

● Brandwatch Education Services



Understanding Digital Consumer Research

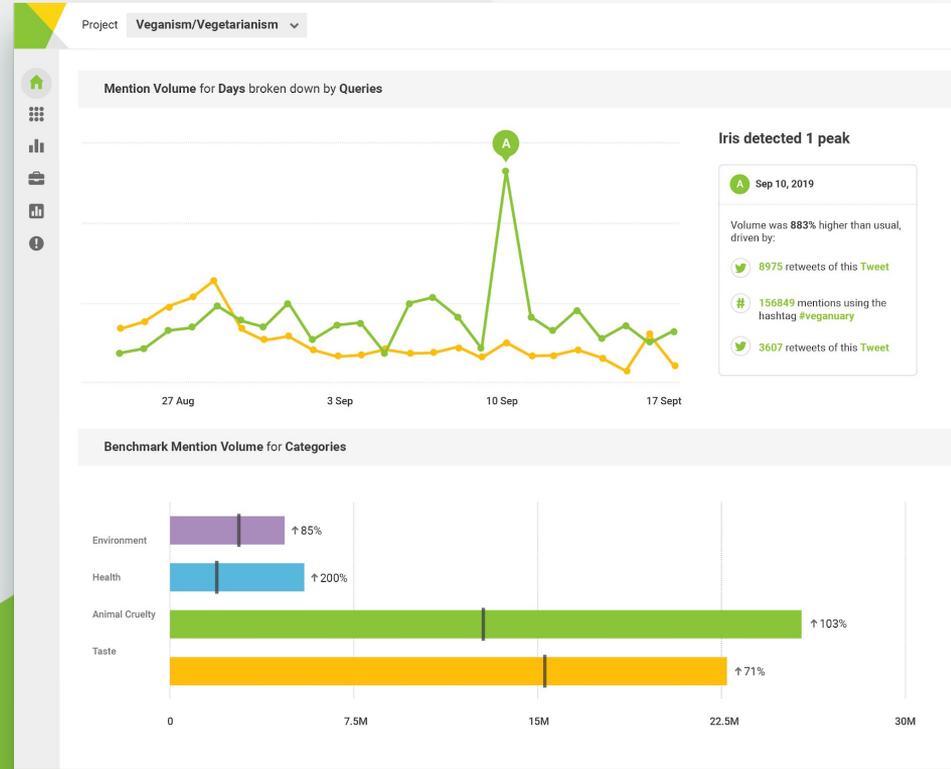
Brandwatch | **Consumer Research**



Introduction

Objective: The purpose of this guide is to give you an overview of how to best approach Digital Consumer Intelligence using the Brandwatch Consumer Research platform.

User level: Aimed at all user levels of the Brandwatch Consumer Research platform.





What this guide covers

- [Making the Most of Digital Consumer Intelligence](#)
- [Creating the Right Data Sources](#)
- [Analysing Online Opinions](#)
- [Reporting your Findings](#)



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



What is Digital Consumer Intelligence?

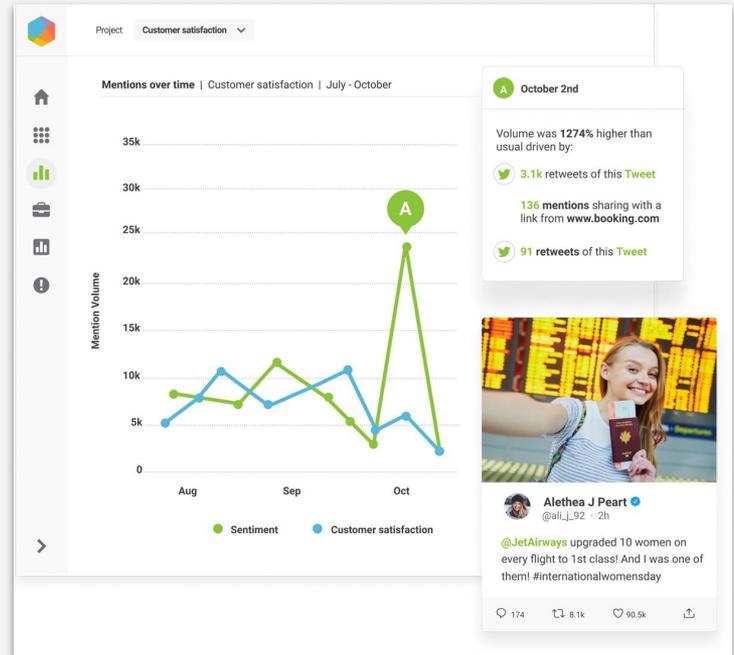
Digital Consumer Intelligence is a new market category whereby we combine digital, social and first-party data sources with data science and AI. Get a **360°** view of your consumer insights by bringing all of your insights to one place.





