

# iStats Monthly Report

January 2016

Released on 03<sup>rd</sup> February 2016

iStats.

# What Is iStats?

iStats is a social media monitoring solution that tracks activities of Kenyan brands on twitter and elsewhere on the web

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iStatsKE

## What The Report Is About

This report is a measure of brand conversations with the aim of outlining the most talked about brands on twitter in Kenya and - by extension and additional metrics - the most visible brands in Kenya on twitter and elsewhere on the web.

# Terms Of Use

## The Legal Stuff

### Definitions

“Report” – All that is part and parcel of this document

“Provider”- The person(s) responsible for compiling the report

“Data”- Information shared within the report

“TOS” – The Report terms of service which constitute an agreement between the User and the Provider;

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The aim of the report is to provide data analysis for usage of twitter and other internet platforms in Kenya in relationship to brands.

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- 2) Destroy all hard copies of this report that you may have in your possession

# Report Overview

What Is It All About?

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## WHAT

This report is compiled from data based on 976,040 posts from twitter, website data from Alexa and Facebook for 136 brands. Brands are all added to a review pool before being added to the main list

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## WHY

The data was compiled to give a comparative report of how brands are performing on twitter in terms of conversation – and visibility elsewhere on the web

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## HOW

All data is collected and compiled via automated proprietary software using the official twitter API over a period of 4 weeks, Facebook Graph and Alexa. Terms of use for the specific platforms apply

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## WHEN

The data in this report is based on an 4 week period (Jan 1 to Jan 31). Data outside this period – collected the same way as specified – is included for comparison.

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## WHERE

Geo location was not the driver of the research thus anyone who mentioned the brands was included in the data collection. For the record however, the audience is predominantly Kenyan

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## WHO

The data collection and analysis has been done on a very large part by automated software and human effort was applied for additional analysis if and where needed

# Metrics Used

Here Is How We Score Brands



## UNIQUE USERS

This is the highest weighted metric in our algorithm. A large volume of unique users gives a brand a wider reach and by extension higher visibility.

## VOLUME OF MENTIONS

The number of times a brand gets mentioned is the second in the pecking order. This is a measure of the frequency of conversations surrounding a brand.

## AVERAGE FOLLOWING

This is the third metric used in our analysis and the third in priority order. The measure of average following gives our system an estimate of the possible impressions the conversation mentioned above gets.

## SENTIMENT

This is the first report that adds sentiment to all scores. Sentiment is still under review before being used as a weight in overall algorithm. iStats uses Naïve Bayes algorithm for this

# Let's Begin!

For This Report, 136 Brands Were Involved. Ranking is based on These Brands

In the January report, a lot of new metrics have been added as iStats moves to give a more holistic view of brand performance on the web – in addition to the usual stats given for twitter. Twitter data however remains the largest source of insight for this report



**Which Brands Emerged Top On  
Twitter In January?**



# Top Ten Brands - Twitter

Calculated on an algorithm comprising number of mentions, number of unique people mentioning the brand and the average following of these people. Arrow denotes movement from previous position



