

● Training Guide



Finding Trends

Top tips

Brandwatch | **Consumer Research**



What this guide covers

- [Introduction](#)
- [Dashboard template](#)
- [Advanced Customization](#)
- [Rules](#)



Click the links to jump straight to that section. For more information visit our [Help Center](#).



Introduction

With access to the largest source of historical consumer conversations, it is important to understand how to leverage the different features of **Brandwatch Consumer Research** to spot trends.

Objective: In this guide you will learn how to discover new trends that support opportunities for product expansion, market growth or new marketing campaigns.

User level: Aimed at an intermediate user with a basic understanding of how to use the platform.

What you will need: A query to create a dashboard, or a prebuilt dashboard. If you need help with query writing, take a look at our [training videos](#).

The screenshot shows the Brandwatch interface for a project named "Design Software". The top navigation bar includes "Project Design Software", "Europe/London (UTC+01:00)", and "Help and Support". A sidebar on the left contains navigation icons for home, grid, bar chart, calendar, and info.

The main content area is titled "My Feed" and is powered by "iris". It displays a grid of trend cards:

- InVision MENTIONED TWEETER:** A card for @InVisiontweets showing 4 mentions on May 25, 2020, from 12:00pm to 12:56pm. The trend is described as a significant increase in Twitter mentions of @InVisiontweets.
- Makeup TRENDING TWEET:** A card for @wonnieswifey showing a trending tweet about a Produce Camp 2020 trainee. The trend is described as a significant increase in retweets of a tweet.
- Makeup TRENDING TWEET:** A card for @wyounslut showing a trending tweet about a salon. The trend is described as a significant increase in retweets of a tweet.
- Makeup TRENDING TWEET:** A card for @rougesek showing a trending tweet about a makeup shop. The trend is described as a significant increase in retweets of a tweet.

A callout box in the foreground reads: "Explore Query in a new Dashboard". Below it, a section titled "Create Signal from this Query" states: "Receive signal notifications, share with others and apply filters." The background also shows other trend cards like "BH Jogging" (14K mentions) and "Figma" (9779 mentions).



Trends Template

The trends dashboard is a **quick way** to provide real-time insights about the latest buzz and trends around any topic, event or industry - populated at the click of a button.

Within **dashboards**, select the **Trends template** to help you track the trends, conversations and people influencing your conversation of interest.



This template works best with topic-based queries.

Pick a Dashboard Template



Summary



Images



Facebook



Twitter



Instagram



Influencers



PR



Reputation



Trends



Demographics



Blank



Iris

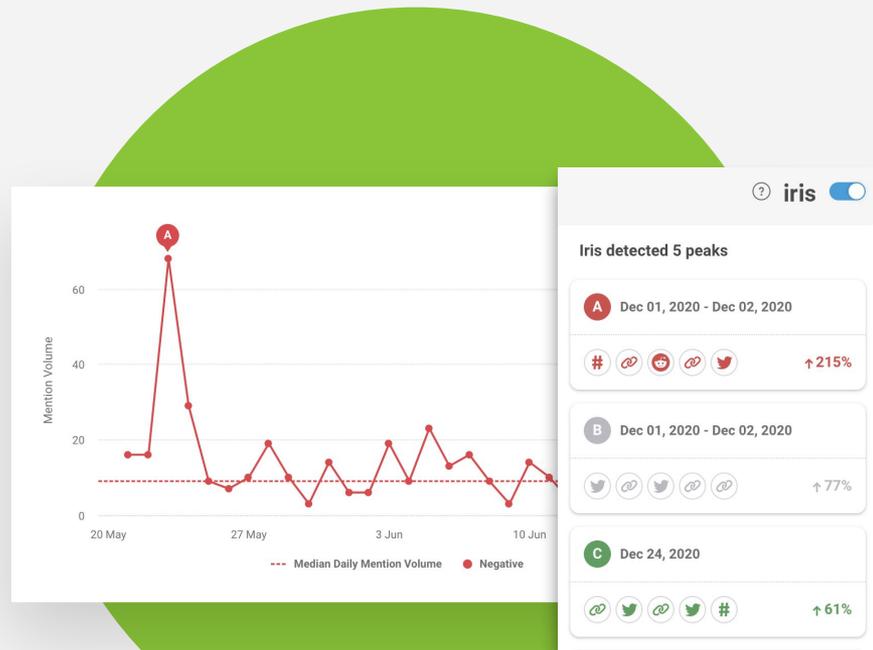
The volume over time component has a handy assistant to save you time.

Iris is a smarter and faster way to discover what's driving your insights. Iris automatically analyzes peaks in your dataset and explains what caused conversation to grow; essential when identifying trends.