Why use Digital Consumer Research?

- Instant access to **millions of voices** around the world
- Keep your **finger on the pulse** at all times to ensure nothing is missed
- Understand where you sit in the **industry** and learn **what works**
- Understand your audience and your **climate**
- Action the **voices of your audiences**

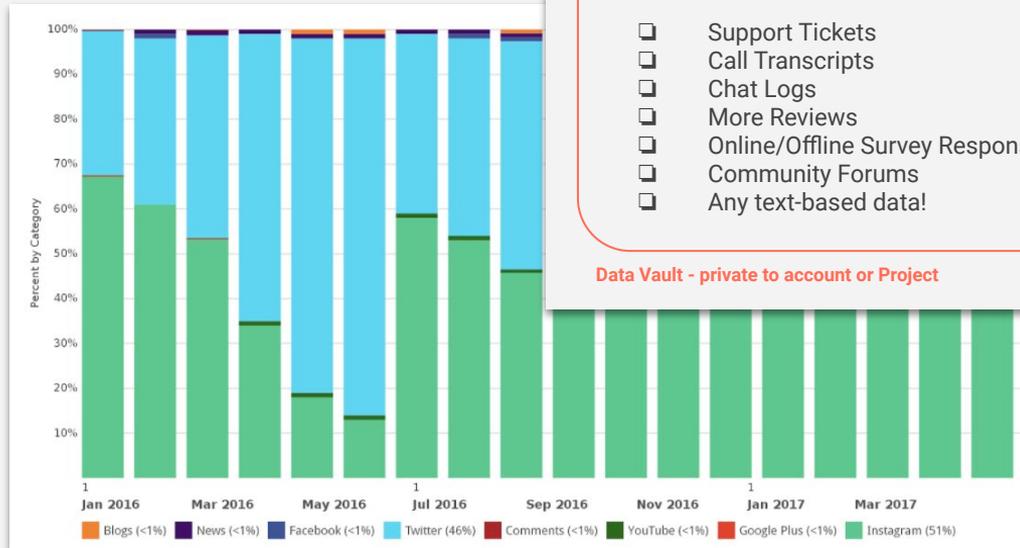




You can Combine Multiple Data Sources

Plug in your own data

Using our **Data Upload API** feature, you can plug in your own external data sources into the Consumer Research platform to analyse. Whether it's surveys or customer support data, combine these with your Brandwatch Queries or Channels to capture the whole picture regarding your area of interest.



Public - visible to all BW users

Brandwatch Data Library

- Social
- News
- Forums
- Blogs
- Reviews

1st Party Data

- Support Tickets
- Call Transcripts
- Chat Logs
- More Reviews
- Online/Offline Survey Responses
- Community Forums
- Any text-based data!

Data Vault - private to account or Project



Data Upload API

Plug in your own data

The Data Upload API lets you analyze your **1st party data** alongside social data using all of Brandwatch's world-class AI and customizable reporting to build a complete picture of your customers and your business.





Data Vaults

Manage and Collect Data

Data Vaults are the **hub** of all of your data in one place. Add your custom data in one location to manage at any time.

The screenshot shows the Brandwatch Data Vaults dashboard. At the top left, there is a blue 'BETA' badge. At the top right, there is a 'Help and Support' dropdown menu and a user profile for 'slevent@brandwatch.com'. The main heading is 'Good afternoon' with the subtitle 'Collect, manage, and analyze content and data easily.' Below this, there are three main sections:

- Manage and collect content:** Represented by an icon of a box containing social media logos (YouTube, Facebook, etc.). The text below reads: 'Collect content and data from restricted sources or upload your own.'
- Improve your queries:** Represented by an icon of a network graph and data cards. The text below reads: 'Use the content and data here in queries across your organization.'
- Your data is secure:** Represented by a shield icon with a padlock and a checkmark. The text below reads: 'Only your organization can see the data. For more info see our [data privacy FAQs](#)'.

Aa

Social Research Use Cases

When you have plugged in all the data you wish to analyse into the platform, there are a wide range of possibilities within Digital Consumer Intelligence, including social research.

We've broken it down into some of the core use cases the platform can be used for, each with a unique approach.



