

May 26, 2011



# Data -understanding and application

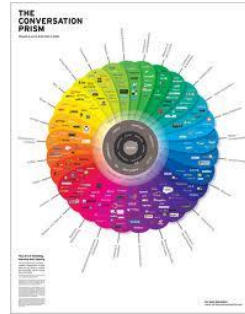
Roy Jacques  
Director of Sales – UK



# Big data ...is coming

Esteban Kolsky, thinkJar

# The Challenges



Billions of conversations  
Unstructured & dispersed data



Who do I interact with?

What and how to contribute?



High signal-to-noise ratio  
and SPAM



Multiple languages

## The other big challenge



# The Opportunities

## Strategic

- Insight – competitive industry customer
- Sentiment analysis
- Influencer identification
- Channel identification
- Activity audit

## Tactical

- Lead generation
- Customer service
- Public relations
- Crisis management
- Feedback
- Real-time response/engagement

# HEARTBEAT

# MAP MEDIA ANALYSIS PLATFORM

**sysomos HEARTBEAT** hadmin Settings Help Admin Switch to MAP Log... starbucksdemo Last 7 days

Dashboard Your Heartbeats Measure Compare f ADMIN

### Dashboard

Latest Activity Showing 107,244 beats from the 7 days for starbucks

**68.6%** twitter 73,643 mentions **3.1%** news 3,346 mentions  
**4.2%** forum 4,519 mentions **11.2%** blogpost 12,065 mentions  
**0.4%** youtube 439 mentions **12.3%** facebook 13,232 mentions

**107,244 mentions**

11,711 Mentions today **107,244** Last 7 days **497,494** Last 30 days

More Statistics

### Your Bookmarks

- starbucks-report-measure
- black coffee
- Sent-Neg Test
- Seattles Best

More Bookmarks

### Share of Mentions

Starbucks (You) **97%** 107,244 mentions

Dunkin-coffee **2%** 1,996 mentions  
 Mccafe **1%** 1,616 mentions  
 Tim-hortons **0%** 115 mentions

### Top Influencers

- www.topix.com/forum/icity/bytheville-in
- www.reddit.com/canada
- twitter.com/starbucks Starbucks Coffee, Freshly brewed twee...
- twitter.com/phayes4342 Pauline, null
- www.topix.com/forum/icity/bytheville-ar

### Workflow Activity

**Feb 4** Starbucks coffee to wake me up FEMME ... Assigned to angela@angelaairright.com by coox

**Feb 4** Man do i love starbucks... Updating: sentiment changed from neg to none by marketwire\_east

**Feb 4** Man do i love starbucks... Updating: sentiment changed from pos to neg by marketwire\_east

**Feb 3** Two Letters Re: Prepping Pays Off in ... Updating: sentiment changed from none to pos by marketwire\_east

**Feb 3** Two Letters Re: Prepping Pays Off in ... Updating: sentiment changed from neg to none by marketwire\_east

**Feb 3** Two Letters Re: Prepping Pays Off in ... Updating: sentiment changed from pos to neg by marketwire\_east

**sysomos MAP** Welcome hadmin Admin Project Area Bookmarks Settings Help Training Switch to heartbeat ADMIN

Analyzing: "social media" Timeline 8 Aug 2010 to 6 Feb 2011 Add Filter Modify Compare

Looking in: Dashboard Blogs Social Media Traditional Media Compare Apply - Analyze Now Save SearchSet

### Activity Summary

All Sources **1.0 million blog mentions**  
 Query By Doc **414,145 news mentions**  
 Query Constructor **6.5 million tweets (estimated total), 73,076 forums postings in selected date range, and 35.5 million total web hits**

### Demographics (blogs)

60% Positive + 30% Neutral + 10% Negative

Age Demographics: 21-35 (47.3%), 36-50 (26.8%), 51 and over (15.1%), 18 and under (10.8%)

Gender Demographics: male (74%), female (26%)

Country Demographics: USA (42.9%), Australia (3.8%), Canada (4.9%), UK (14.4%), Spain (2.3%), Germany (3.1%), France (3.8%), Indonesia (2.2%), Netherlands (2.2%), Other (21.6%)

### Content Search

**Recent Blog Posts**

- Cisco Unveils Security Specialist Train... 6-Feb-2011 in webnewsware.com
- Dianna Agron, and Alex Pettyfer not enga... 6-Feb-2011 in themainbadgirlonline.com
- Cisco Unveils Security Specialist Train... 6-Feb-2011 in broadstardindia.com
- 东瀛豆：2010 年总结 6-Feb-2011 in zh.globalvoicesonline.org/news
- Cisco Unveils Security Specialist Train... 6-Feb-2011 in smartbahu.com

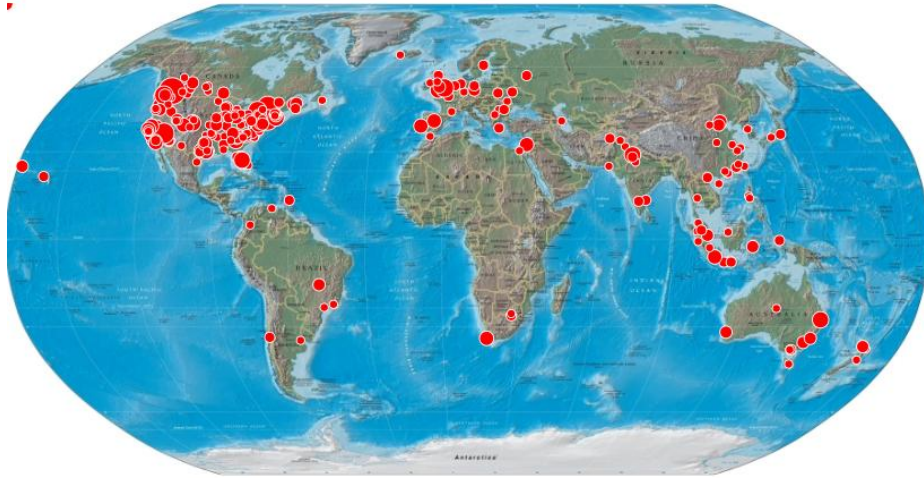
**Recent News Posts**

- Internet: da domani l'edizione romana del Social M... 6-Feb-2011 in it.news.yahoo.com
- Social Media Marketing for The Small Business. Tak... 6-Feb-2011 in www.prlg.org + Society: News
- E\*TRADE Unveils Super Bowl® XLV Advertisements 6-Feb-2011 in ca.finance.yahoo.com + Media: Advertising Industry News
- E\*TRADE Unveils Super Bowl® XLV Advertisements 6-Feb-2011 in france.yahoo.com + Media: Advertising Industry News
- Hershey Combines Corporate & Local Social Media Ma... 6-Feb-2011 in mashable.com + Society: News

