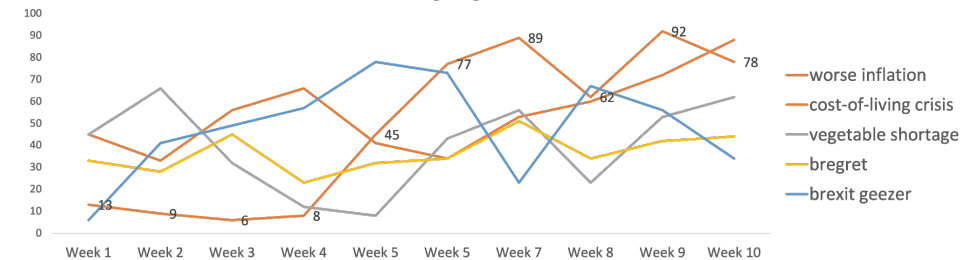
Trójmiasto - What is important?

- **Platforms: Facebook, Instagram, Twitter, local web pages and groups**
- **How:** We are building a database of local sources and finding sprouting trends relevant to the local community
- **Why:** Used by the client to search for communication opportunities, diagnose relevant issues for the community, evaluate communication activities taken by the client, search for local opinion leaders
- **Output:** Periodic trends report with recommendations

Emerging Topics by Emergence Score
Example 26-28.09.2022

Topic	Score
Remote teaching	88
District Council agreements	82
Sick leave	75
ZUS changes	69
Hotel Almond Gdańsk	55
A day of aloud reading	51
Port of Gdynia	47
Year of Tadeusz Wendy	43
Sopot Film	39
Music Day	28
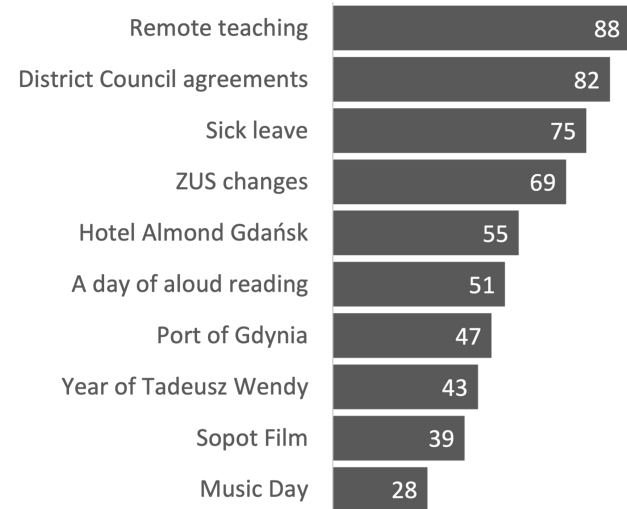
Trends among influencers

What can we do for you?

Trends among influencers both in Poland and abroad
- **Millennials Trends (target group specific)**
- fashion trends
- cosmetic trends
- trends in diets and nutrition
- fitness trends (new ways to exercise)
- cultural trends (books, games, movies, series)

Services and Advisory

Flexi Dashboards

Configurable, customized sets of widgets that integrate data from various sources

All data in one place

What is the value for the Clients?

- **Data integration** from various sources
- Maintain **data consistency** in terms of their timeliness and methods of analysis (everyone sees the same, instead of different versions of reports)
- Data presentation in an **interactive form**
- **Facilitating group work**, workshops, joint meetings and brainstorming
- Ability to present using **multiple screens**. At headquarters, offices or at events

Case Study

Social trends in gastronomy

Challenge:

- Integration of results from **multiple social platforms**
- **Comparison** with the competition
- **Thematic analysis** of the campaign
- **Tracking** results over time, controlling KPIs

Solution:

- A **unique dashboard** with indicators constructed for the client's needs
- Data refreshed and analyzed automatically using **artificial intelligence**

Case Study

Data dashboards for trends analytics

POLIN
Muzeum
Historii
Żydów
Polskich

Challenge:

- Integration of results from multiple social media platforms and **offline data**
- **Content effectiveness** analysis
- **Thematic** analysis
- **Tracking results** over time, controlling KPIs

Solution:

- A **unique dashboard** with indicators constructed for the client's needs
- Data refreshed and analyzed automatically using **artificial intelligence**
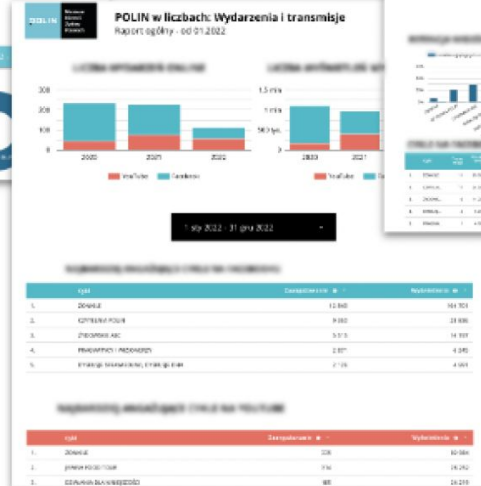
Services and Advisory

Influ Scanner

Analysis and recommendations of opinion leaders worth working with

Opinion leaders analysis

What is the value for the Clients?