Crisis Management
Protect your brand



Brand Management
Monitor your brand online



Digital Transformation
Build a data-driven culture



Market Research
Research your industry



Competitor Analysis
Benchmark your performance



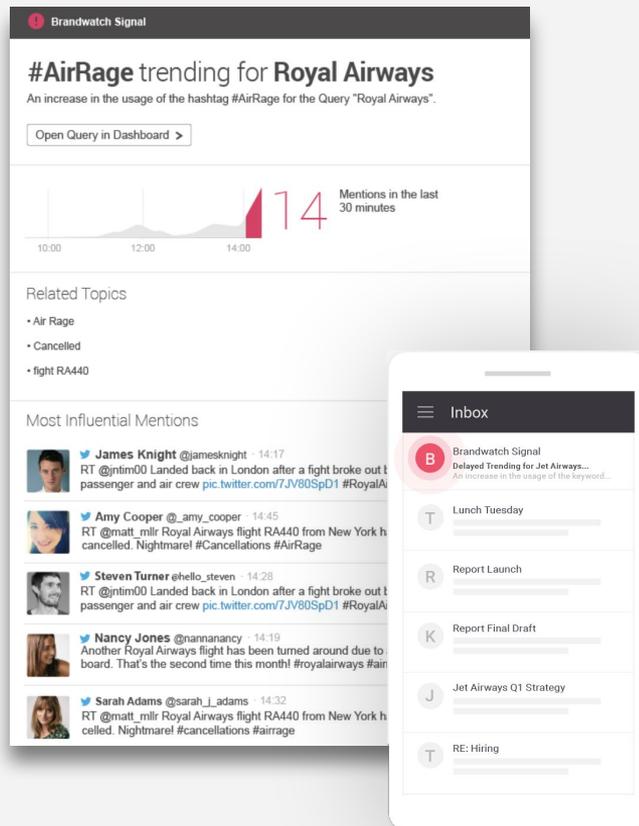
Audience Analysis
Identify your audience



Crisis Management

Protect your brand

Keep a real-time tab of a potential crisis with the measures in place to respond on the go.

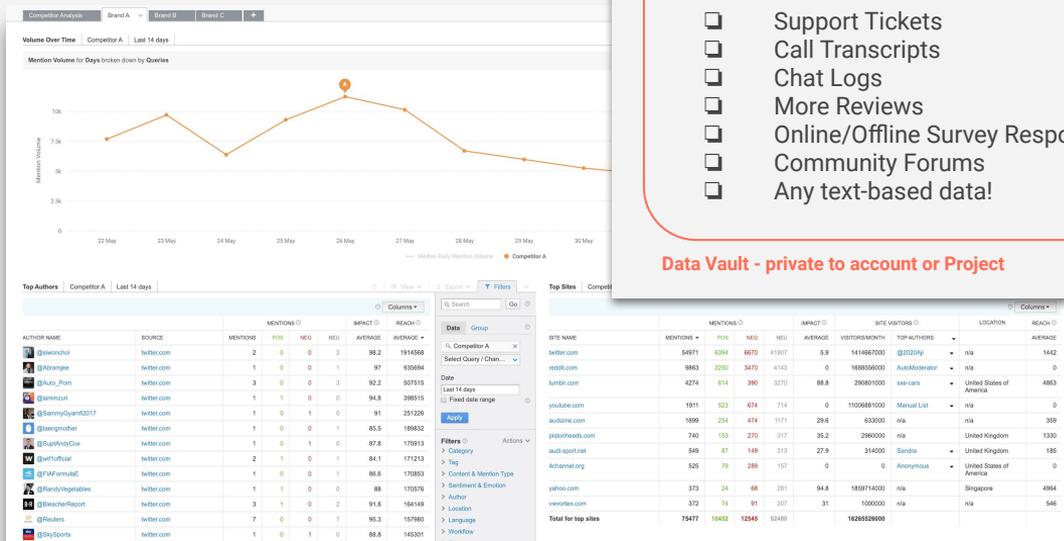




Digital Transformation

Build a data-driven culture

Rethink the possibilities with Digital Consumer Intelligence. Plug in multiple data sources from social channels to your own survey data using the API Upload feature and analyze all your data in one place to make critical business decisions.



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Market Research

Research your industry

Identify what is being said in your industry. Identify and build relationships with influencers and brand advocates.