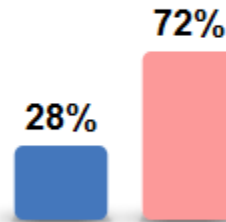
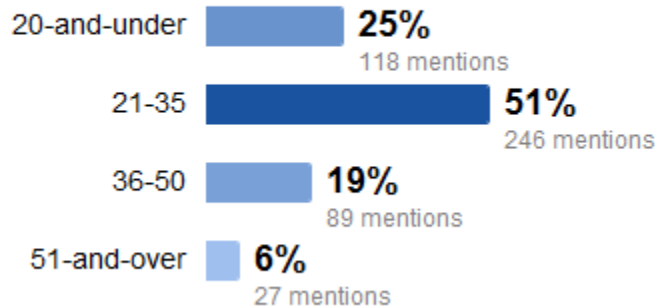
### Video Results

Where is content on your brand being created  
and who is consuming it?

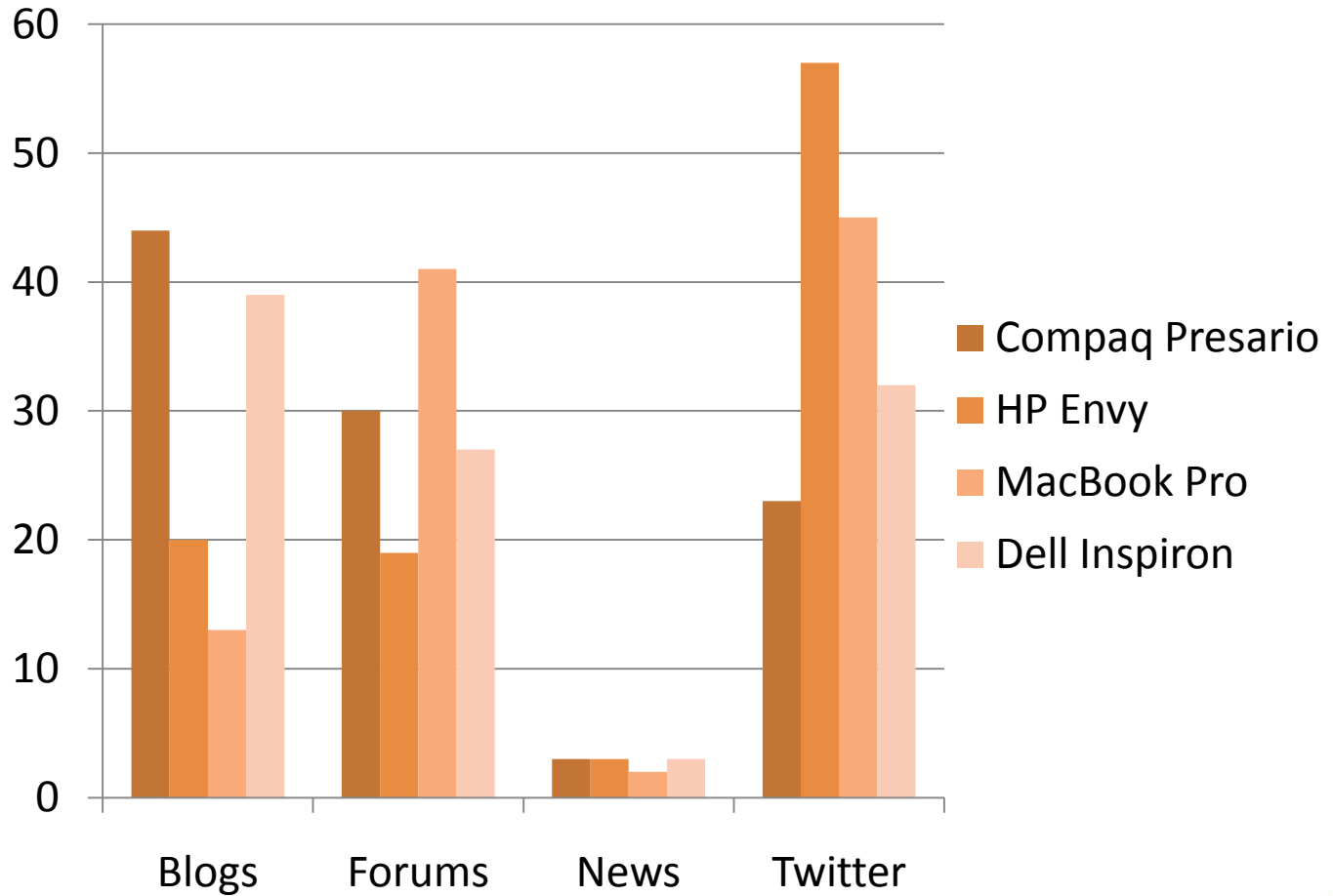
- ✓ Site
- ✓ Vertical
- ✓ Geography



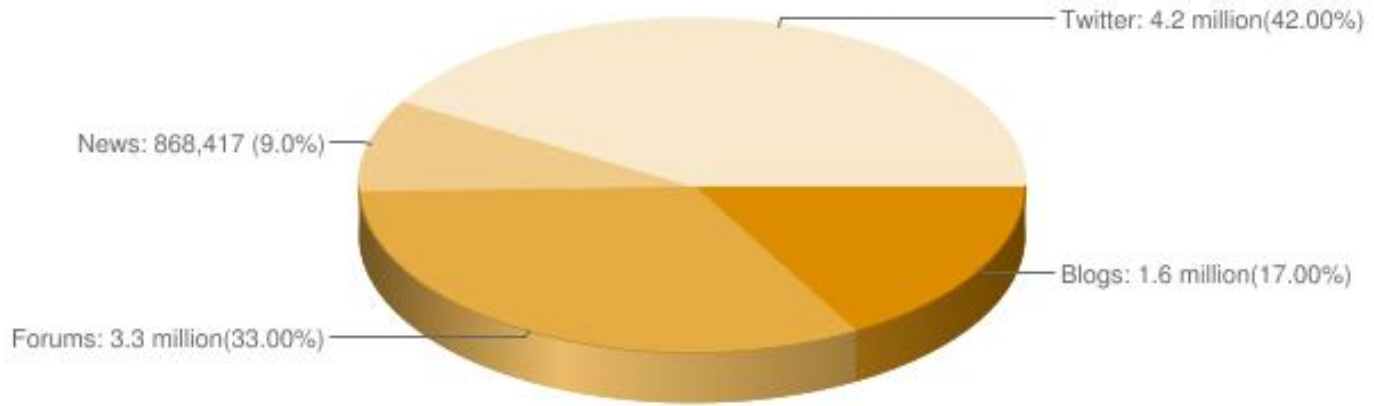
## Demographics



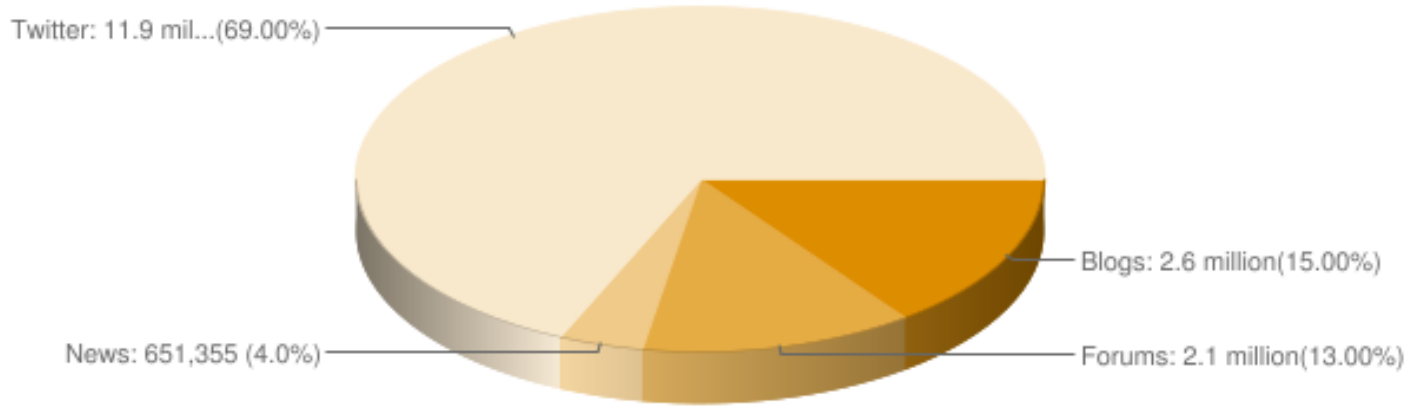
## Source Verticals



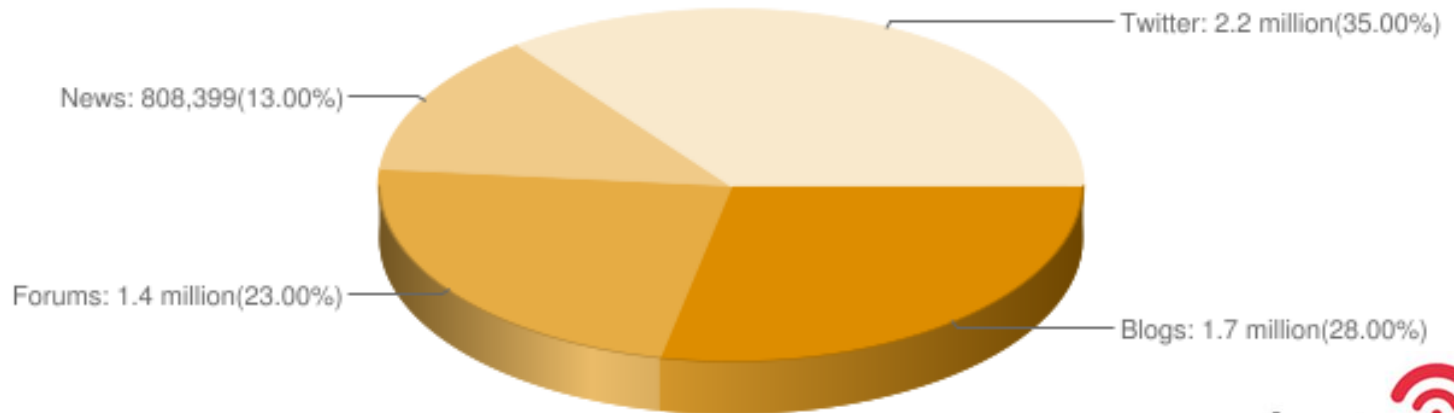
## Automotive



## Entertainment

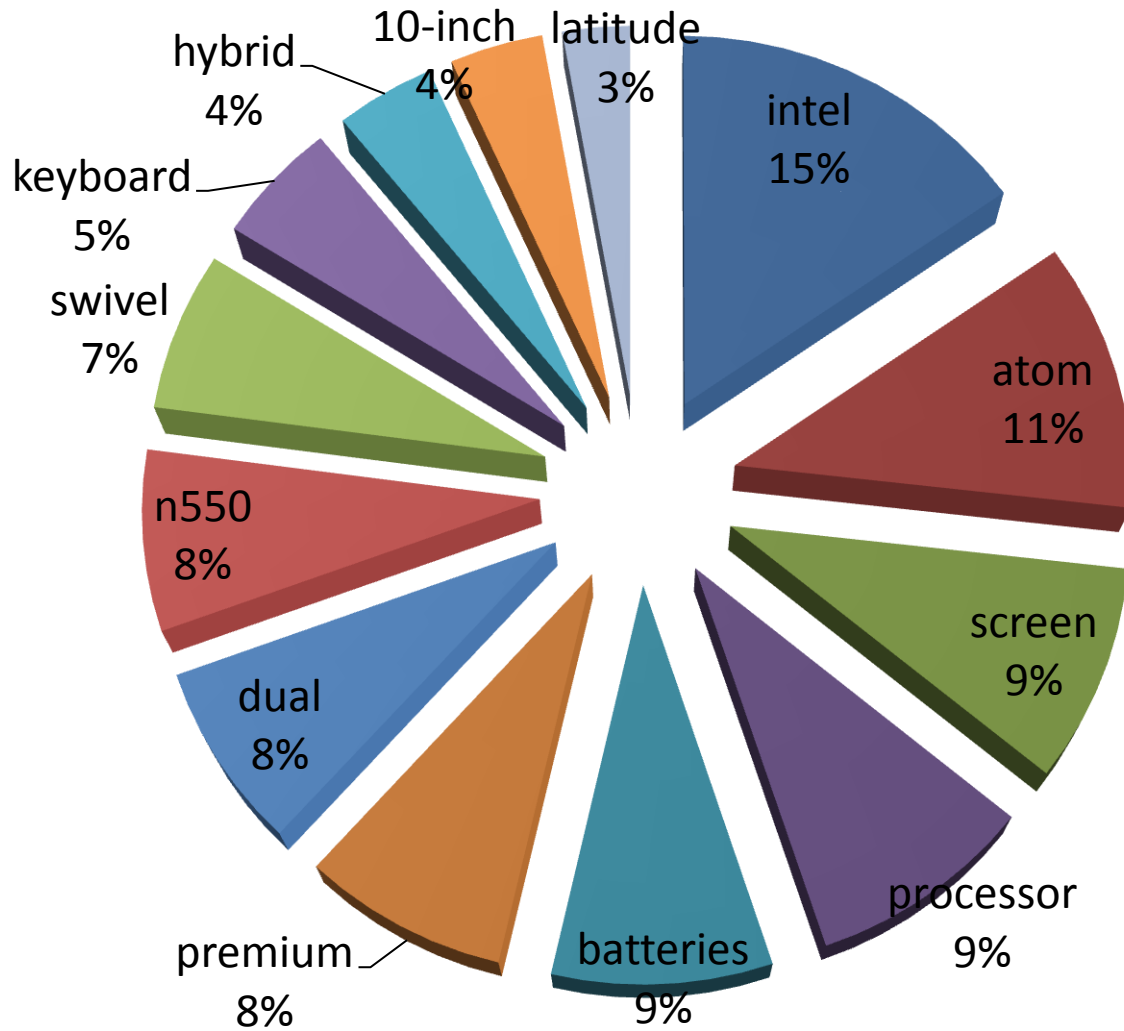


## Technology



What are people REALLY saying  
about your brand?

# Product Feedback



# Not-So-Obvious Product Feedback



Hunt's **Tomato Paste** boil cure... cover the boil with **Hunt's Tomato Paste** as a compress. The acids from the tomatoes soothe the pain and bring the boil to a head.