Simply click on the customize bar and you'll find Iris ready to help.



Discover trending hashtags, articles, links and more.





Breakdowns

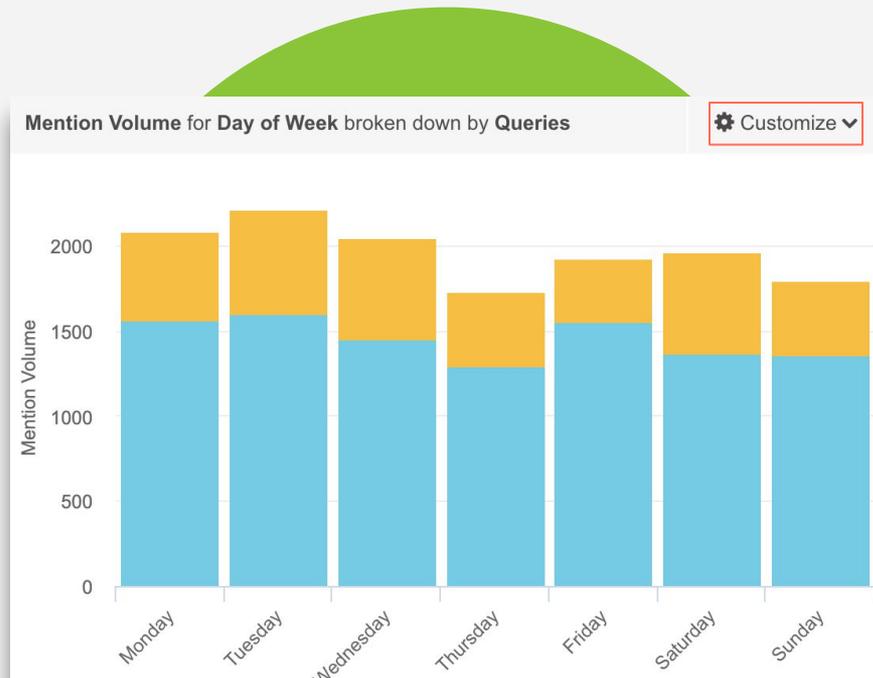
Finding trends all depends on your use case and your data.

Reveal new trends and insights by customizing the components breakdown. You'll be able to change what type of data is being visualised and what the axis' display.

This can give a whole new perspective to your data.



As this image shows, **Volume Over Time** has been changed to display volumes for **Day of the Week**, combined with an extra data set for easy comparisons.



Breakdowns continued

Lets use the volume over time component as an example.

Want to know the trends surrounding the time of day at which your audience is most active?

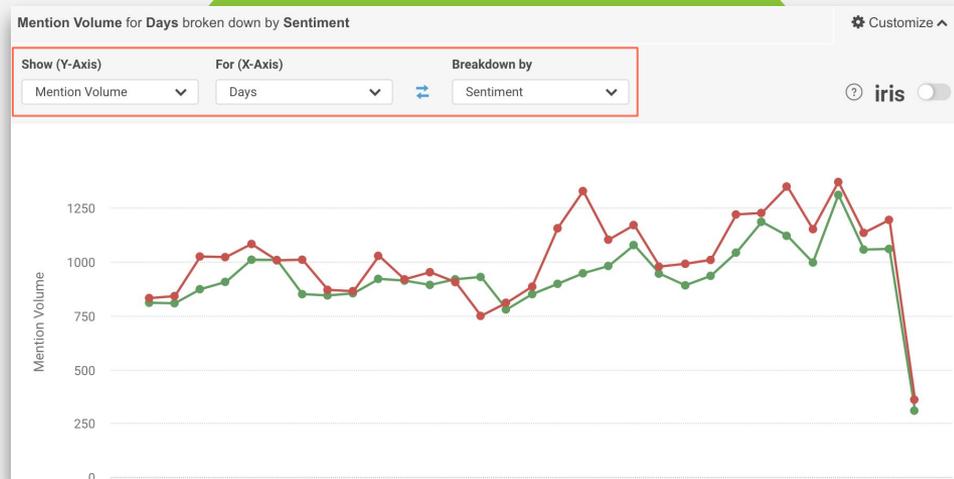
Try this break down:

Volume - Time of Day - Query

How about identifying trends in Sentiment?

Volume - Days - Sentiment

i Practice new breakdowns to discover new trends in your data.





Word Clouds continued

Word clouds have many depths, such as allowing you to see trending topics alongside greener, emerging conversations.

To tidy up your word cloud from irrelevant or noisy insights, click on the unwanted keyword and simply select **remove topic**.