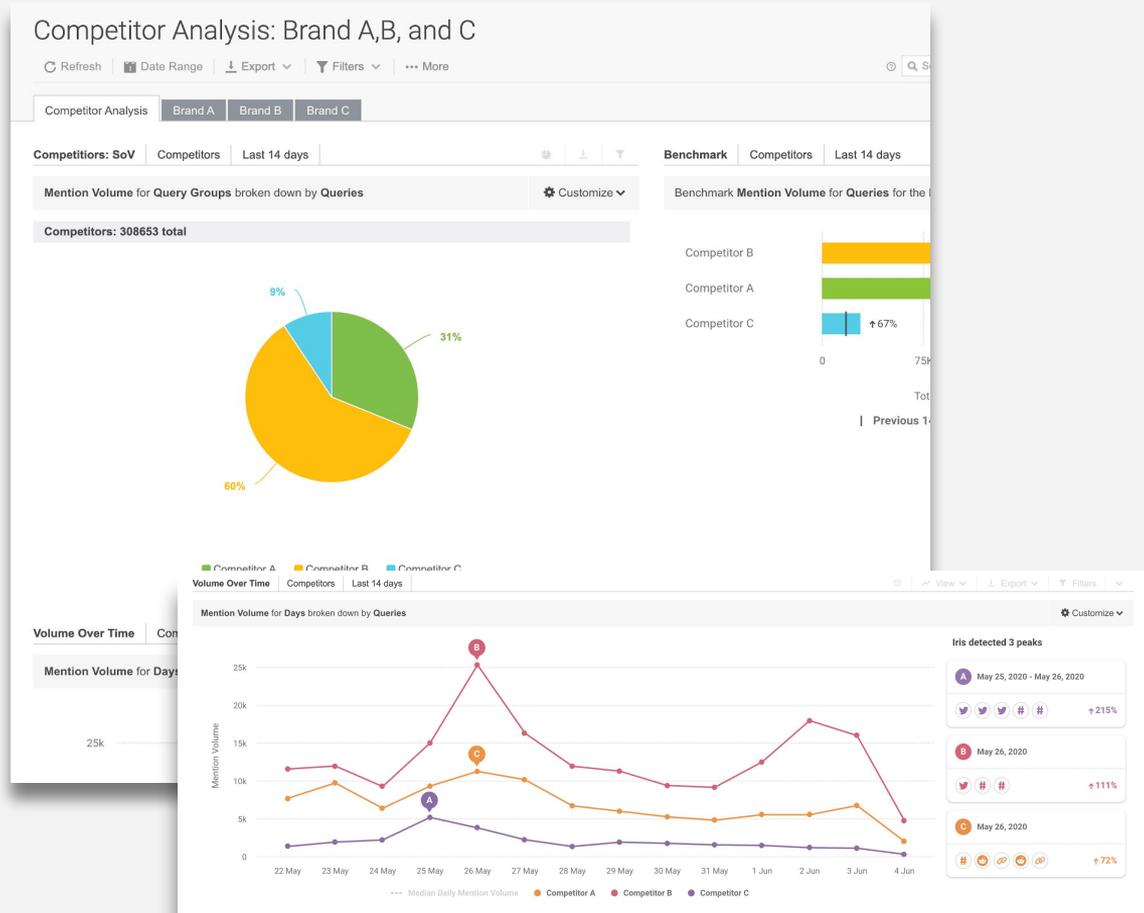
Top Authors		Competitor A	Last 14 days					Columns ▾
AUTHOR NAME	SOURCE	MENTIONS ②				IMPACT ②	REACH ②	
		MENTIONS	POS	NEG	NEU	AVERAGE	AVERAGE	
 @siwonchoi	twitter.com	2	0	0	2	98.2	191456	
 @Abramjee	twitter.com	1	0	0	1	97	93569	
 @Auto_Porn	twitter.com	3	0	0	3	92.2	50751	
 @iammzuri	twitter.com	1	1	0	0	94.8	39851	
 @SammyGyamfi2017	twitter.com	1	0	1	0	91	25122	
 @taengmother	twitter.com	1	0	0	1	85.5	18983	
 @SuptAndyCox	twitter.com	1	0	1	0	87.8	17591	
 @wtf1official	twitter.com	2	1	0	1	84.1	17121	
 @FIAFormulaE	twitter.com	1	0	0	1	86.6	17085	
 @RandyVegetables	twitter.com	1	1	0	0	88	17057	
 @BleacherReport	twitter.com	3	1	0	2	91.8	16414	



Competitor Analysis

Benchmark your performance

Gather information on the activities of competitors and thoughts of their customers, as well as the wider marketplace.





Audience Analysis

Get to know your social panel

Identify your audiences using a number of Tools, such as Social Panels, where you can determine your panel and identify influencers and advocates.

Find Authors ?