# Keyword Classification

## Extracted Entities

thailand bugatti veyron driver **electricity** hawaii **oil** russia renault-nissan alliance **america** japan ipod  
**twitter** facebook california daikyo group | nec html **http** kenya honda google new zealand  
general renewable energy author **cent** iphone **ion** dealer nissan leaf peru toyota **internet**  
leaf charger juke energy **electric car** nissan

### Entity Types

[Product](#)  
[NaturalFeature](#)  
[Organization](#)  
[PhoneNumber](#)  
[Country](#)  
[PublishedMedium](#)  
[City](#)  
[ProvinceOrState](#)  
[Region](#)  
[Facility](#)  
[EmailAddress](#)  
[Position](#)  
[Continent](#)  
[IndustryTerm](#)  
[ProgrammingLanguage](#)  
  
[TVShow](#)  
[SportsEvent](#)  
[URL](#)  
[Company](#)  
[OperatingSystem](#)  
[Currency](#)  
[Person](#)  
[Technology](#)

### IndustryTerm

- energy
- electric car
- internet
- electricity
- oil
- renewable energy
- internet marketing
- finance
- gas prices
- iad featuring new products



## Crisis Management

Get early notifications with alerts. Track the discussions and sentiment in real-time across sources, geographies and demographics.





Understanding issues  
BEFORE  
they become mainstream  
news stories

Create Email Alerts

### Create a New Heartbeat Email Alert

Get new mentions sent to any email addresses with filters:

pampers AND drymax AND FORUM AND neg

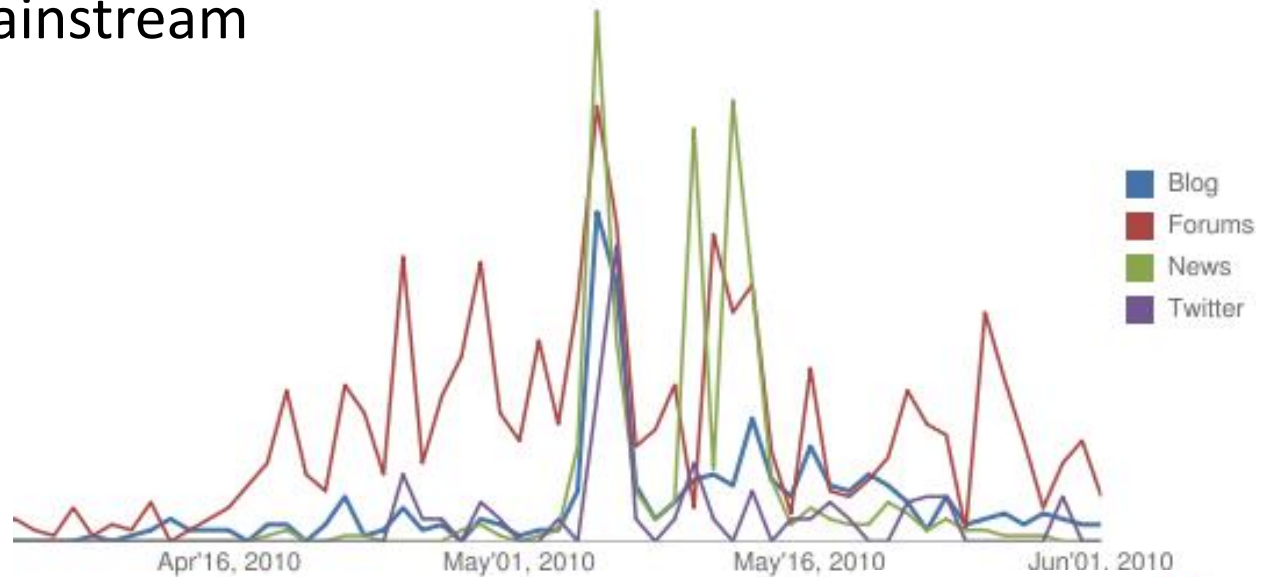
Email Address:

