Social Data Intelligence
Presented at Strata: Data-Driven Business Day

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Agenda

I. The State of Social Analytics

II. Making Social Data Actionable

III. Building A Data-Driven Organization

IV. What's Next
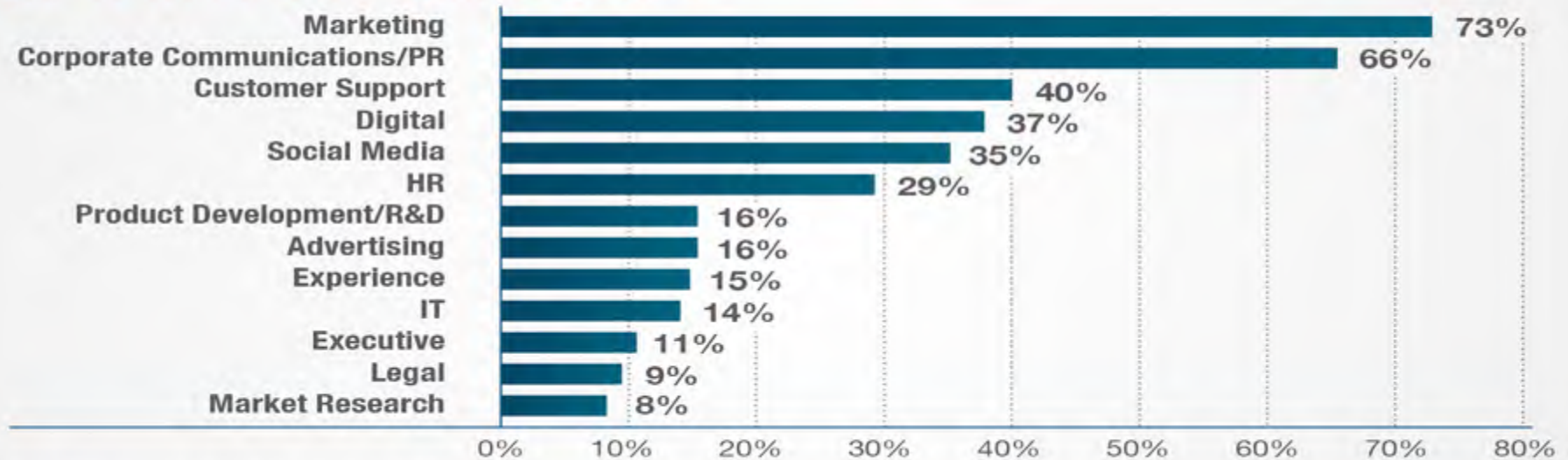
The State of Social Analytics

Social data is not an island

It is used across the organization

Fig. 2

Thirteen Departments Are Actively Engaged in Social Media

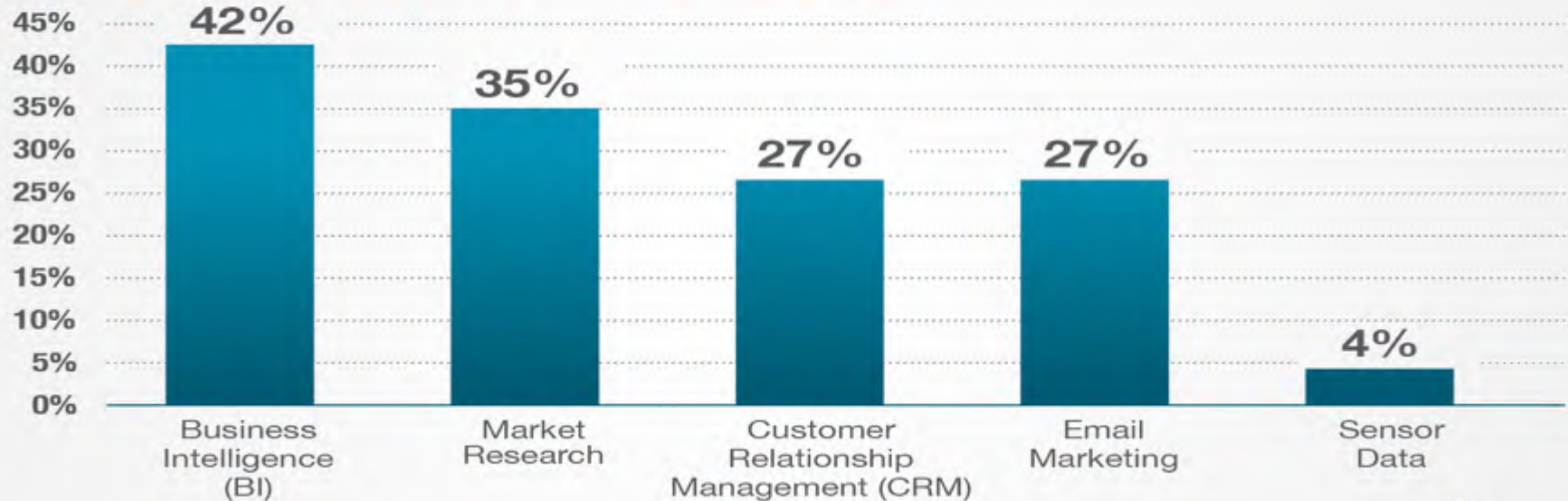In which of the following departments are there dedicated people (can be less than one FTE) executing social?