1  
↔  
ntv  
Television

2  
↔  
Citizen TV  
Television

3  
↑  
KTN  
Television

4  
↑  
Nation FM  
Radio

5  
↑  
K24  
Television

6  
↑  
Daily Nation  
Print

7  
↑  
HomeBoyz Radio  
Radio

8  
↓  
Safaricom  
Telco

9  
↓  
Capital FM  
Radio + Website\*

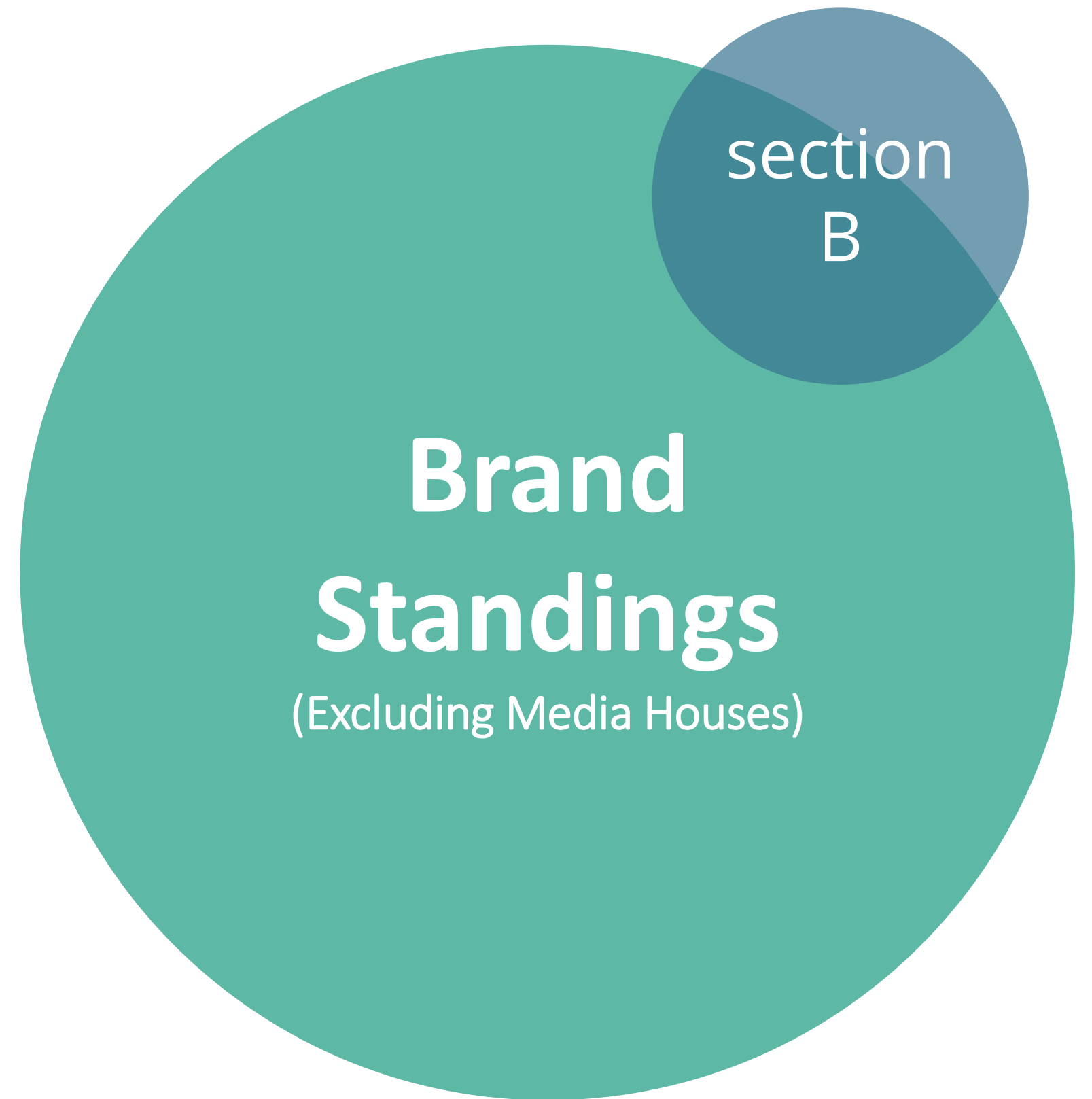
10  
↑  
Milele FM  
Radio

## Top Brands on Facebook By Audience Size

1. KTN Kenya
2. Citizen TV
3. NTV Kenya
4. Daily Nation
5. Safaricom
6. Standard Media
7. Ghafila Kenya
8. Kuza Biashara
9. Nation FM
10. Airtel Kenya



# Who Makes Top Ten Excluding Media?



# Top Ten Brands - Excluding Media

Calculated on algorithm comprising number of mentions, number of unique people and the average following of these people. Arrow denotes movement



1 **Safaricom**  
Telco

2 **Airtel**  
Telco

3 **Kenya Airways**  
Aviation

4 **KCB**  
Financial

5 **GoTV**  
Pay TV

6 **Zuku Official**  
Pay TV/ISP

7 **DSTV**  
Pay TV

8 **Netflix**  
Streaming Service

9 **Chase Bank**  
Banking

10 **Star Times**  
Pay TV

## Top Brands on Facebook

1. Safaricom
2. Kuza Biashara
3. Airtel Kenya
4. KCB Group
5. Coca Cola
6. Midcom
7. Modern Coast
8. Huawei Mobile
9. Kenya Weddings
10. Equity Bank

# Top Ten Local Websites – Alexa Ranking

The ranking ignores all foreign based websites that are top in Kenya and focuses on local websites



