

Benchmarking You Can Bank On

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If you can't measure it,



you can't improve it.

@gapingvoid



Business Problems vs Data Problems

Strategy

Segmentation
Targeting
Positioning
Product

Tactics

Social Channel
Content Format
Ad Format

Creative

Copy/Voice
Images
Video

OR

Statistics

Not Enough Data
Bad Experiment Design
Video
Correlation vs Cause

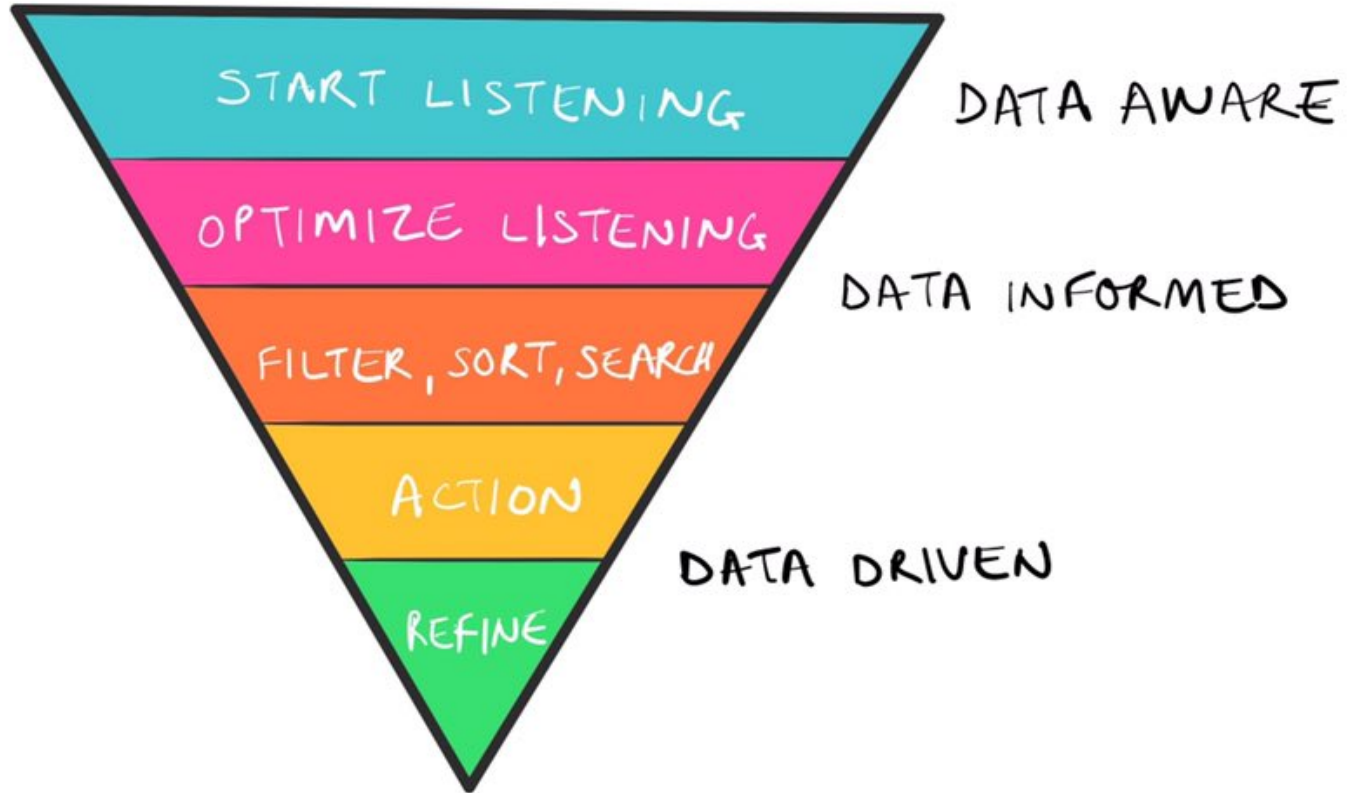
Real problems that we need to test

Data problems

When you're wrong, you don't know it.

