



Monitor brand awareness across multiple platforms

Client

A leading specialty retailer offering innovative home improvement products and services through big-box format stores across the US.

Opportunity

The retailer's presence on social media was ineffective. Hence, the client wanted to measure the efficacy of its social outreach and also wanted a holistic view of its brand perception across various platforms.

Value Delivered

1

Improved insights on social media branding and campaign performance, and improved engagement.

2

Provided better understanding of the customer funnel and the influence of offline and online channels on the customer.

3

Enabled monitoring of geographic level brand campaigns, and used geo-intelligence to attract customers.

Solution

SG Analytics engaged with the marketing and consumer insights group of the client to develop and deploy a near real-time tracking mechanism, and took the following steps:

- SGA divided the problem into three major parts – survey data integration, social media data consolidation, and dashboard to provide a single version of truth.
- SGA integrated online survey data with Tableau using the Web Data Connector functionality to provide real-time updates on the dashboard.
- SGA team worked on social media listening tools such as Sysomos and portal-specific tools such as Tubular. The SGA team developed applications using portal APIs and custom code for aggregating data from the web in order to calculate key metrics to measure outreach.
- SGA developed a dashboard by combining the survey and the consolidated social media data. This dashboard showcased the key metrics from social media platforms including Brand Sentiment and Social Reputation Score. Various other metrics were also gathered from the survey.

Tools Used



Sysomos



Tableau



Tubular

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