1 **STANDARD Digital**  
Your Gateway...  
Standardmedia.co.ke

2 **SDE**  
Sde.co.ke

3 **Jumia**  
Jumia.co.ke

4 **Ghafla**  
Ghafla.co.ke

5 **Nation**  
Nation.co.ke

6 **Kenya Moja**  
Kenyamoja.com

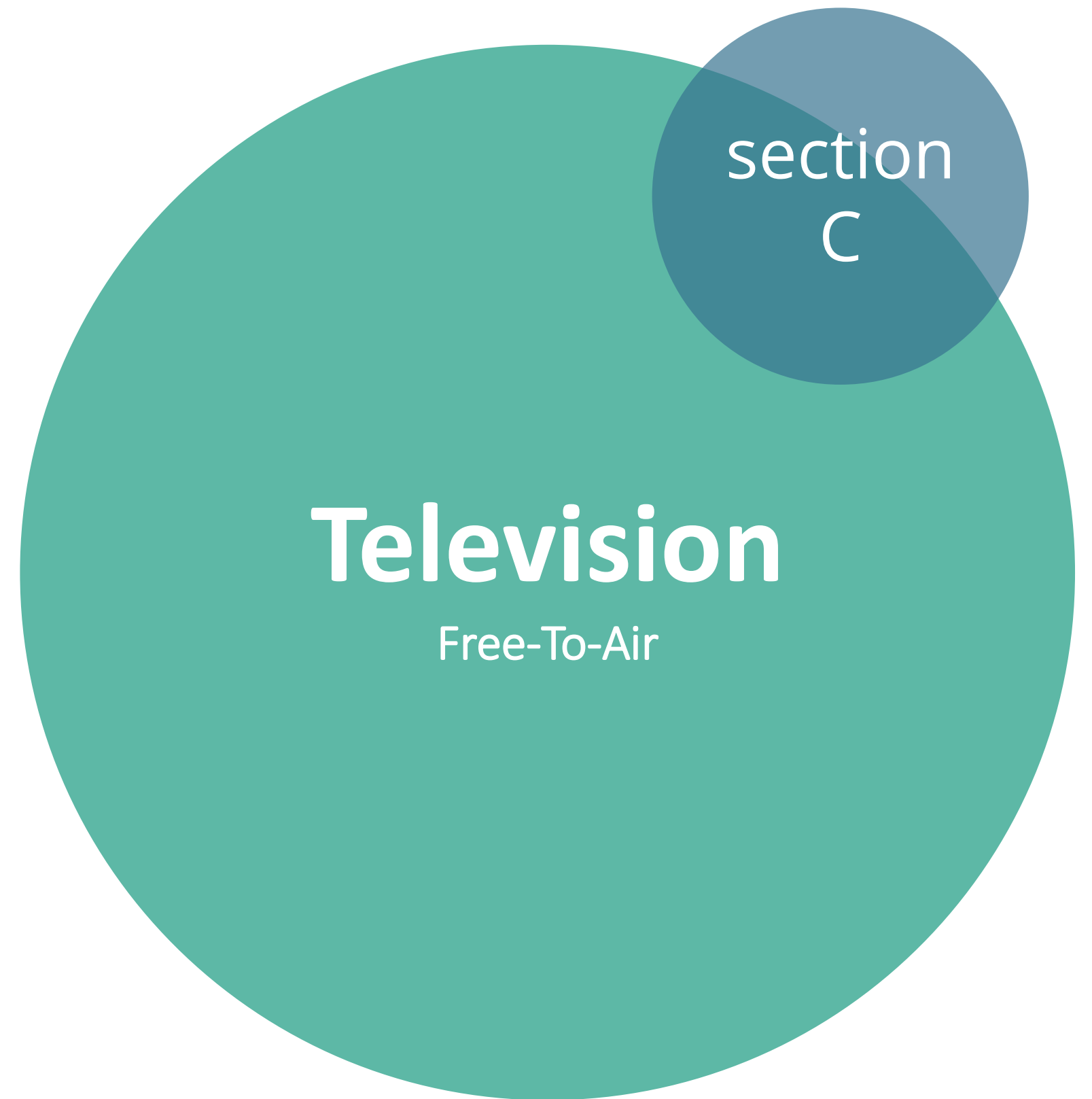
7 **Sport Pesa**  
Sportpesa.com

8 **Mpasho**  
Mpasho.co.ke

9 **Capital FM**  
Capitalfm.co.ke

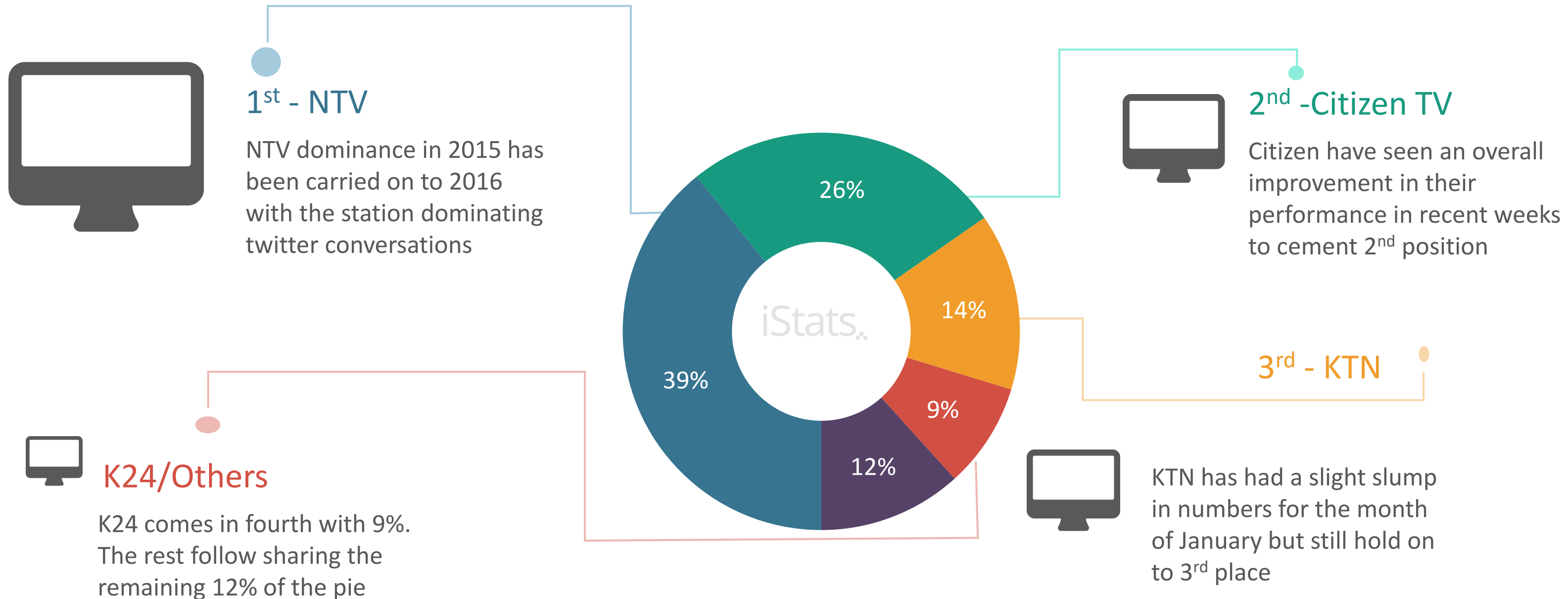
10 **OLX**  
Olx.co.ke

**Which TV station is winning on  
Twitter?**



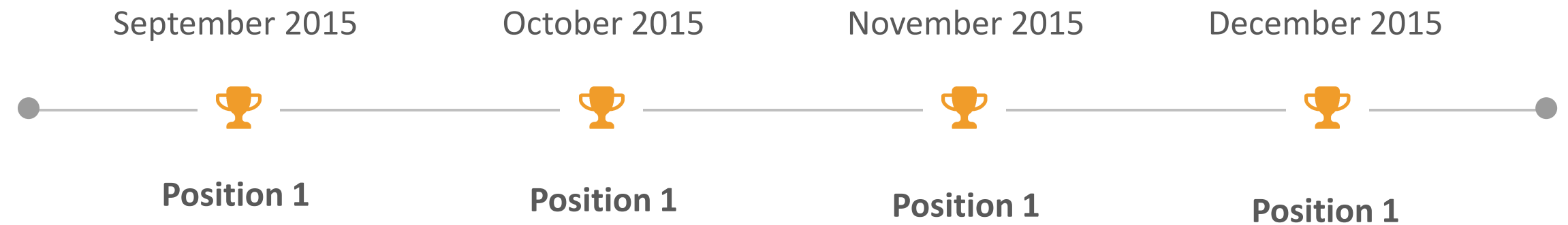
# NTV Starts The Year By Maintaining Lead

NTV is leading in the television category, seeding one percentage point as other players recorded improved performances



# NTV's Continued Dominance

The Station Continues To Dominate Other Brands Overall on Twitter



## Summary

After ending the year on a high having bagged over a million mentions and a similar number of followers, NTV starts 2016 in pretty much similar fashion bagging overall top position and by extension topping the TV category.