Frequency:

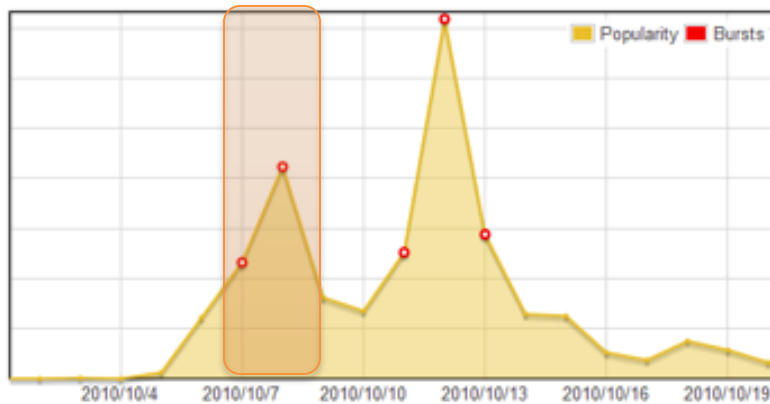
Only if number of mentions exceed:  /day

At  US Eastern Time

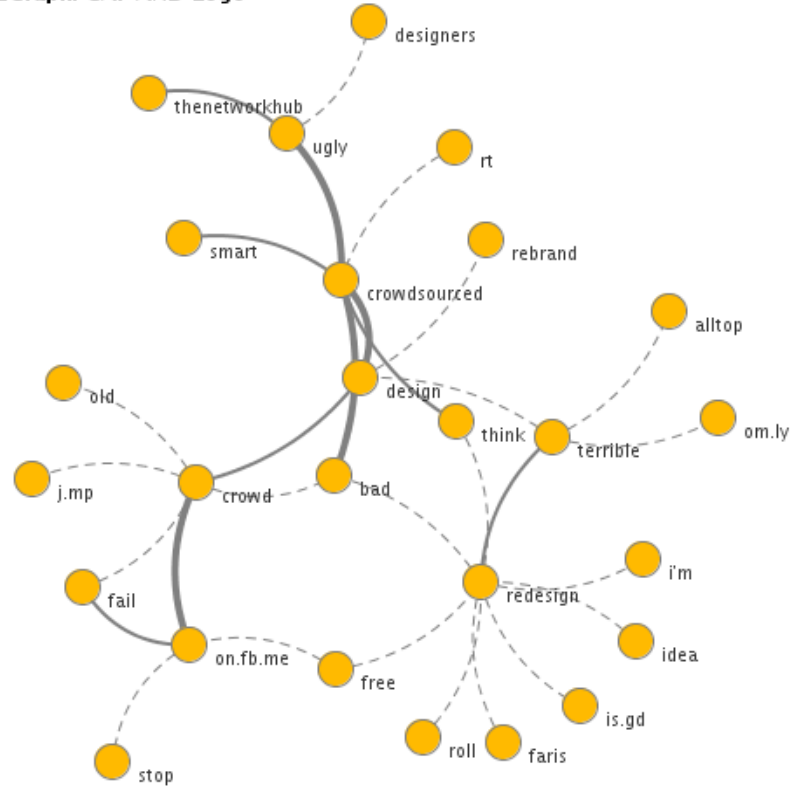
[Subscribe](#)