Don't worry, your data set hasn't been affected, but by removing any terms you're not interested in, you can focus on the relevant topics. This is useful when creating relevant reports and insights.



Removing unwanted topics helps making reporting more meaningful.





Trending Topics

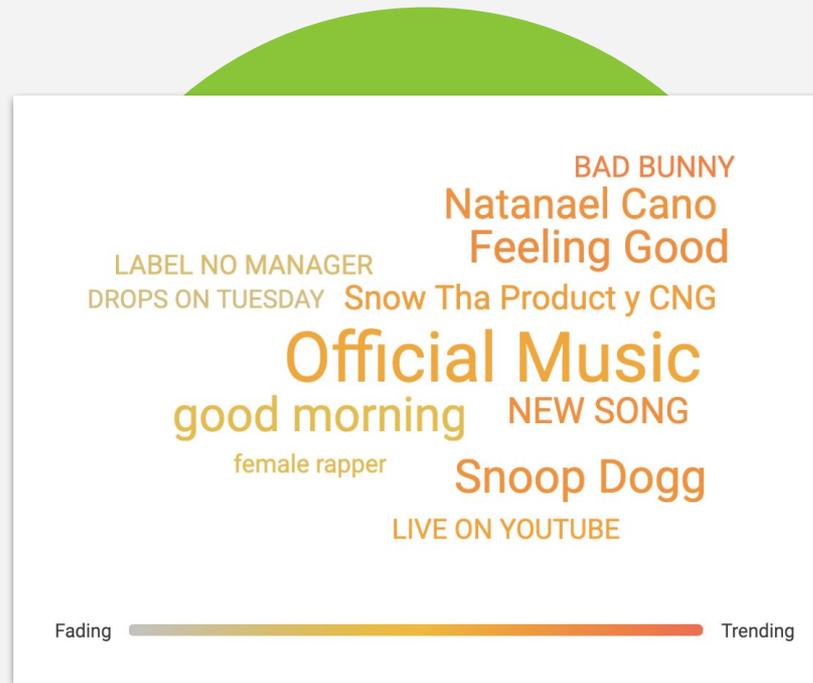
Track a trend from its emergence through to its decline.

The trending topics component allows you to visualize the **latest trends versus background topics** already fading out.

Be on top of today's trends before they become old news.



Use the color customization options to color code your component.





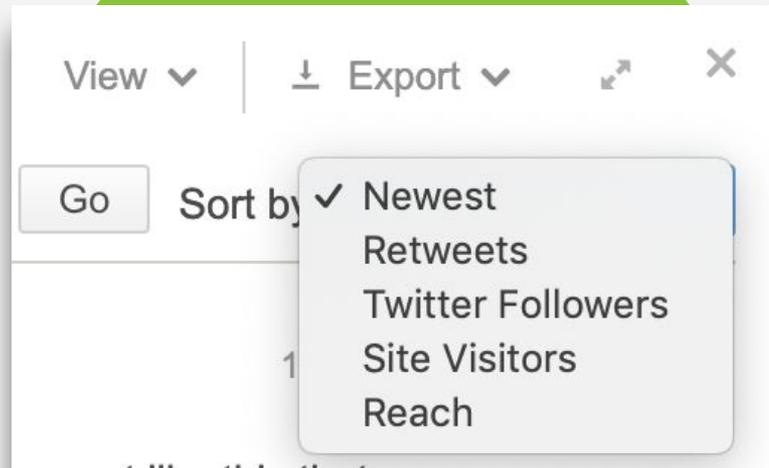
Metrics

What makes a trend?

Every Brandwatch user has their own way of defining a trend and measuring the success of their data.

By clicking into a component, there are many ways to organise your data to reveal what matters to you.

Identify what's trending through metrics such as **Most Retweets, Impressions and Reach**.





Reach & Impact

You will see a couple of Brandwatch's own metrics on your dashboard; **Reach & Impact**. Sorting via these metrics gives a real world insight into what has struck a chord with your audience within your data.

- **Reach** is the number of people estimated to have seen a given post
- **Impact** measures the degree of overall engagement with a mention

We all measure data in a different way. Whether your trends are based upon engagement or impressions, sort your data to suit you.

▼ Reach & Impact

Reach

Min

to

Max



Impact

Min

to

Max





Topics Cluster

The topic cluster bubble chart displays the relationship between topics and subtopics in your data.

Gain a quick overview of the nature of the conversation in your data and dig further into the clusters to understand the story behind the data.

This is great for seeing how topics breakdown into subtopics, opening your data and grouping according to levels of online engagement.



Utilise the Customisation bar to reveal new topics and trends





Key insights

The key insights component provides you with a top level view of overarching statistics and trends for your data.