Filters ▼

Separate keywords with OR ▼
Results can match any of the keywords in this group

Bio contains ▼ food blogger

Bio contains ▼ food writer

OR

AND

Separate keywords with AND ▼
Results must match all the keywords in this group

Account type ▼ Individual

Author location ▼ United Kingdom

AND

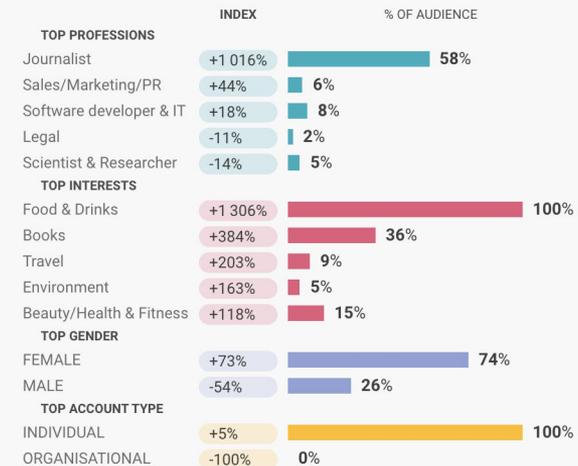
[+ ADD GROUP](#)

[+ ADD EXCLUSION](#) SEARCH

Search Results

▼ Summary

Demographics (vs Twitter Average) ?

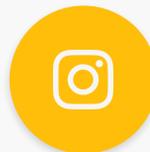
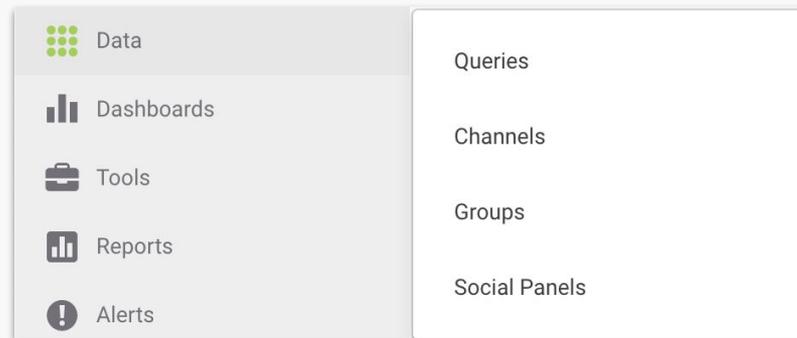


1 279 Active authors found

Creating the right setup

No matter what your business needs are, the core methodology remains the same. To begin, we must ensure we have **clean data** accompanied with any relevant **Tools** that will aid our analysis in our **Dashboards**.

The next section of the guide will demonstrate the best practices in ensuring you have everything you need to make the most of digital consumer intelligence.



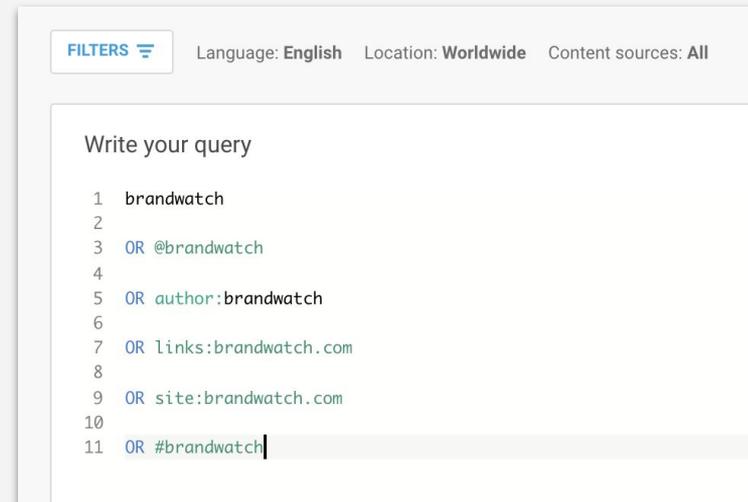
Starting off with the right data

In addition to your own data sources, in order to ensure you can conduct thorough analysis of your topic at hand, you'll need to start off with the right Brandwatch data too.

By plugging your data source into a dashboard, we can fuel it with right data we want to analyse. This means writing a query which captures all relevant mentions of your area of interest.

With a well-rounded query, you can rest assured that you will be get an accurate representation of the topic, industry or brand that you're looking to analyse.

To view how to write a clean query, head on over to our [Query Writing Guide](#) which will take you through the step by step process.



The screenshot shows a search interface with a 'FILTERS' button and three filter options: 'Language: English', 'Location: Worldwide', and 'Content sources: All'. Below this is a 'Write your query' section with a list of suggestions:

- 1 brandwatch
- 2
- 3 OR @brandwatch
- 4
- 5 OR author:brandwatch
- 6
- 7 OR links:brandwatch.com
- 8
- 9 OR site:brandwatch.com
- 10
- 11 OR #brandwatch

Measuring volumes

Volume components will be vital in understanding the **whens** of your research topic.

When are people online and talking about this topic?