Department	Percentage
Marketing	73%
Corporate Communications/PR	66%
Customer Support	40%
Digital	37%
Social Media	35%
HR	29%
Product Development/R&D	16%
Advertising	16%
Experience	15%
IT	14%
Executive	11%
Legal	9%
Market Research	8%

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Organizations want context

Organizations Begin to Integrate Social and Enterprise Data

We integrate social data with ... (check all that apply):

Category	Percentage
Business Intelligence (BI)	42%
Market Research	35%
Customer Relationship Management (CRM)	27%
Email Marketing	27%
Sensor Data	4%

Base: 27 respondents from companies with $100M+ in revenue; Source: "Social Data Intelligence," Altimeter Group (July 25, 2013)

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It has a large and diffuse ecosystem

Publishers
(Social Networks, Community, Enterprise Collaboration)

Social Data Middleware

Social Applications

Enterprise Applications

Listening/ Monitoring	Engagement SMMS)	Publishing	Analytics	CRM	BI	Market Research	Commerce	Email Marketing	Fraud Detection/ Risk Mgt	Supply Chain

Social data turned up the heat for Manny's Steakhouse, prompting action

Manny's steakhouse is celebrated for its quality steaks, but when a sudden change in sentiment related to its meat quality surfaced via social media, the company was able to pinpoint the precise dates, times, and incidents of faulty product.

Parasole uses social data opportunistically, to protect product (and brand) quality

Using social data to optimize supply
- ✓ Cut ties with the meat supplier
- ✓ Provided employee training to smooth the transition
- ✓ Updated employee incentive programs to incorporate social ratings and reviews

Parasole and Manny's quickly identified 6 suspect samples, lined them up, tasted them, and

So…what is social data intelligence?

Social data intelligence is insight derived from social data that organizations can use confidently, at scale and in conjunction with other data sources to make strategic decisions.

Challenges of integrating social data

Multiple internal constituents and interests

Big data requires new analytical approaches

Social data (and sometimes analysts) lack enterprise credibility

Characteristics to consider

Content Type

Social Action Type

Content Lifespan

Platform Demographic

Type of User Relationships

Data Types

Location Awareness

Making Social Data Actionable

1. Identify your business goals

2. Define core social media metrics

Business Goal	Social Media Metric
Brand Health	Brand sentiment over time
Marketing Optimization	Impact of campaign X on awareness
Revenue Generation	Impact of social media on conversion
Operational Efficiency	Impact of social media on call deflection
Customer Experience	Impact of social media on NPS
Innovation	Impact of social media on speed to market

3. Prioritize Your Metrics

Fig. 4
Sample Metrics Scorecard

Scale of 1–5: 1 is very low and 5 is very high

Category	Metric	Average Value	Average Capability	Average Resources	Average Dependency	Overall Score
Brand Health	Share of relevant conversation	5	3	4	5	4.25
Brand Health	Sentiment over time	4	2	2	4	3
Brand Health	Sentiment drivers	5	4	5	5	4.75
Brand Health	Top Influencers, Top Detractors	5	3	3	4	3.75
Revenue Generation	Relationship of Generation Social to Awareness	4	4	2	3	3.25
Revenue Generation	Relationship of Social to Consideration	5	1	3	2	2.75
Revenue Generation	Relationship of Social to Conversion	5	1	1	5	3
Revenue Generation	Relationship of Social to Loyalty	4	3	3	4	3.5
Revenue Generation	Relationship of Social to Advocacy	5	2	1	4	4

This is a sample scorecard; these numbers are intended as placeholders and will vary according to business context

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Prioritization Process

1. List the core set of metrics you would like to evaluate
2. Score them as follows, on a scale of 1-5, where 1 is the lowest, and 5 is the highest

Value	• How useful this metric is to your organization
Capability	• Your organization's ability to deliver this metric
Resource	• The time and staff power it will take to deliver this metric
Dependency	• The degree to which other metrics or future decisions rely on this metric

Symantec has operationalized social data

1. **Case**: Request for help resolving real-time issue

2. **Query**: Question that doesn't require support resource

3. **Rant**: Criticism that merits brand management consideration

4. **Rave**: Praise from Symantec brand advocate

5. **Lead**: Pronouncement of near-term purchase decision

6. **RFE**: Request to enhance a product with a new feature

7. **Fraud**: Communication from an unauthorized provider of Symantec products

- Marketing
- Customer Support
- Engineering
- PR
- Product Management
- Legal

Results across the enterprise

Customer Experience
Numerous support cases resolved
Converted many 'ranters' to 'ravers'

