

Online Listening Quarterly Report

Q2 2016 Edition



Please Note: Due to client confidentiality, the client's branding, name, and product names have been removed

Key Learnings in Q2



MLM coaches make up a large portion of detracting online conversation

Misleading websites like MLMGODS.COM have been discovered

Identify Twitter & Instagram spam accounts misrepresenting the [MLM Brand] brand

[MLM Brand] Recruiters online recruiting training opportunities

Brandwatch platform updates improve query refinement, improving sentiment reporting

83% Decrease in Instagram Bots MoM



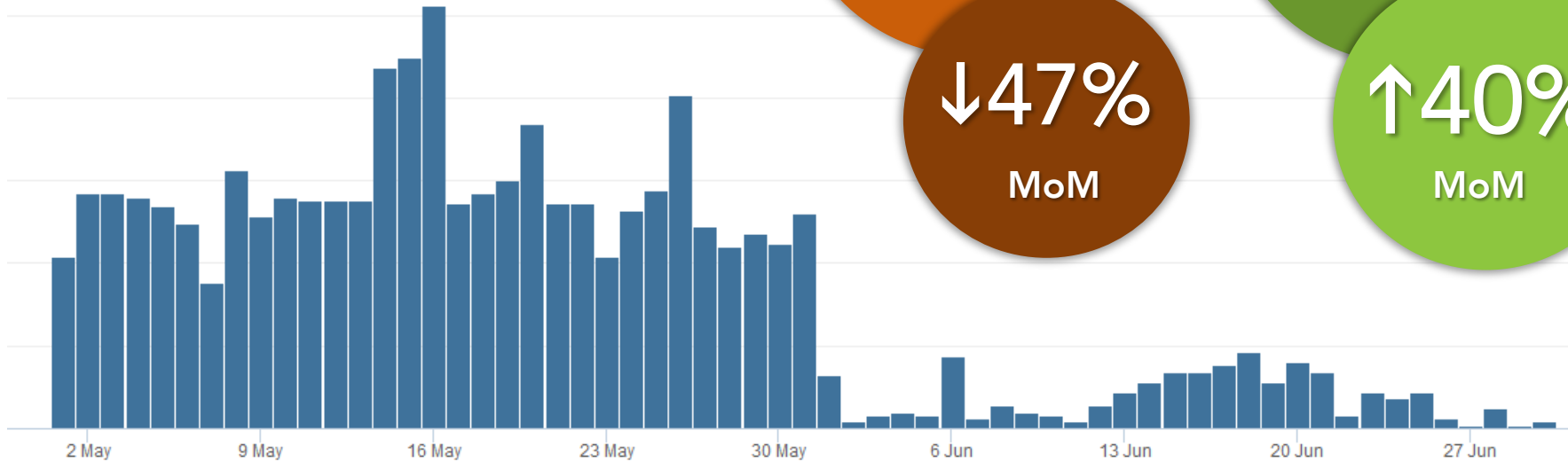
DAILY [MLM Brand] & SUB-BRAND MENTIONS ON INSTAGRAM