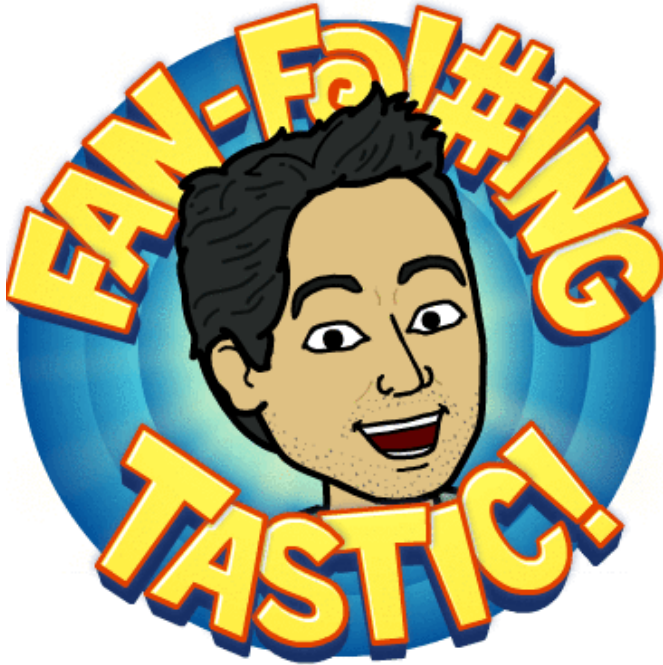


Social Intelligence: An Evolution





You HAVE to Audit for Sentiment and Relevance



Unreliable Despite:

Emojis

Facebook Reactions

Twitter GIFs

Bitmoji

Why?

Phenomenal Cosmic Algorithms

Itty Bitty Twitter Text

Opportunities

Review Websites

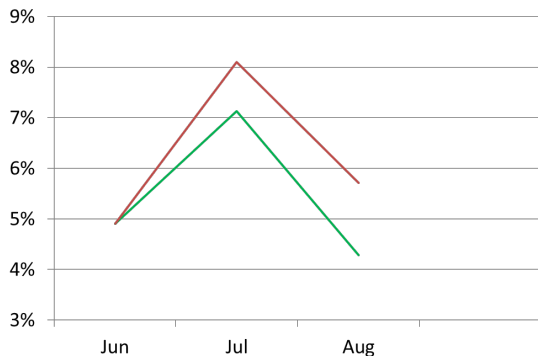
Machine Learning

Emotion/Categorization



Brand Benchmarks: Sentiment and Share of Voice

Brand	Negative	Neutral	Positive	Total Volume
Wells Fargo	14%	74%	12%	291,939
Bank of America	12%	63%	25%	135,758
Citi	14%	77%	9%	215,635
Chase	6%	81%	13%	14,194
US Bank	10%	75%	16%	48,950
PNC	5%	88%	6%	71,776
Fifth Third	10%	80%	9%	304,170



Challenges

Neutral mentions have the most volume, but can vary greatly from month to month. This makes month-to-month comparisons tough

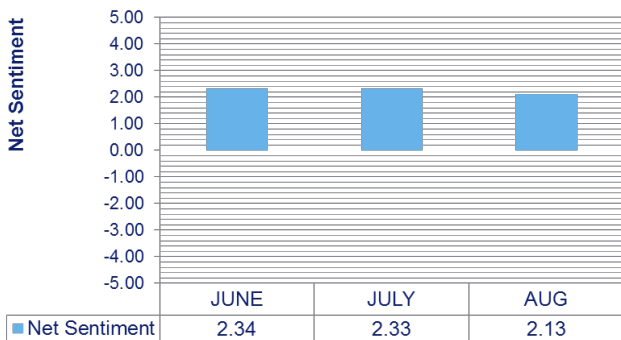
Shifts in neutral mentions have significant, unintended affects on positive and negative sentiment.

Share of Voice is too general to be actionable.