- **Assessing the potential and matching** the opinion leader to the requirements of the client's brand or campaign, depending on its goals and target group
- Assessment of **the risk of cooperation** with individual influencers, given their previous cooperation with various brands
- We facilitate the selection of specific influencers, both the **most recognized and micro-influencers**

Flexi Dashboards

Case Study

Strategic recommendations of opinion leaders

- Research on the **popularity of influencers and their demographic** match to KFC shakes campaign in the 13-24 age group
- Potential **image threats** for brand
- **Former partnerships** with competitors
- **Sentiment** and emotions toward influencers
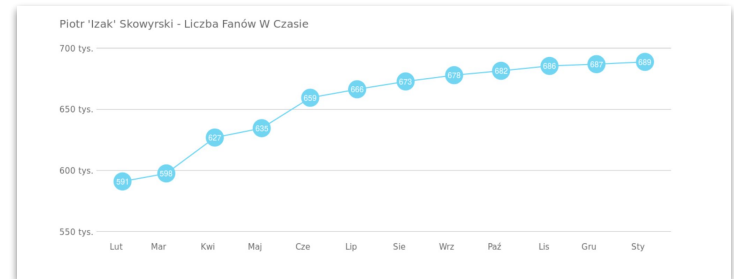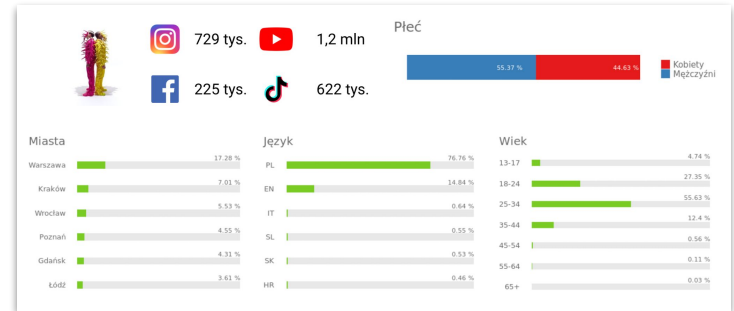
Services and Advisory

Custom Solutions

Our team of Data Analytics specialists is open to all challenges related to data analysis

Give us analytical challenge

What is the value for the Clients?

- Based on the brief from the client, we prepare data intelligence **solutions tailored to the need**
- We can **integrate data from different sources** in different formats, e.g. from different APIs
- We prepare custom analyses, e.g. using artificial intelligence or **network analysis**
- Our team consists of experienced analysts who will plan the entire research process and **provide substantive consultations and recommendations**

Case Study

Analysis of advertising strategies in the election campaign

- Analysis of advertising expenses on Alphabet (Google Display Network and YouTube) and Meta (Facebook and Instagram) platforms
- Analysis of targeting, budget allocation, advertising strategies, methods of reaching and effectiveness
- Analysis and publications in close to real time to increase the transparency of public life

FUNDACJA IM.STEFANA BATOREGO

forumIdei

WYBORY 2023

Obraz kampanii w mediach społecznościowych

Raport II

Dominik Batorski, Magdalena Rudź, Aleksander Winciorek, Robert Woźniak
redakcja naukowa: Krzysztof Izdebski

Od Fundacji Batorego

Kolejny, drugi, raport na temat wykorzystywania mediów społecznościowych w kampanii wyborczej pokazuje, że większość komitetów intensyfikuje swoje działania reklamowe i koryguje dotychczasową taktykę. W tym tygodniu przyjrzeliśmy się również danym dotyczącym najbardziej popularnych narracji kierowanych przez ogólnopolskie komitety wyborcze. Uzyskane dane sugerują, że treść komunikatów jest obliczona przede wszystkim na zdobycie głosów osób niezdecydowanych. Komitety konsekwentnie skupiają się

Kwestia bezpieczeństwa okazuje się szczególnie ważnym elementem kampanii Prawa i Sprawiedliwości. Dominacja tego tematu jest skorelowana z wydarzeniami zewnętrznymi, które politycy partii rządzącej wykorzystują do budowania poczucia zagrożenia, by następnie zapewnić, że tylko oni mogą sobie z nim skutecznie poradzić. Z tego powodu dużo treści odnosi się do wydarzeń na Lampedusie, do unijnych dyskusji o relokacji imigrantów oraz do kwestii zapory na granicy Polski z Białorusią. W ubiegłym tygodniu PiS wyemitował 141 unikalnych w treści reklam odnoszących się do bezpieczeństwa. W tym samym okresie Koalicja Obywatelska opublikowała 79 przeka-

Case Study

Scientific Report for GPW

- **Advanced analysis** of stock exchange companies in social media
- Focused on social media **sentiment** and its correlation to index values
- **Rating** based on selected variables developed

Case Study

Euro Favorability Index

- Tailor-made indexes based on scientific research developed for **easy measurement and tracking** of changes
- Constructed by **merging diverse metrics** from social media and beyond
- F.e. **Euro Favorability Index** for tracking social media attitude towards introducing euro currency in Poland