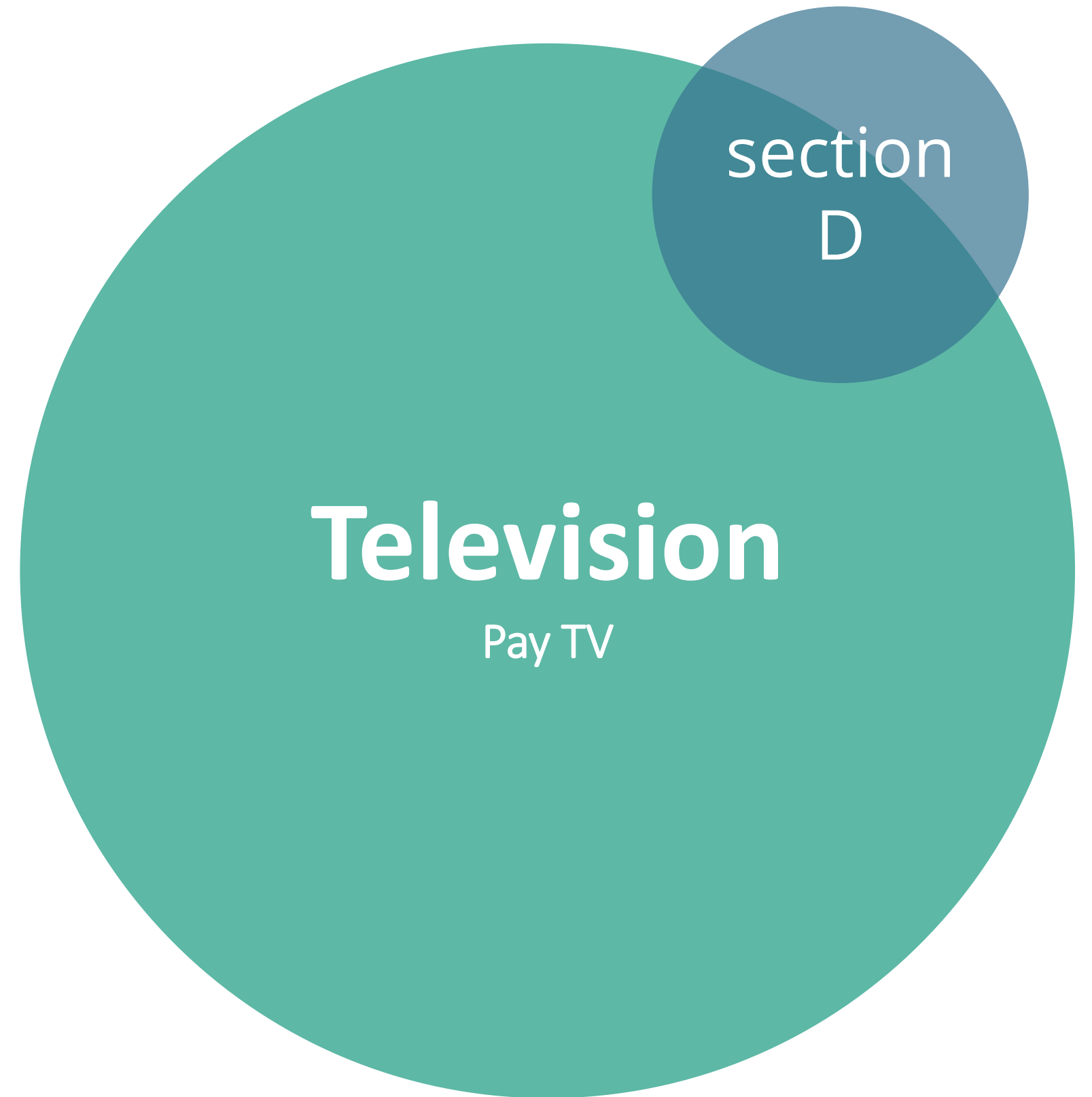
Facebook is also growing at a tremendous rate though the brand website is dropping in ranking and is ranked rather low.

## How NTV looks elsewhere

**Facebook – 2.0 M**  
55,000 new in January

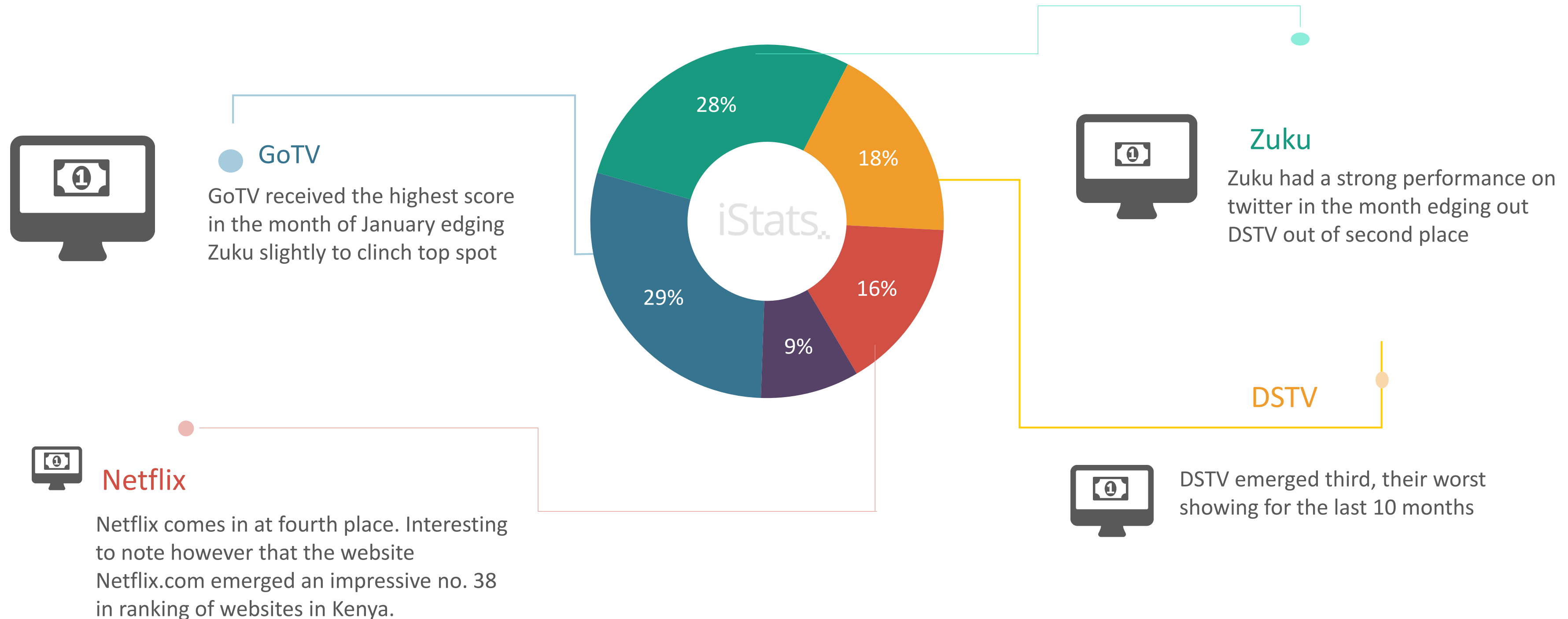
**Alex Ranking – 6.0 M**  
Down 4 million places in last three months