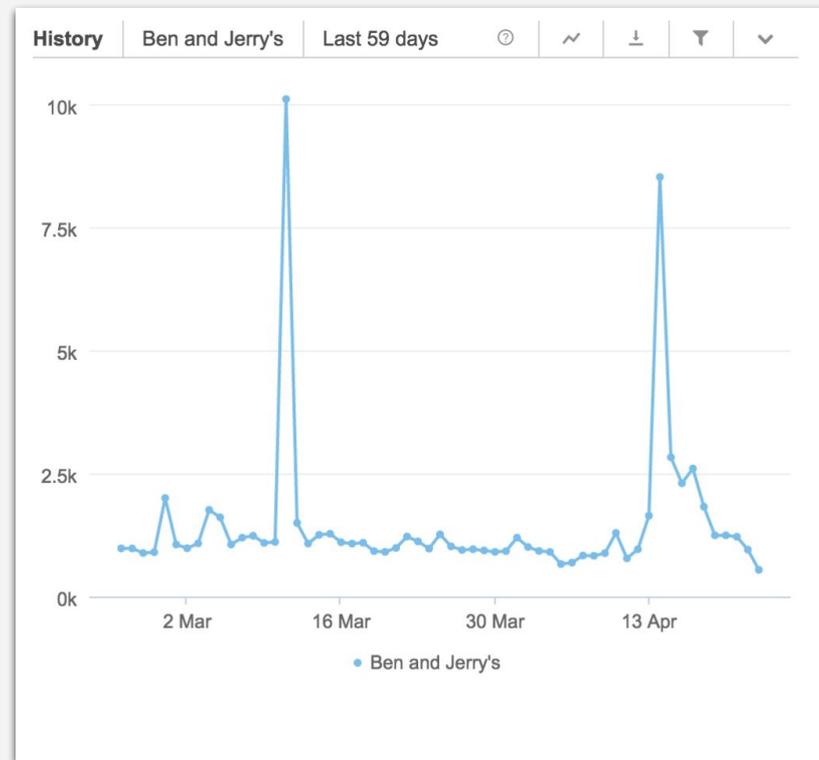
When do people tend to post about it?

Which day of the week seems to be the most prevalent in conversation around it?

By using components such a Volume Over Time, you are able to measure the crucial insight that is the

Are volumes rising or falling?

By combining volume over time alongside a benchmarking component we are able to understand incoming volumes alongside comparisons of a previous date range for further context.



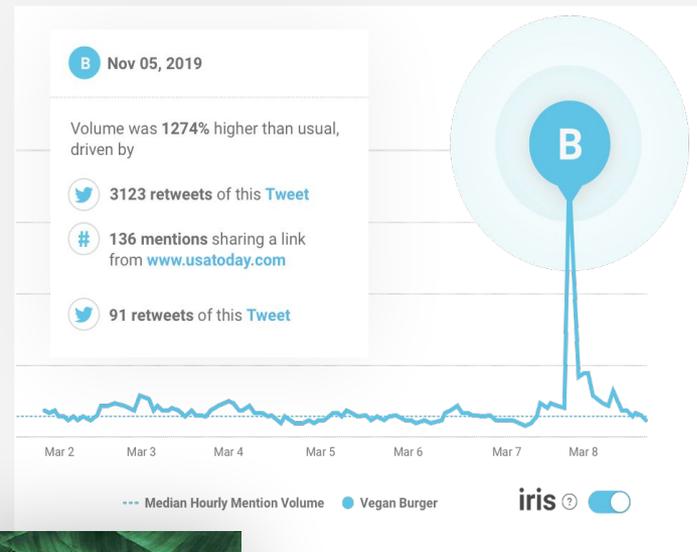
What is driving momentum?

Each spike in your data could be driven by a variety of mentions, or simply just by one viral mention.

You can click in to dive into your data. Once in a spike or segment, you can sort with a variety of metrics to see which posts have gained traction.

While this is recommended, save yourself time by simply enabling **Iris** - our AI assisted personal analyst which will detect and analyse the drivers of the peaks in your data for you!

See if a Tweet was Retweeted a lot of time, if a hashtag went viral, or perhaps a sub-Reddit saw a lot of activity. Iris can detect this and much more.