€uro Favorability Index 6M
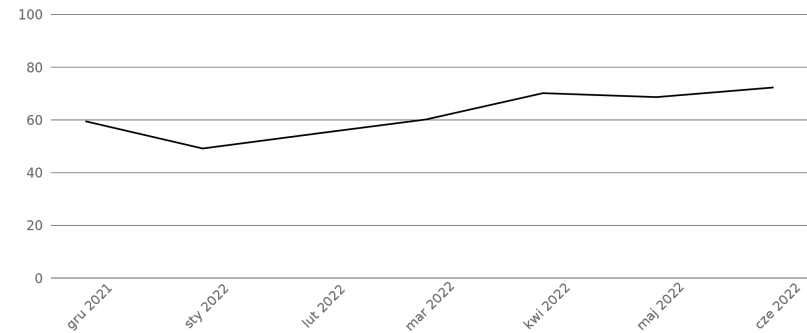
Case Study

SNA and Audience Scan

- **Social Network Analysis (SNA)** for understanding connections and relations
- Facebook and Instagram **audience analysis** for better clustering and segmentations
- Get in-depth insights by analysis of how **emotions are spreading** in the networks
- Improve your strategy by Topic modelling in the networks
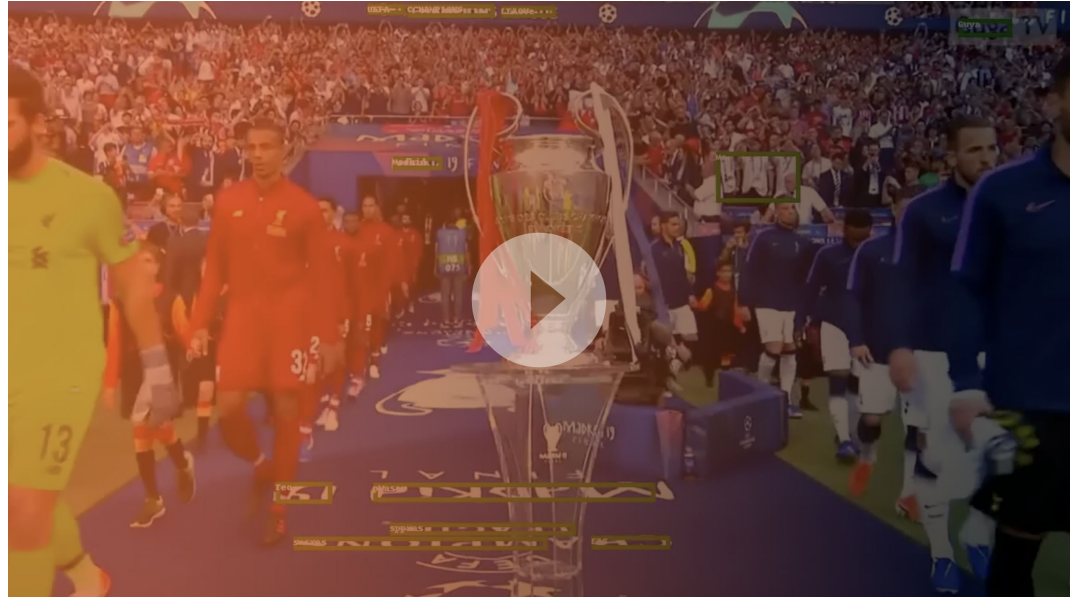- Have useful solution for dedicated **in-depth strategic** analysis and research projects

Social Network Relations Graph
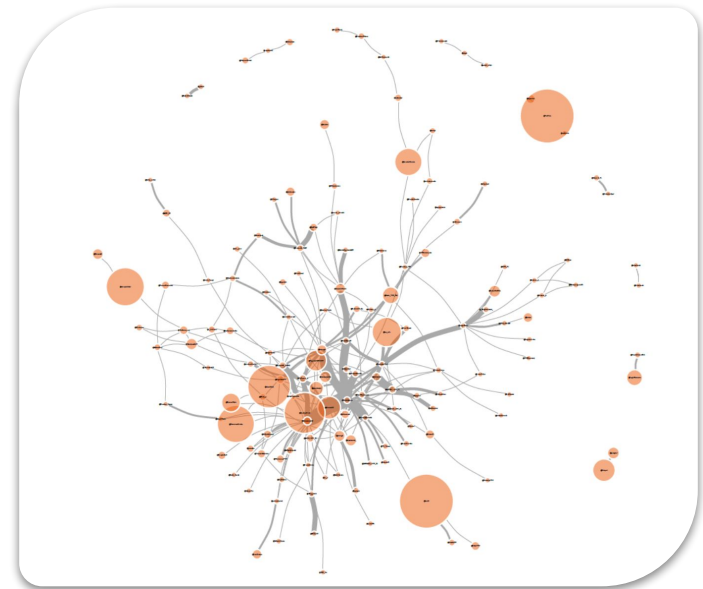
Case Study

Computer Vision AI

- Smart exposure analysis
- Logo detection
- Text transcription
- Object detection
- Emotion recognition

sotrender

Thank you

Questions?

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