# How Is Netflix Comparing To Pay TV?



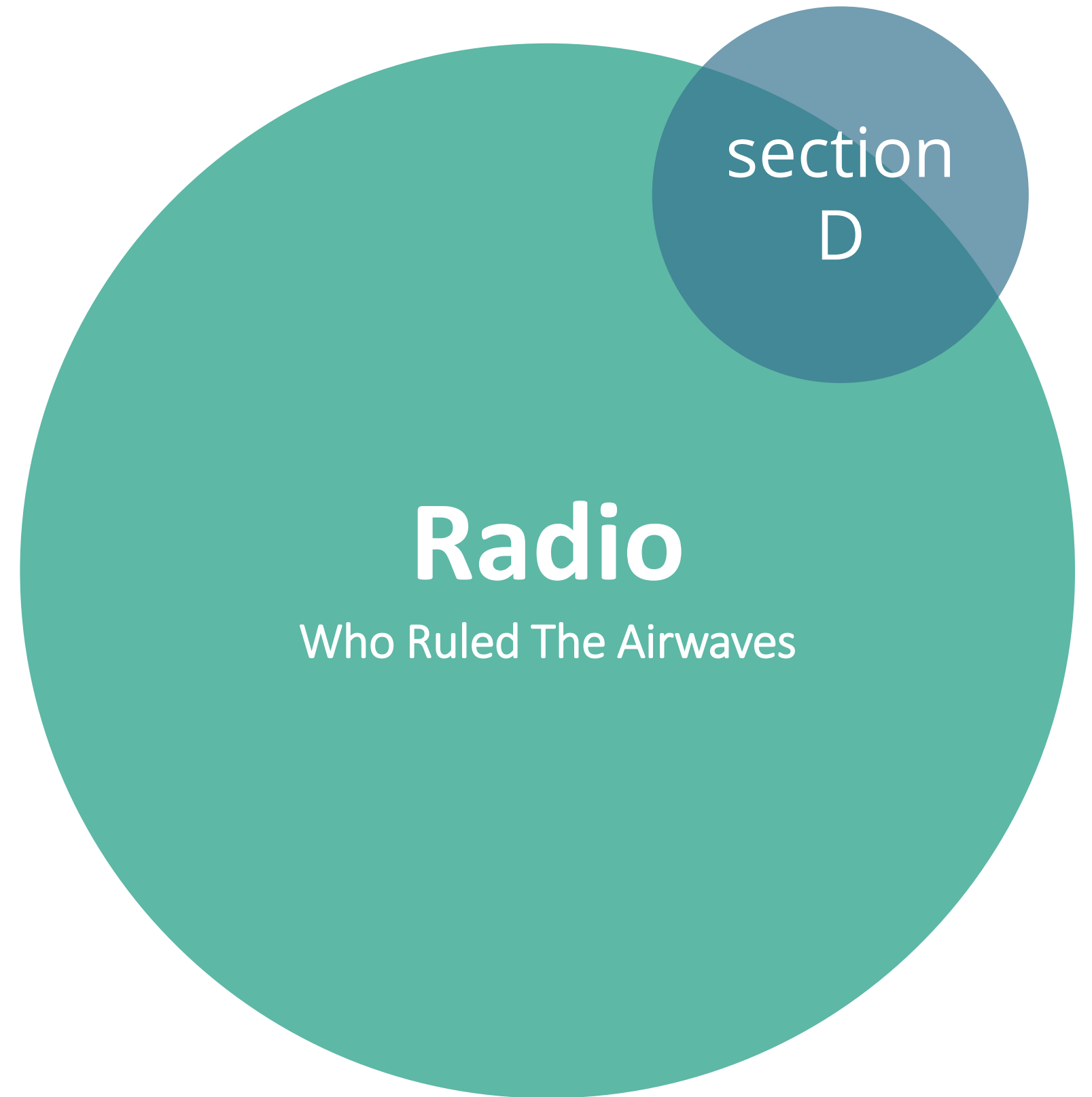
# We Put Netflix Against Pay TV and Here Are Results