Risk Mitigation
Uncovered hundreds of fraudulent product pilots

Lead Generation & Nurturing
Generated hundreds of business & consumer leads

Product Improvement
Rapidly identifies key areas to prioritize R&D

Aspire to a (more) holistic strategy

Fig. 5
Social Data Maturity Map
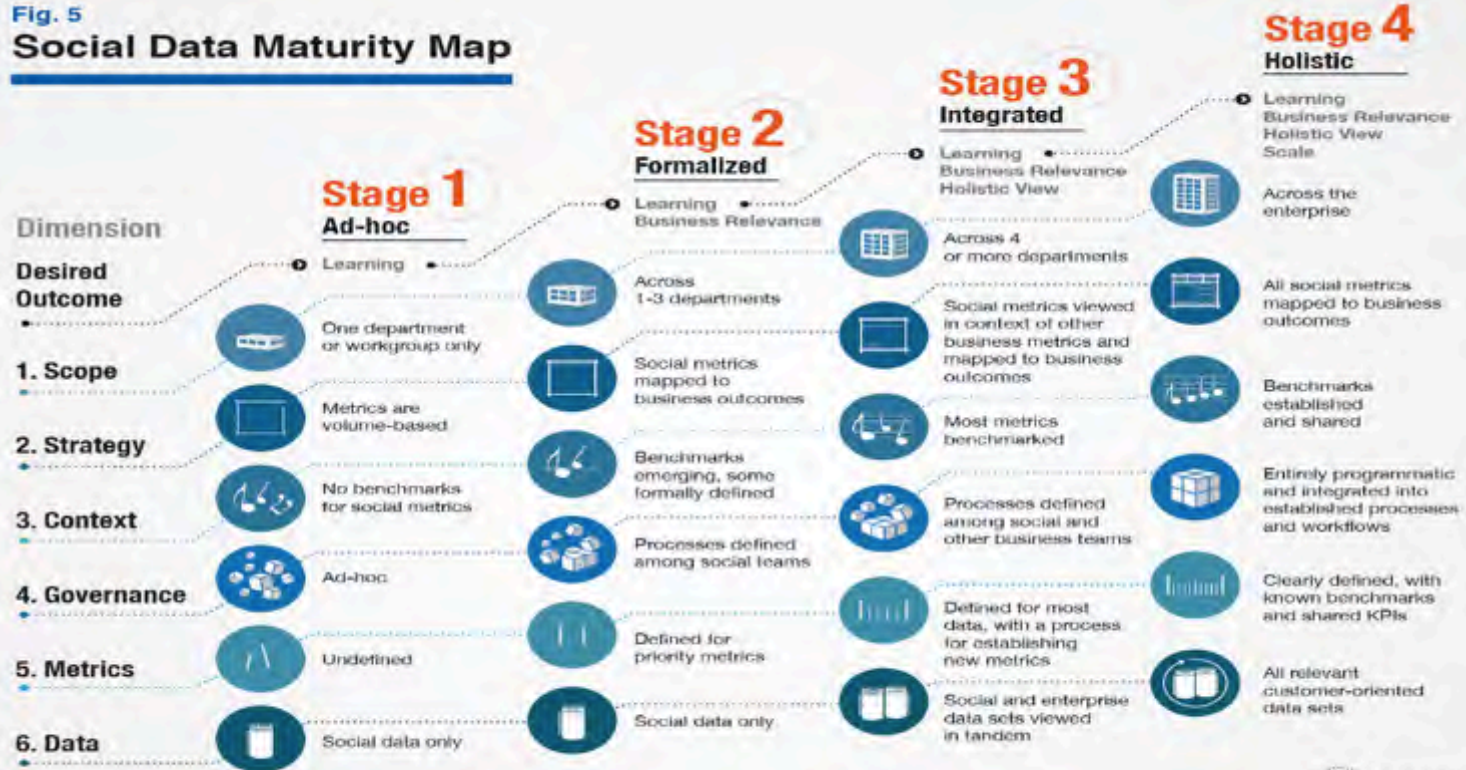
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Caesar's to integrate social data across 50+ casinos, hotels, and golf courses worldwide

Across a vast empire of brands and locations, Caesar's realizes the value of its data lies in its ability to inform the customer journey across channels and touchpoints.

CAESARS
ENTERTAINMENT.

Aggregate, then analyze

"The goal is to understand both online and offline touchpoints along the customer journey and how they vary across segments, media types, and brands."

–Chris Kahle, Manager of Web Analytics, Caesar's

Caesar's is undergoing a mass integration project, aggregating data across offline and online advertising channels, such as display, email, organic, search, and affiliate.

The goal: understand the customer journey

Extract insights

Build preference models

Drive loyalty

Final Thoughts

Implications and Trends

Flip Your POV

Big Data is Here

Mind the HiPPO

Faster, Faster

THANK YOU

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