Newest

✓ Retweets

Twitter Followers

Site Visitors

Reach

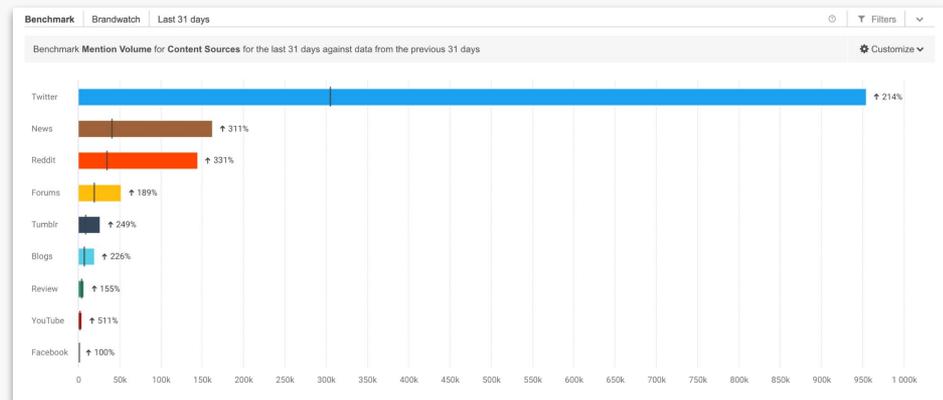
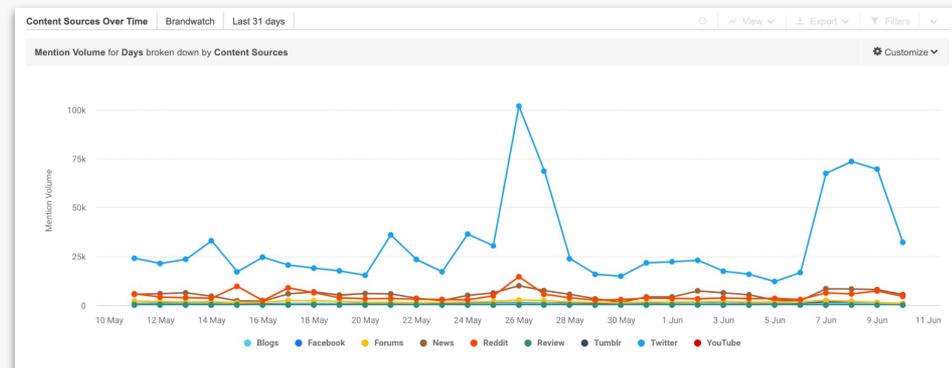
Identify where online conversation comes from

Monitoring the content sources that conversation around your topic derive from online is vital in understanding the **where's** of your research.

Where is my conversation coming from?
Where online do people go to praise or complain?

Understanding the share of voice on different content sources is vital to understanding not only what is being said, but where it is being said.

Utilise the *Customisation* bar on each component to give new perspectives of your conversation; Breakdowns such as *Content Sources* or *Sentiment* can reveal news depths of your data.



Assessing your audience

Using author-focused Components will enable to answer the *who's* of your brand.

Who is speaking about this topic?

Who are your influencers or detractors?

By identifying your audience and assessing their demographics, you are able to better grasp those behind your brand's reputation. This detail allows you to make consumer-led strategic decisions around your brand management.

The **Top Authors** component will do just that. By ranking your audience by a metric of your choice, including Reach, Impact and the total sum of mentions, you can curate a list of authors using the Authors List option to further filter by and analyse them.

Top Authors | ben & jerry's | Last 7 days | View

Columns

AUTHOR NAME	SOURCE	MENTIONS			IMPACT	REACH	
		MENTIONS	POS	NEG	NEU	TOTAL	AVERAGE
Nishi	disqus.com	1	0	0	1	57	0
SoarwithCharlie	www.tripadvisor.co.uk	1	1	0	0	54	0
@benandjerrys	twitter.com	1	0	0	1	54	60108
James Lopez	www.miamiherald.com	1	0	0	1	53	2793
@Adriandhy	twitter.com	1	0	0	1	51	20878
Megan Schaltegger	www.delish.com	1	0	0	1	51	2167
@Adweek	twitter.com	1	0	0	1	49	36558
@soulphoodie	twitter.com	1	0	0	1	49	26368
@MercyForAnimals	twitter.com						
@Tesco	twitter.com						
Total for top authors							

AUTHOR NAME

@Strandjunker

@BernieSanders

View Twitter Profile

View Mentions by @BernieSanders

Add to an Author List

@KanaAyyub

@DanPriceSeattle

@HawleyMO

@chrishlad

@DonaldJTrumpJr

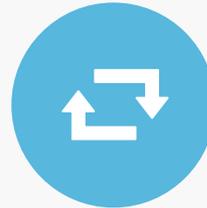
Tell-tale metrics

Each component is unique, and so are the metrics that matter to you. When monitoring your research conversation, think about what engagement metrics are important to you.

Use these metrics to filter your data to your needs.

- The type of post (How are people engaging; *original posts, shared or commented content*)
- Unique Authors (is your audience increasing)
- Site Visitors (what's been visited)
- Reach (How many people are seeing the content)
- Impact (Is engagement high)

Organize your data accordingly to identify the insights most valuable to you.



Detect with Signals & Alerts

Keeping a pulse on trends is vital for any type of social research. Whether it's a rapid shift in conversation, a new and emerging trend or vital competitor insight, stay abreast of these changes to be able to act fast.