GoTV continued to lead with Zuku coming in second for the first time since data collection began. DSTV slumped to third for the first time with Netflix settling for 4<sup>th</sup> place



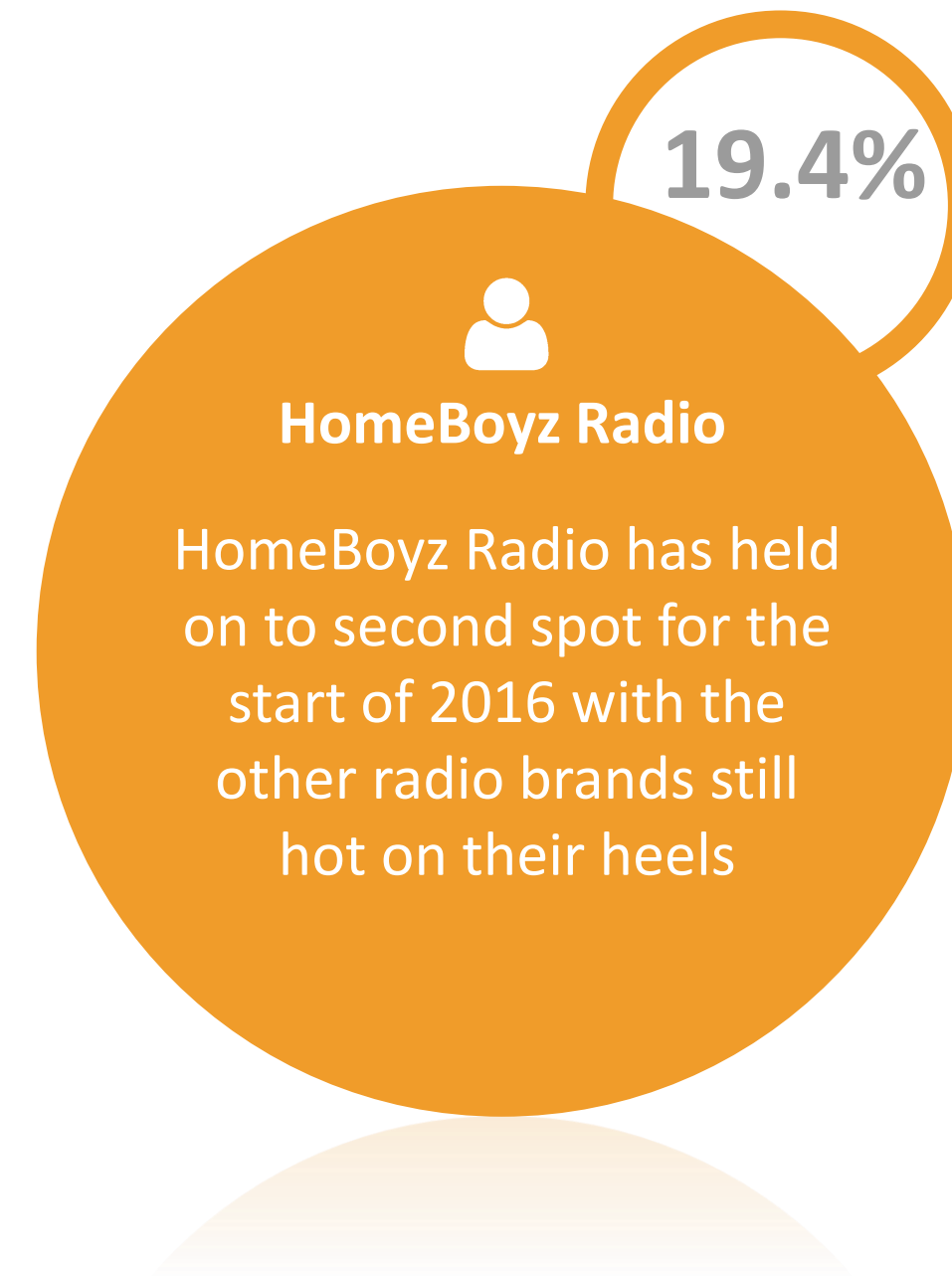
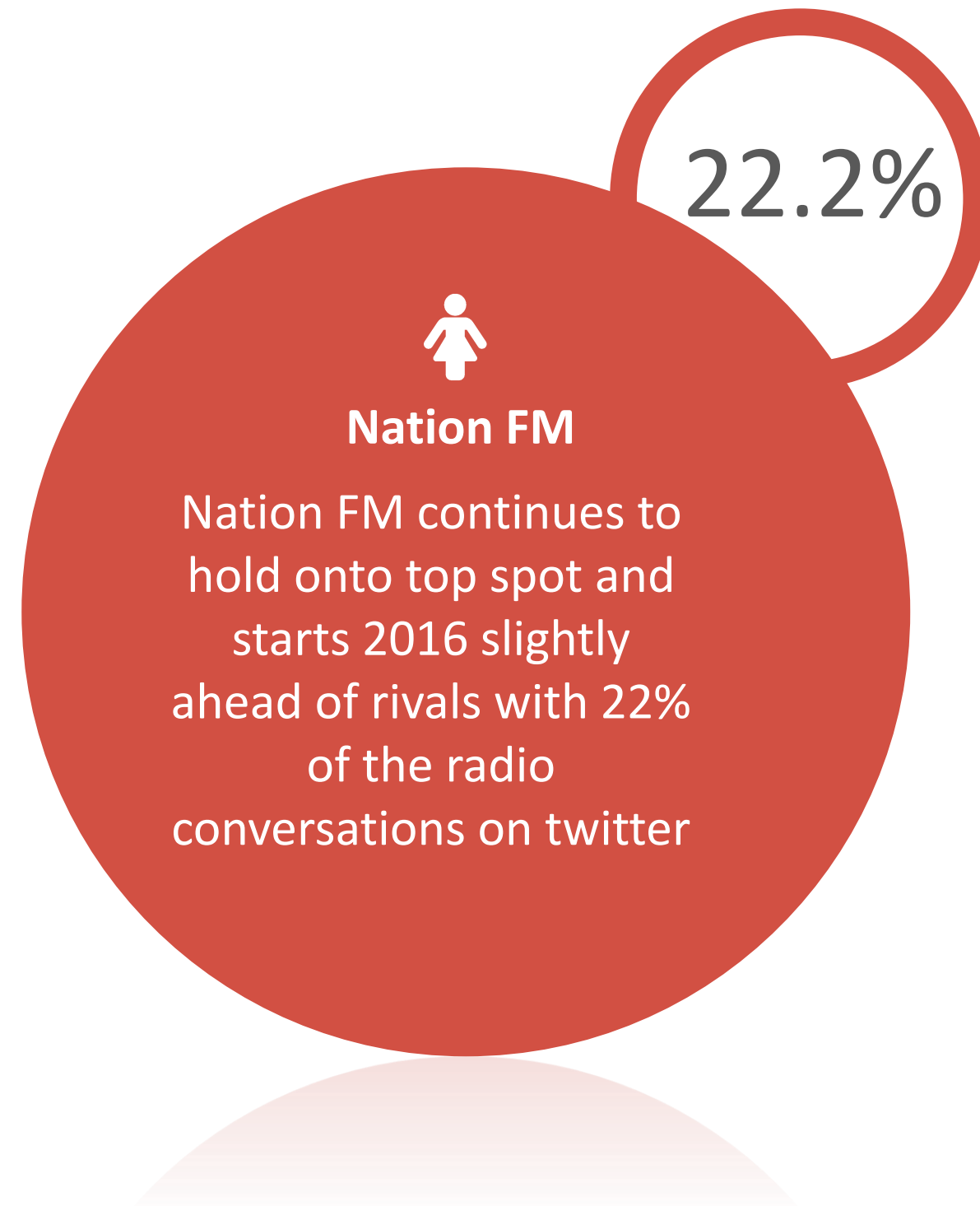