Brand Sentiment: Don't work without a 'net'

Brand	Negative	Positive	Total Volume	SOV	Net Sentiment
Bank of America	13.65%	14.33%	84,987	25%	0.12
Wells Fargo	11.93%	8.09%	83,260	24%	-0.96
Citibank	10.44%	8.17%	75,163	22%	-0.61
Chase	10.60%	38.37%	55,602	16%	2.84
U.S. Bank	3.52%	2.47%	28,803	8%	2.13
PNC	12.05%	12.95%	12,718	4%	0.18
Fifth Third	4.22%	9.47%	4,455	1%	1.92



Using Net Sentiment

The power of ratios. Improves 'readability' and comparability over time.

Calculate sentiment on a scale of -5. to +5, excluding mentions with neutral sentiment.

Calculations

difference = positive - negative

sum = positive + negative

net sentiment = (difference / sum)*5



Brand Sentiment: Adjust for 'Loudness'



TM Caldwell @caldwell_tm 19th Aug
@usbank "Try calling and explaining the situation to your biller. Maybe they'll be lenient." If I did that to a utility they'd shut me off!



TM Caldwell @caldwell_tm 19th Aug
@usbank apparently magic has removed the money from my account and the money is magically in the ether somewhere. Some day I'll see it again



TM Caldwell @caldwell_tm 19th Aug
@usbank now I have no money, no payment on my bill, all for no legitimate reason. Where is my \$650?



TM Caldwell @caldwell_tm 19th Aug
@usbank has reps who are rude and hostile, who interrupt constantly. Asked to speak with manager. Am now on hold for a very long time.

Unique Authors

1,645 positive from 1,364 authors (1.2 posts/author)
1,233 negative from 985 authors (1.25 posts/author)

Unadjusted Net Sentiment: +2.13

Adjusted Net Sentiment: +.72

Adjusted/Unique Net Sentiment: -.002

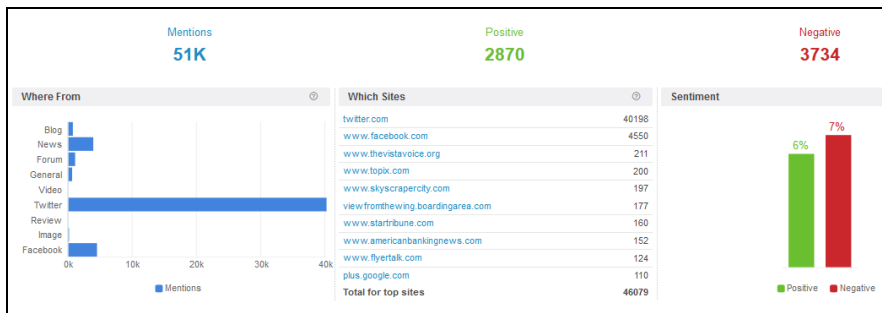
- Removes 'Loudness' of serial/duplicate posters
- Identifies detractor strength (1.25)
- Identifies promoter strength (1.2)
- Easily calculated

EXCEL FORMULA FOR IDENTIFYING UNIQUE AUTHORS

```
=SUM(IF(FREQUENCY(MATCH(begin:end,begin:end,0),  
MATCH(begin:end,begin:end,0))>0,1))
```



Brand Sentiment: The Impact of Auditing



Auditing Considerations

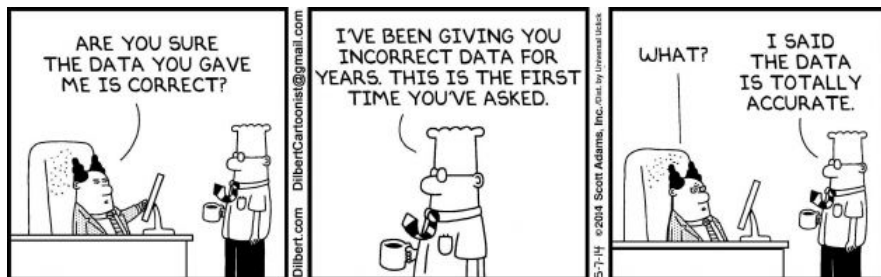
Auditing = Accuracy. You need to audit (verify and adjust) sentiment for all brand mentions.