Signals and Alerts can be set up to help keep in touch with your data, specifically on topics that matter most to you. By setting up email updates on either an increase in volume of conversation or mention of a specific topic you are monitoring very closely, Signals and Alerts are key to keeping in touch with your topic when it matters most.

Signals provide intelligent updates when there is a change in your data, for example, a trending news article.

Custom Alerts give you the ability to filter what you want to be notified upon, along with what criteria warrants an alert.

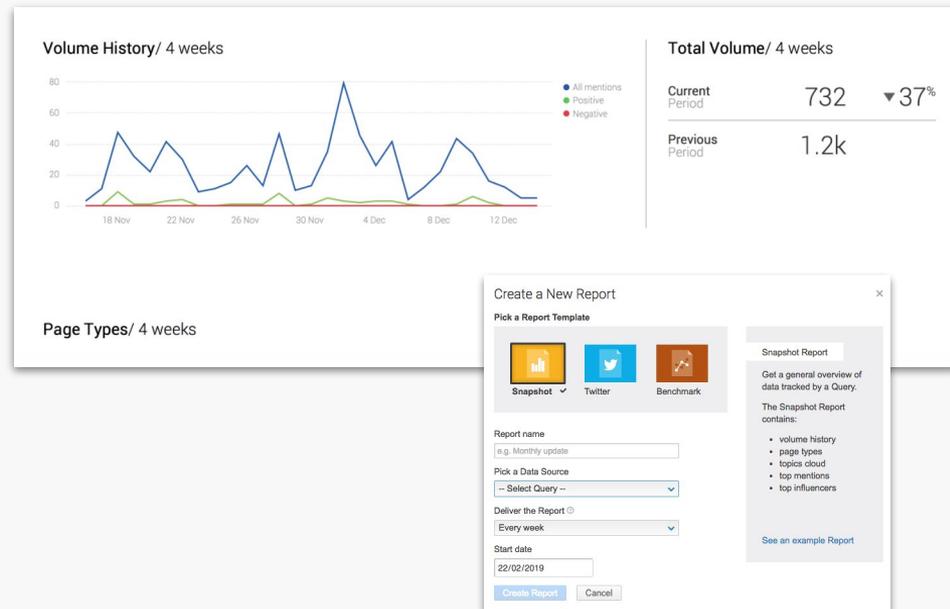
The screenshot displays an email notification from Brandwatch. The main subject is a signal for the hashtag #plasticpolluters, which is trending for the brand. The email includes a line graph showing a sharp increase in mentions starting at 19:00PM, reaching 549 mentions in the last 15 minutes. Below the graph, it lists three main drivers: 350 mentions using the hashtag, 125 mentions sharing a link from nytimes.com, and 57 mentions on a Reddit thread. The email also features related topics like #climatechange and #profitbeforeplanet. On the right side, there are three social media snippets: a tweet from RightHere asking about packaging, a tweet from Alma claiming packaging is not fully recyclable, and a New York Times article about climate strike protests with a photo of a sign that says 'There is NO PLANET B'.

Inform

Sharing your research findings with the right stakeholders is key in learning from and acting on your analysis.

Use tools such as **exported dashboards** and **automated reports** to quickly share insights within your organization.

With a widespread understanding of your social research performance online, you can liaise with your teams internally to take appropriate action from your findings.



! Final thoughts

When the possibilities seem endless, approaching digital consumer intelligence may seem intimidating at first.

With a 360 degree view of your consumer insights, digital consumer intelligence enables you to confidently draw actionable insights with the knowledge that you are capturing *all* of the relevant information on your topic, industry or brand. Ensure you consider all of the data sources you believe will aid your research, plug them into the platform alongside your clean Queries in order to fuel a well built Dashboard to provide you with core insights. Be sure to keep in touch with your data by setting up Alerts, guaranteeing you have your finger on the pulse at all times, ready to act when needed.

Your plan of action for conducting social research should include:

- Having the right data sets. Combine all relevant sources into the platform and ensure your Query is clean and thorough. Combine any relevant social channels you wish to analyse at this point.
- Create a dashboard that answers ***when, what, where and who***.
- Ensure you are keeping up with your data and the topics that matter most to you with **Signals and Alerts**
- Tell the right people. Inform key stakeholders in your research using Reports to ensure the right insights get to the right people.



Understanding Digital Consumer Research

We hope you found this guide useful and can start making the most out of your data in Brandwatch.

Take a look at our [Help Centre](#) if you need any further help, or sign up for one of our [webinars](#) to build on your knowledge.

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Understanding Digital Consumer Intelligence

Now You Know

Brandwatch | **A new kind of intelligence**