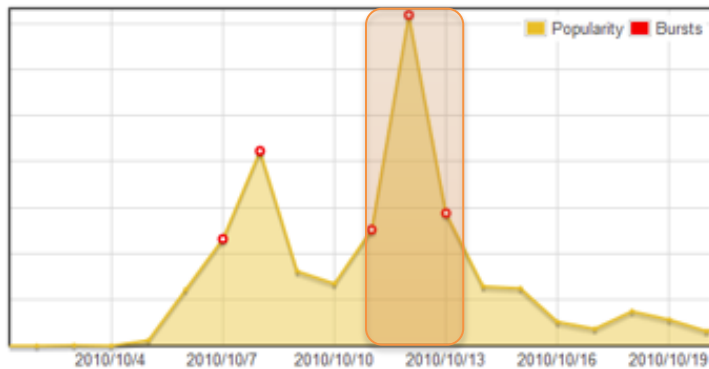
# GAP Logo Announcement



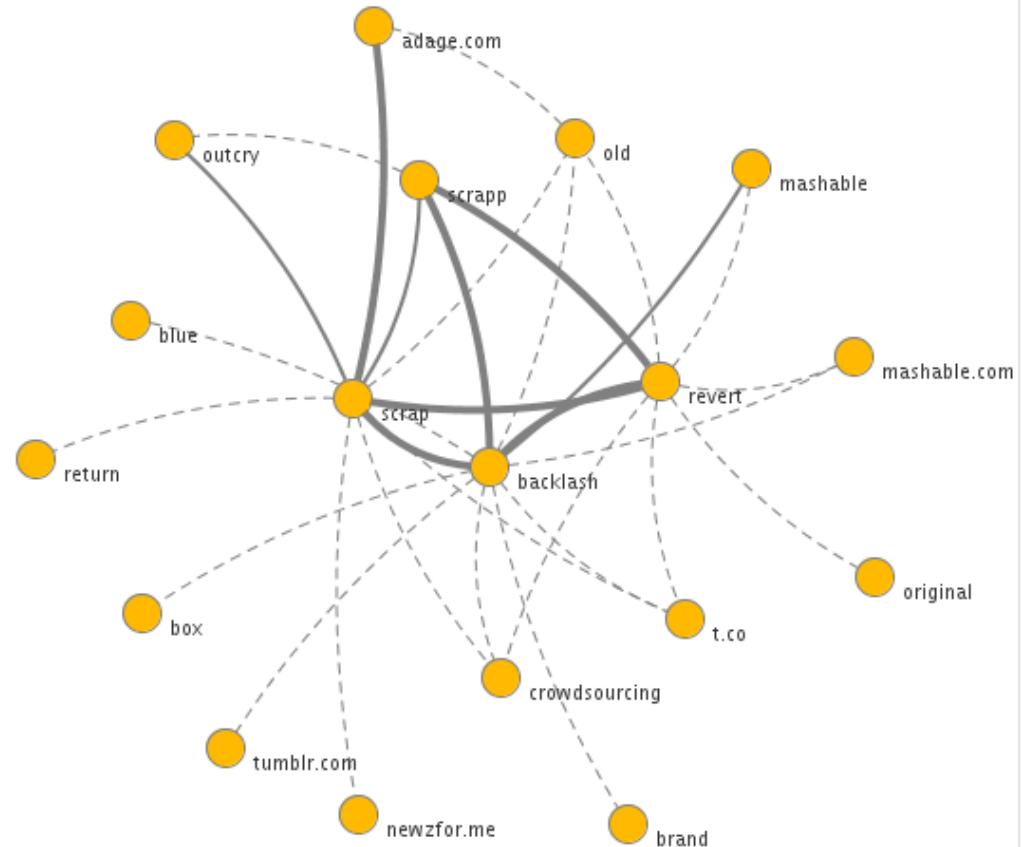
BuzzGraph: GAP AND Logo



# GAP Logo Announcement



BuzzGraph: GAP AND Logo




# Facebook Page Central




 [View previous comments](#)

50 of 723



**Eleanor Frutos** This is a crock of s---t ... \$50 or \$100 limit at the grocery store .. who are they kidding..get real banks  
Thursday at 11:11pm ·  1 person



**Janice Near Litchfield** I already hate banks, but they've been a necessary evil.... guess it's time to go back to cash and hiding it under the mattress!  
Thursday at 11:20pm ·  3 people



**Debby Elliott Lovell** Ridiculous! It's your money. Are they going to cap checks, too? I would leave any bank that did this to me.  
Thursday at 11:27pm ·  1 person



**Barbara Sonja Biller** I could definitely eat \$50 a day at the grocery store! Wow, wish I had one of those cards. My calorie intake requirements are extremely high due to my increased workload.  
Thursdav at 11:29pm

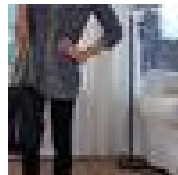
# Sentiment Analysis

#skittles got stuck in my mouth while i was driving. forced me to slam into orphanage, killing hundreds. i'll never eat them again

**Love\_Live\_Britt** Brittany M

I got a damn stress pimple FML

4 minutes ago



**emikinskywalker** emikinskywalker

so sick of court stuff, family drama, horrible customer service, superficial friends, and everyone sucking. that is all.

1 minute ago

just woke up naked at mcdonalds with blood all over me and dead bodies behind the counter... must have blacked out again. fml.

# Dell Customer Service



Ajay Ohri: RT @DellCares: Such a lovely day to reach 4000 followers! Thanks to all of our customers around the world, as we grow @delldcares to 5000 ...