9,566
Mentions

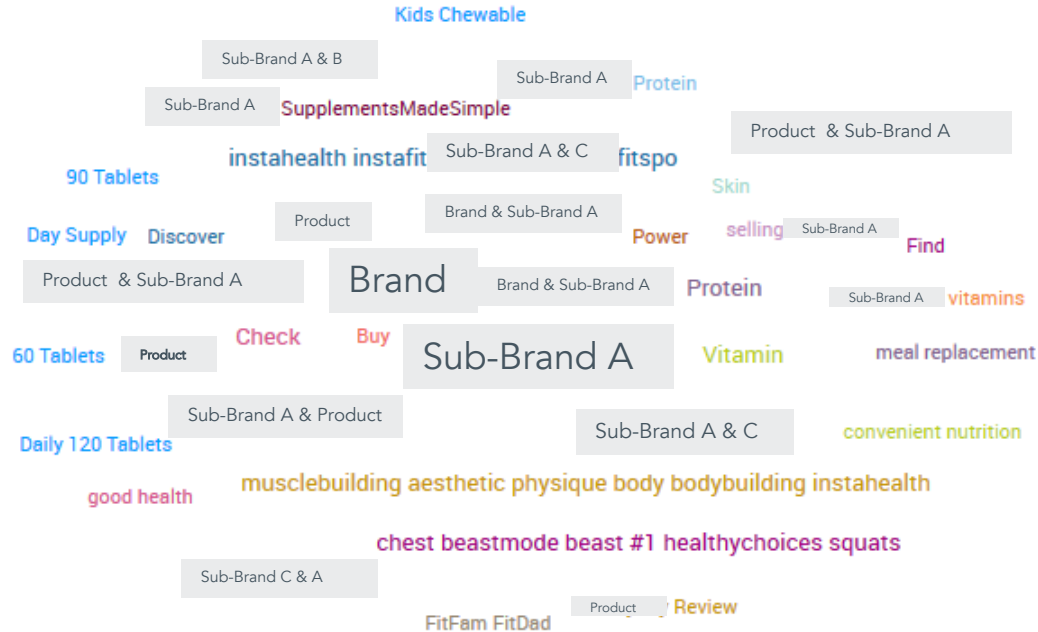
49%
Positive

↓47%
MoM

↑40%
MoM



Sub-Brand A



SUBTLE PRODUCT PLACEMENT

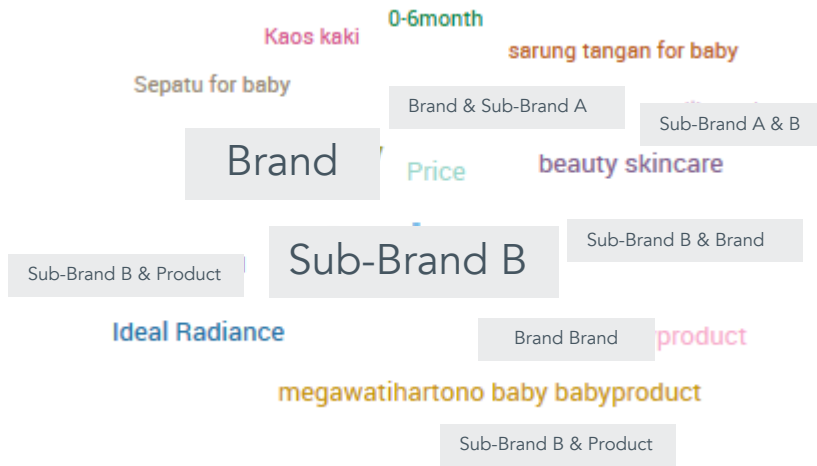


Sub-Brand A & Sub-Brand C COMBINED

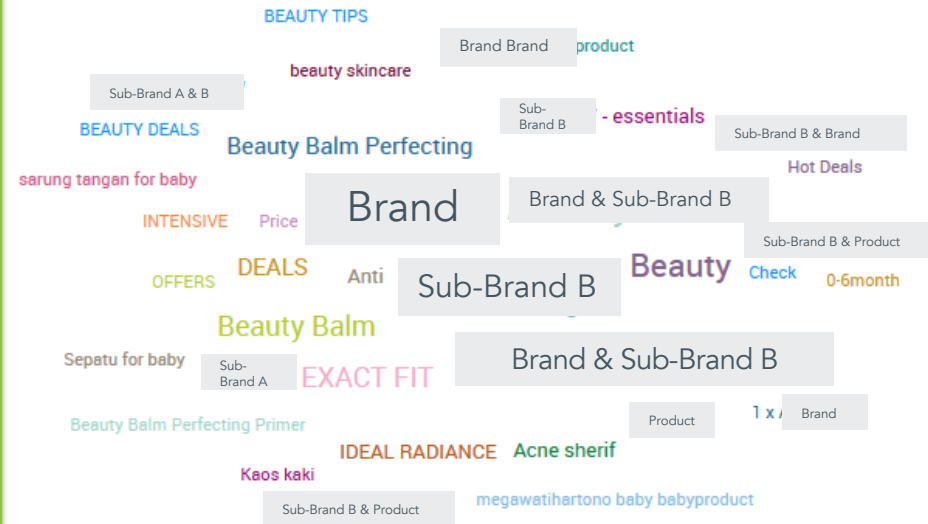
- 62% of legitimate conversation is coming from the Male audience
- The [Product] brand has a strong fan base and is heavily mentioned with Sub-Brand A
- Very popular with health & fitness enthusiasts, personal trainers and athletic facilities
 - Some are not IBOs or brand enthusiasts but mention it to acquire engagement from similar users
 - Authority outreach opportunities
- Sub-Brand A and Sub-Brand C mentioned regularly together

Sub-Brand B

JUNE LEGITAMITE CONVERSATION



JUNE TOTAL CONVERSATION



- 49% of Sub-Brand B mentions are from spammer accounts selling Sub-Brand B products on eBay or Amazon
- Once spam and outlier conversation is removed, the Sub-Brand B brand and its correlation to [MLM Brand] drive most of the conversation
 - 10 new Spam Bots found
 - WilME Shop – Outlier IBO selling baby stuff AND Sub-Brand B products on Instagram
- Beauty, skincare, and products make up secondary conversations

Remainder of 2016



Partner with PR & Creative teams on organic & paid online opportunities



Identify detracting IBOs, Spam Bots & misleading websites



Provide content creation ideas & opportunities for cross-channel strategies based off online topic trends



Discover possible influencers to promote the brand



Use data to refine audience segments for usage in retargeting strategies cross-channel