Unadjusted, totals were: 10% positive and 3% negative (net sentiment +2.6)





Social data to the left has an **adjusted** net sentiment of -0.7





A difference of 3.1 points

Retain Original Sentiment Scores for Competitive Benchmarking



Brand Sentiment: Tags and Categories

 Rami Alroythy @ralroythy 29th Aug @usbank thanks for worst customer service ever in Lawrence KS
 Jim Carpenter - facebook.com 29 Aug US Bank has absolutely the worst customer service. I urge anyone considering using this financial institution to go elsewhere.
 Alicia @CanYouDigElvis 28th Aug Very disappointed in your service @usbank it took me 27 calls to the customer service line and two days to finally lift my hold...
 Jordan Tomten - facebook.com 27 Aug Very disappointed in your customer service. I spoke to a rep three days ago who first off was combative and rude and said she would have a manager call me. That call never came and my money is still being held up by US Bank. I switched banks to you guys after a recommendation from a friend at this point I'm ready to take my money elsewhere.

 #ActOnClimate @1o5CleanEnergy 16th Aug RT @MN_350: Dropping coal is a start, but by continuing to fund #fracking and #TarSands @USBank is complicit in climate disruption #ActOnClimate	US Bank TW	Negative
 Keri Pickett @keripickett 16th Aug RT @MN_350: Dropping coal is a start, but by continuing to fund #fracking and #TarSands @USBank is complicit in climate disruption #ActOnClimate	US Bank TW	Negative
 K Lee @LivefuLee 16th Aug RT @MN_350: Dropping coal is a start, but by continuing to fund #fracking and #TarSands @USBank is complicit in climate disruption #ActOnClimate	US Bank TW	Negative
 Digital Disruption @disruptivedigit 16th Aug RT @MN_350: Dropping coal is a start, but by continuing to fund #fracking and #TarSands @USBank is complicit in climate disruption #ActOnClimate	US Bank TW	Negative

Sentiment by Categories

Advocacy

161 mentions, 32 negative, 1 positive

Customer Service

379 mentions, 152 negative, 23 positive

Product

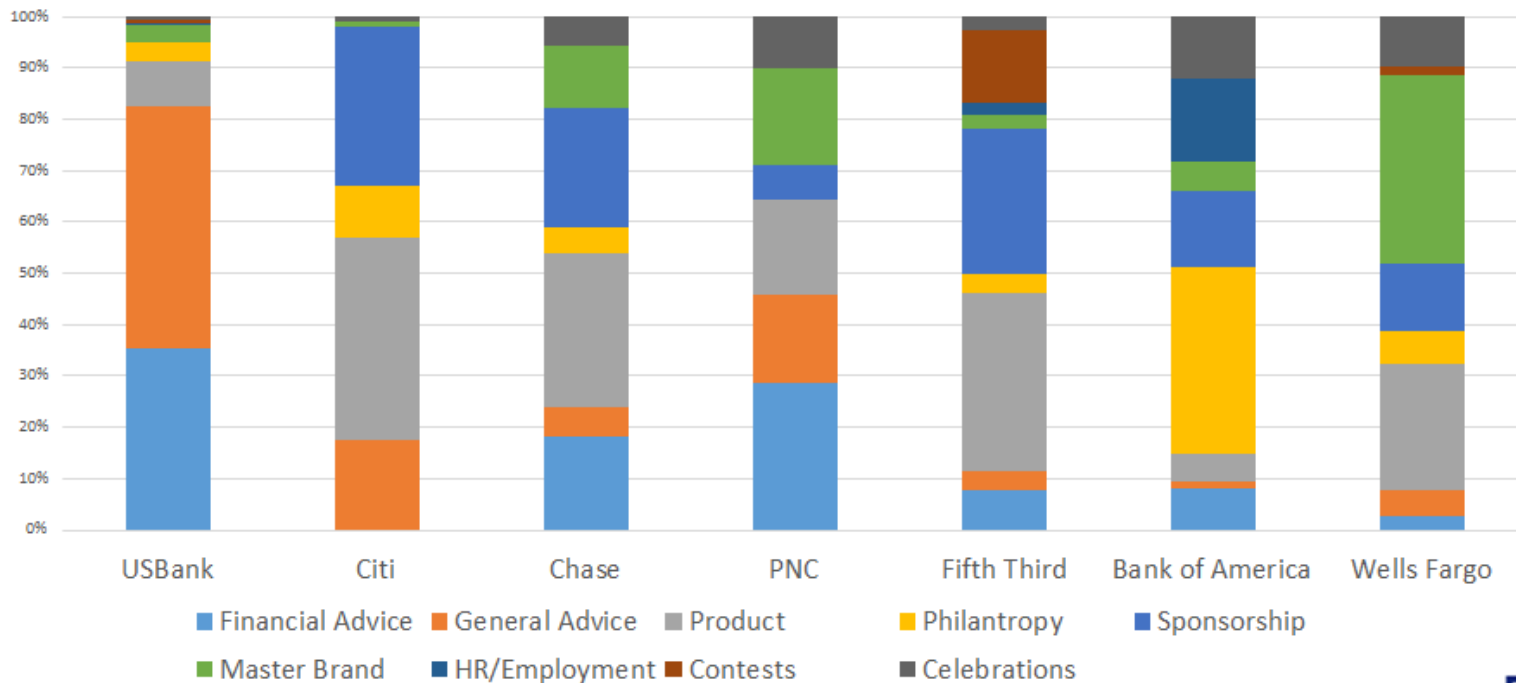
2511 mentions, 248 negative, 115 positive