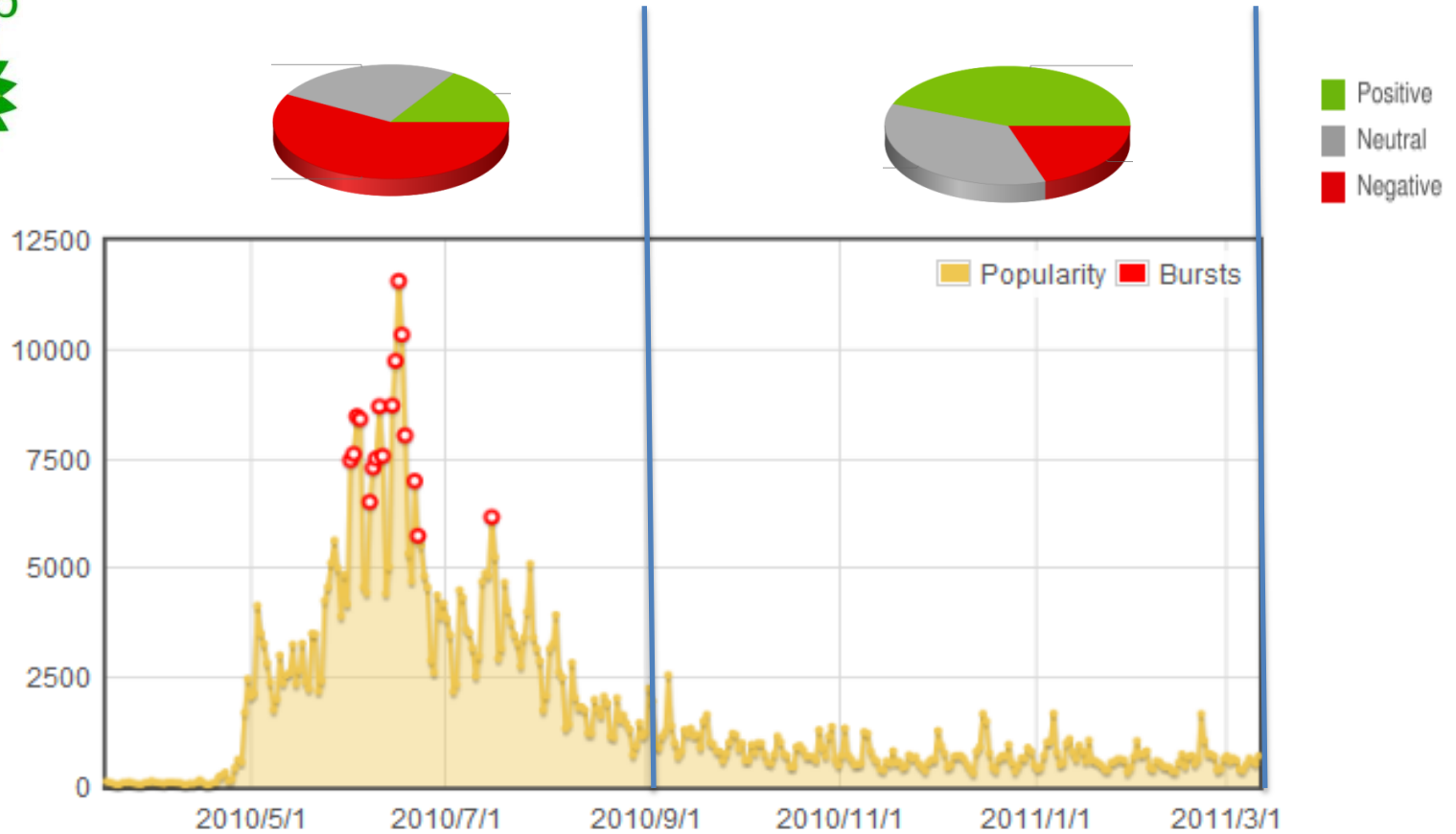


12-Oct-2010 12:36 PM

# Sentiment Analysis



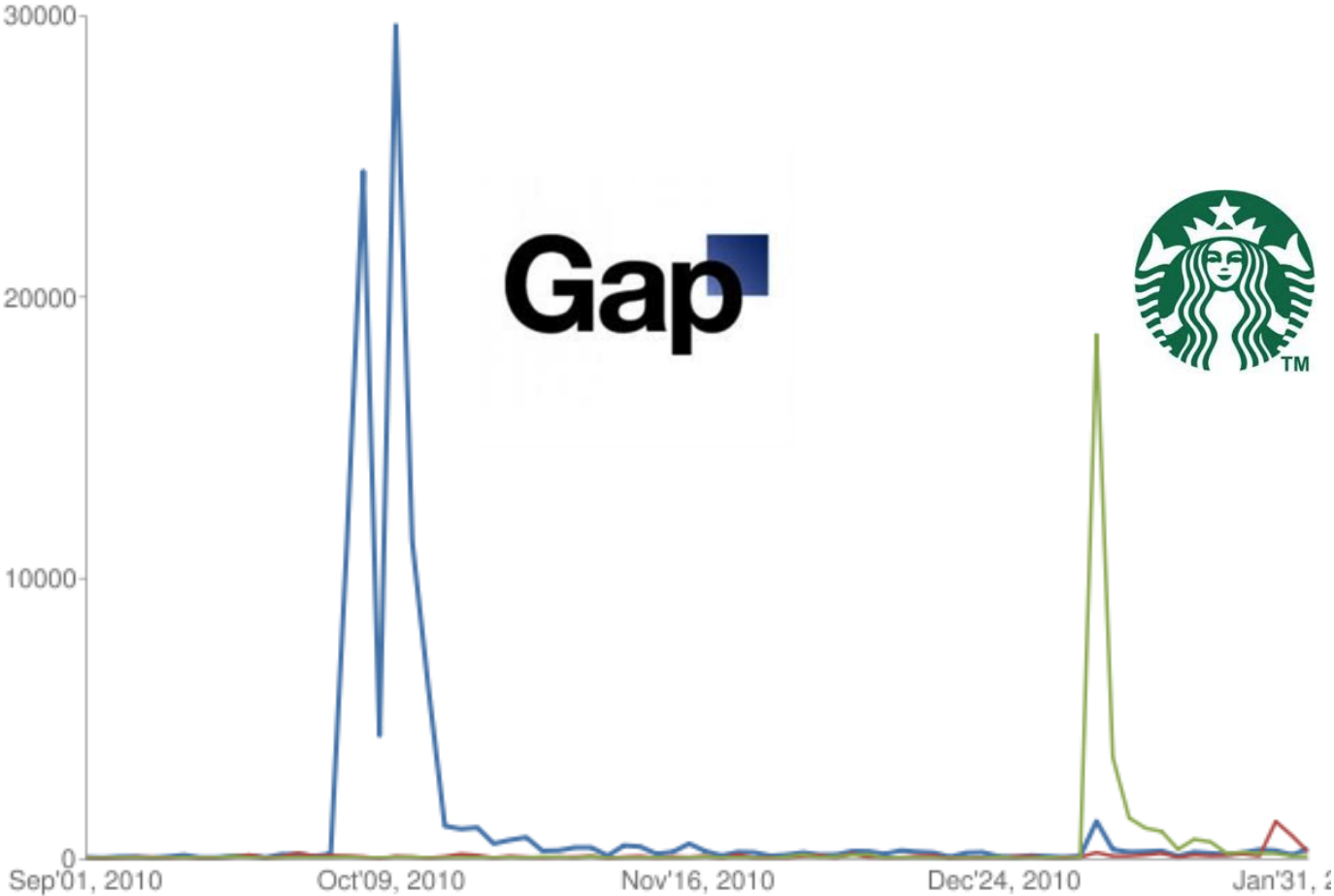
Sustained post-crisis conversations are more positive



