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

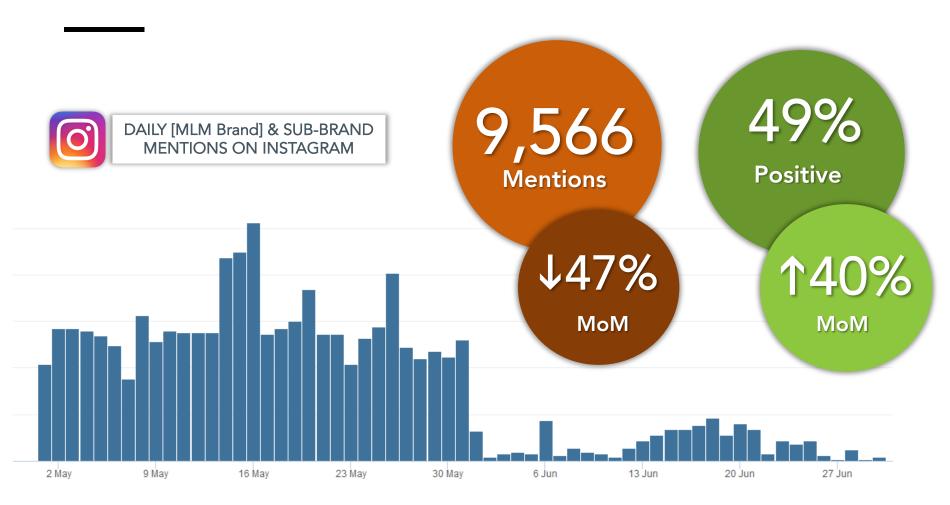
Misleading websites like MLMGODS.COM have been discovered

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

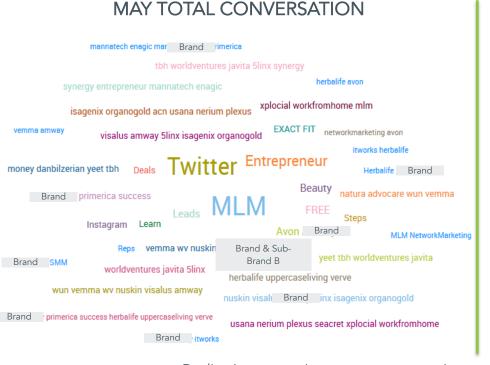
[MLM Brand] Recruiters online recruiting training opportunities

Brandwatch platform updates improve query refinement, improving sentiment reporting

83% Decrease in Instagram Bots MoM



Spam Bots Present in Total Conversation

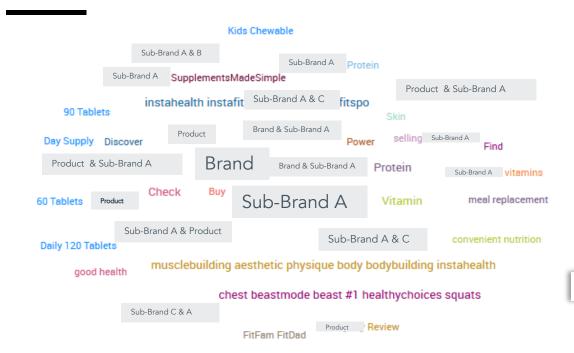


JUNE TOTAL CONVERSATION



- Decline in spammy Instagram accounts using programmatically created hashtags
 - Found 38 new spam accounts (Twitter & Instagram)
 - Twitter makes up 81% online conversations about [MLM Brand] & Sub-brands, Instagram 4%
- Recruiters continue detracting behavior
- Heavy negative detractors like ScottTexJohnson remain, but few new entrants

Sub-Brand A



- 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

SUBTLE PRODUCT PLACEMENT





Sub-Brand A & Sub-Brand C COMBINED



Sub-Brand B

JUNE LEGITAMITE CONVERSATION 0-6month Kaos kaki sarung tangan for baby Sepatu for baby Brand & Sub-Brand A Sub-Brand A & B Brand beauty skincare Price Sub-Brand B & Brand Sub-Brand B Sub-Brand B & Product Ideal Radiance **Brand Brand** megawatihartono baby babyproduct Sub-Brand B & Product

JUNE TOTAL CONVERSATION BEAUTY TIPS Brand Brand product beauty skincare Sub-Brand A & B essentials Brand B BEAUTY DEALS Sub-Brand B & Brand Beauty Balm Perfecting Hot Deals sarung tangan for baby Brand & Sub-Brand B Brand INTENSIVE Sub-Brand B & Product Beauty DEALS Sub-Brand B 0-6month Beauty Balm Brand & Sub-Brand B Sepatu for baby 1 X / Brand Product IDEAL RADIANCE Acne sherif Kaos kaki megawatihartono baby babyproduct Sub-Brand B & Product

- 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

Sub-Brand C



- **USERS BY VOLUME** FelderSean rahsean_the_trainer bianic808 ella_szynkowski
 - SPR

- Very similar health & fitness enthusiasts, personal trainers and athletic facilities audience as Sub-Brand A
 - Opportunities for authority outreach
- Mentions by & surrounding IBO Sean Felder continue to become more of a brand detractor than advocate
 - Sean Felder generates 14% of Sub-Brand C social mentions
 - "front cover of HP Magazine" is Sean Felder content related

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