What else matters for your company



Content: Content Mix

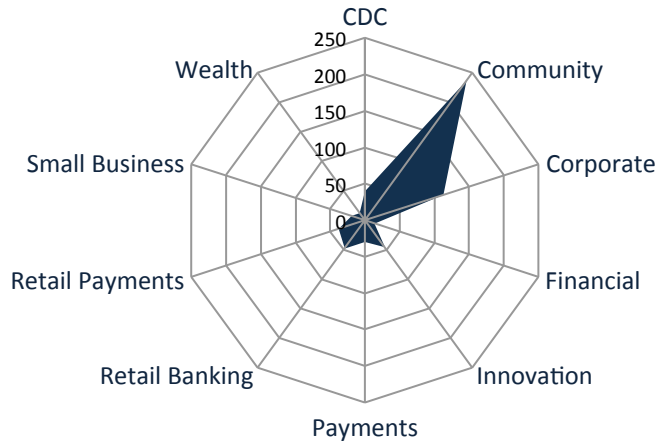
Social Content Blend of Banks
Twitter Q1 2016



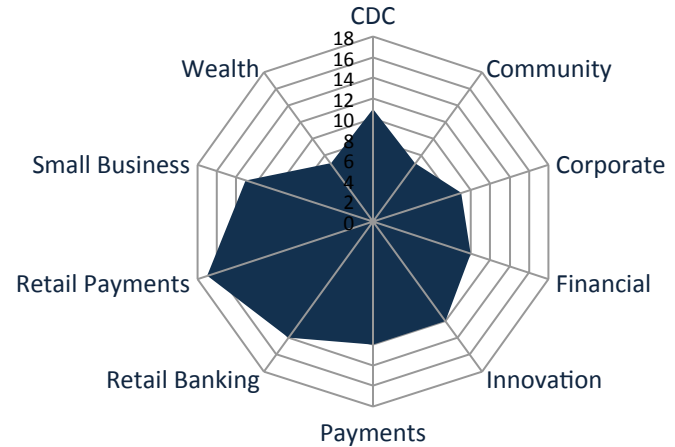


Content: Content Mix

YTD Topics Shared



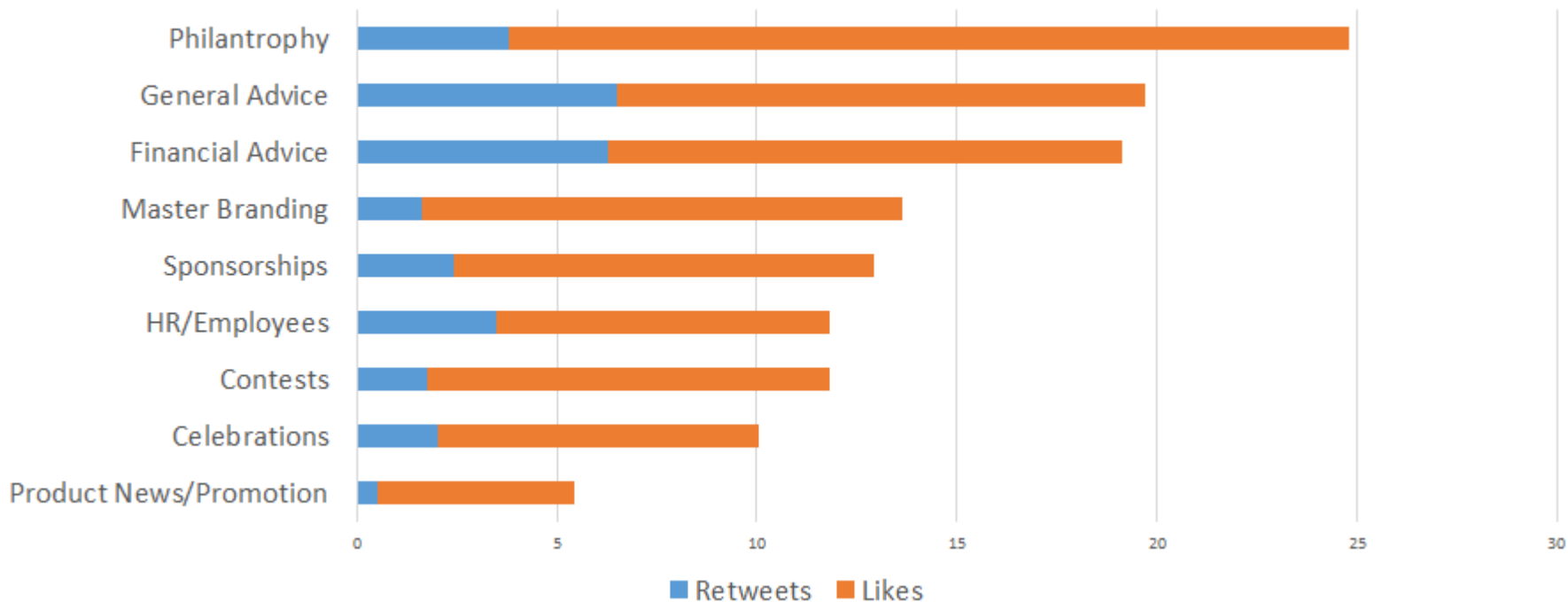
YTD Engagement by Topic





Content: Content Engagement

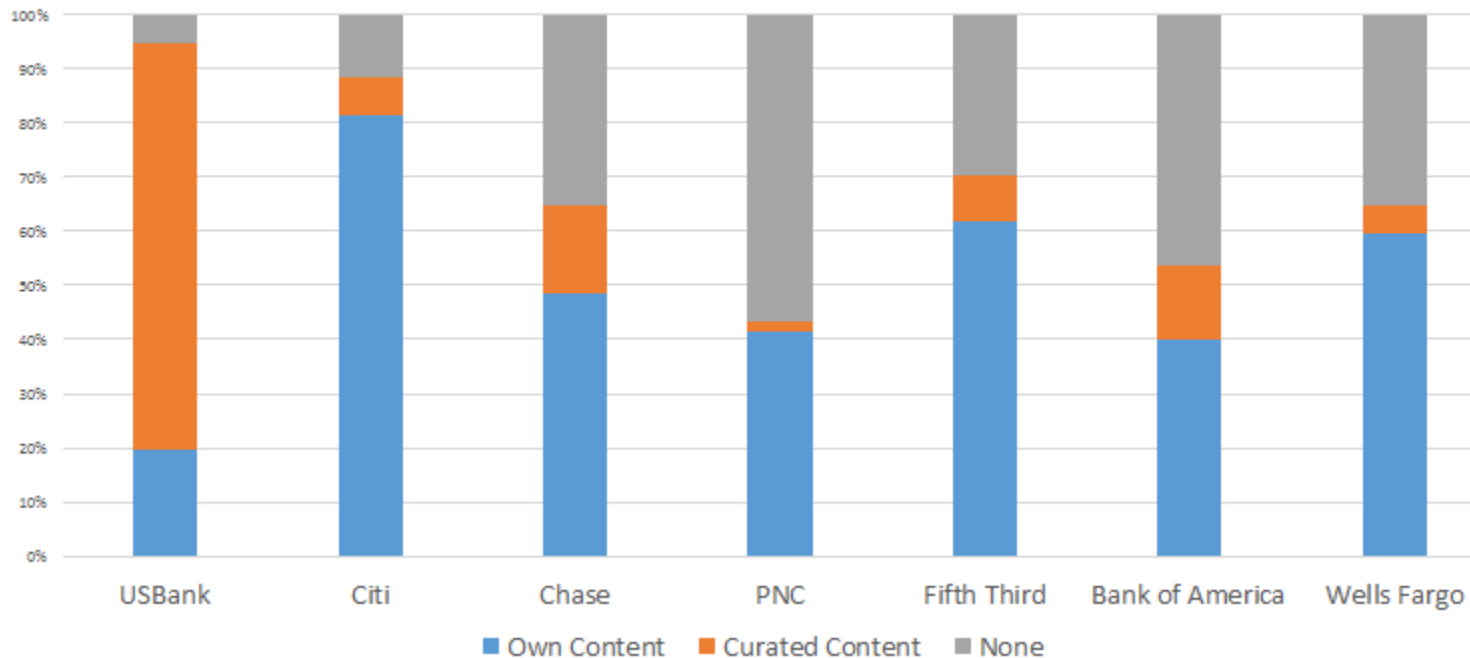
Bank Social Engagement by Content Type
Twitter Q1 2016