How big is

**BIG?**

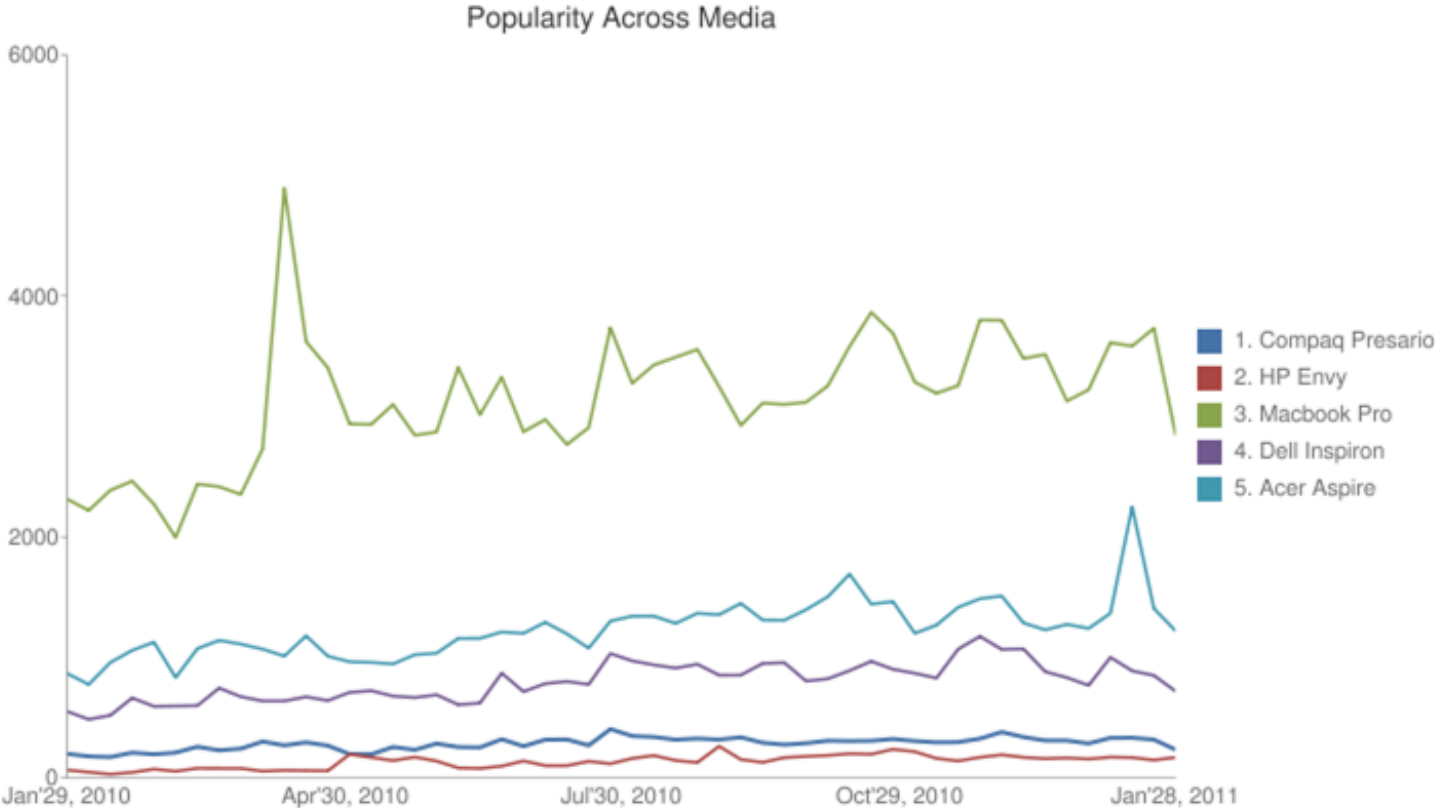
# Benchmarking



Gap



# Competitive Volume



## Who Do I Talk To?

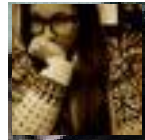


- Inlink count
- Diggs
- Delicious bookmarks
- Posting frequency
- Number of comments
- Retweets
- Followers
- Reach
- Number of tweets
- RSS feed circulation
- Fanpage activity



**Authority**

## Start with your top fans and followers



**@whoisGEORGIE** 5 mentions



4401 followers

Watching the man in Starbucks make my coffee.

23-Nov-2010 15:28 PM

---

got my book and now going to have a relaxing coffee in starbucks hell yeah!

22-Jan-2011 05:36 AM

---

RT @StaywithAli: Oh starbucks, y u so good?~

05-Feb-2011 10:43 AM

@whoisgeorgie

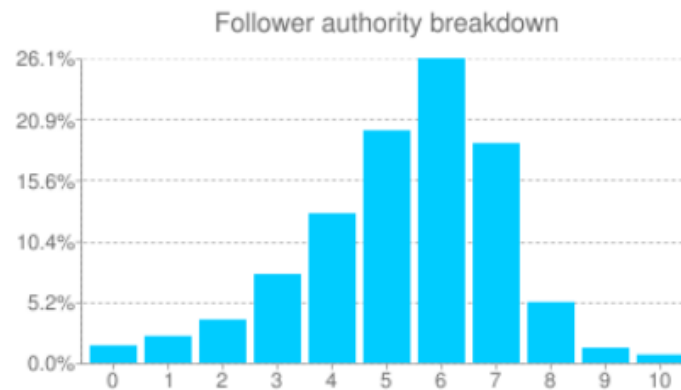


275 Following, 4401 Followers. Authority 8   
london.. <http://breakyourb0nes.tumblr.com/>  
just 'cause you're breathing doesn't mean you're alive.

## Follower Statistics



## Average Authority of Followers: 5.3



Auth 0: 1.5% followers  
Auth 1: 2.3% followers  
Auth 2: 3.7% followers  
Auth 3: 7.6% followers  
Auth 4: 12.8% followers  
Auth 5: 19.9% followers  
Auth 6: 26.1% followers  
Auth 7: 18.8% followers  
Auth 8: 5.2% followers  
Auth 9: 1.3% followers  
Auth 10: 0.7% followers

## Summary

- There is a lot of data on the social web and this will increase. It can seem overwhelming.
- Business benefits can be gained from understanding the data and employing a social strategy.
- Need professional tools to help manipulate the data.
- What does ROI mean to your company?
- Start now. This is not going away.

# Thank you.

Roy Jacques

Director of Sales- UK, Marketwire & Sysomos

[rjacques@marketwire.com](mailto:rjacques@marketwire.com)

0207 220 4500

<http://uk.linkedin.com/pub/roy-jacques/29/822/761>