You can quickly identify key changes in your data at a glance, simply click on any of the links to discover more.



This is a great Monday morning, quick insight component.





Retweeted Content

The retweeted content component reveals a list of the most retweeted content.

See content and posts that has resonated with your audience, gone viral and been worthy of a RT.



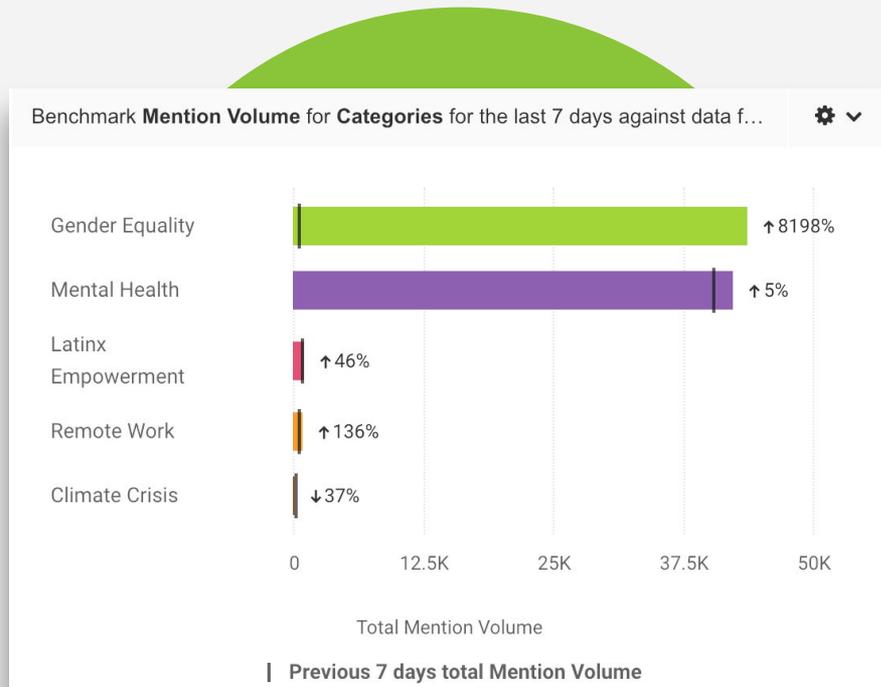
Benchmark

The Benchmarking component is a great for gaining perspective and context. It may not unearth your trends, but will allow you to see how your data is performing compared to a previous date range. Are your trends on the increase or decline?

Combine this with a custom created category or tag, to continue monitoring the growth rate of the emerging trend you just captured with your rule.

In this example the chart is showing volume for user defined categories, compared to the previous week.

i Benchmarking is a useful way to monitor volumes of products and services.



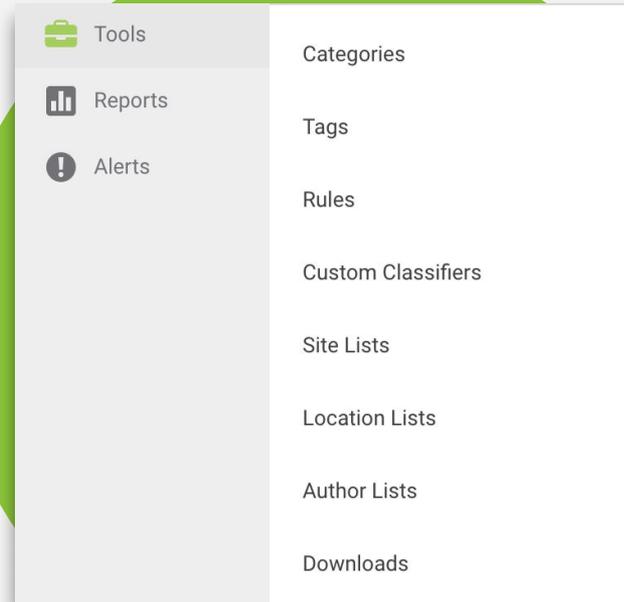
Tools

Finding your dataset too broad, too general?

The tools section of your account allows you to create filters customized to your needs. Dive into data such as services, products and competitors with categories and tags.

By creating your own filters for product lines, services and campaigns, the relevancy of your data will increase as a result with new trends coming to the forefront.

i Take a look at our training videos on how to use **categories** and **tags** if you need any further help.





Finding Trends

We hope you found this guide useful and can start finding new trends in your own data.

If you would like further training on this topic, you can [register](#) for one of our webinars or take a look our [training videos](#).



Finding Trends

Now You Know

Brandwatch | **A new kind of intelligence**