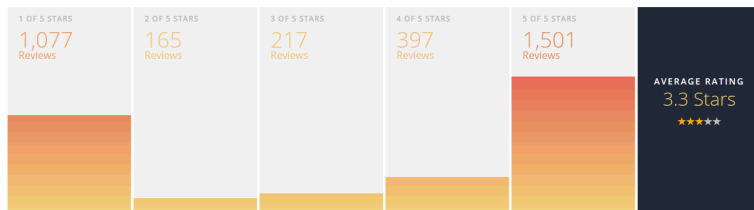
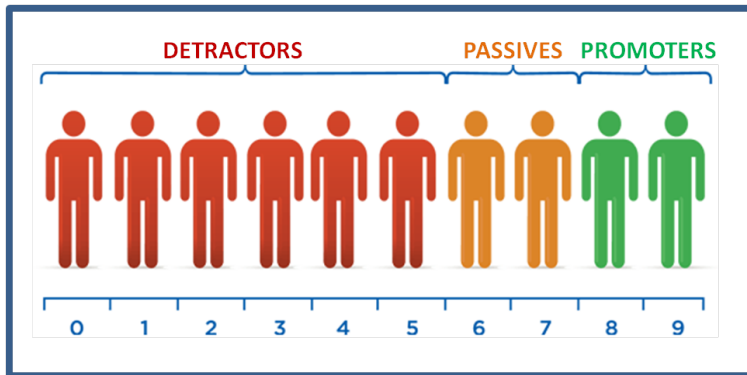
Content: Linking Strategies

Social Post Link Destinations
Twitter Q1 2016





Review Sites: Reliable Relevance & Sentiment



Online review sites are examples of NPS in action — but with a 5-point rating scale. This means customers rating a company 1-3 are detractors. Customers that provide a 4-star rating are passives. And, only customers that provide a 5-star rating are promoters.

A company can calculate its ‘NPS-equivalency’ score for online review sites by subtracting the percentage of 1-3 star reviews from the percentage of 5-star reviews for the most recent six month period.

The result w/be a value between -100 (all reviews during the time period were 3 or less) and +100 (all reviews during the time period were 5 stars).

45-43= +2 (based on last six months)