**Moving on ...**  
**Who Is Topping The Airwaves**



# Nation is Still Top With Homeboyz Second

Nation FM's lead has dropped slightly from the 24% previously reported to end January on 22.2%. Homeboyz comes in second with 19.4%





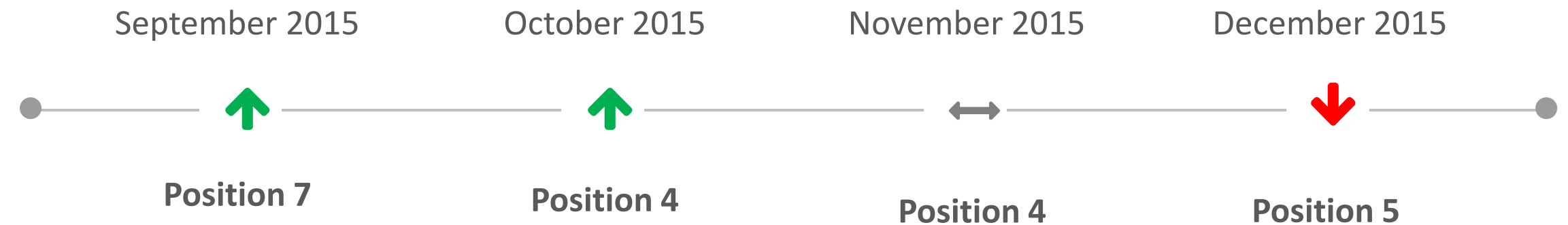
**But Who Wins The Battle For Most Mentions?**

# Ghetto Radio – As Usual

Ghetto Radio still receives more mentions in January than Nation FM, Capital FM, and HomeBoy Radio – combined.



**Ghetto Radio**  
Radio Station



## Closer Look At The Numbers

Despite registering a low volume of users mentioning the brand, Ghetto radio recorded by far the highest amount of mentions in the month of January at **99,725** from **3,154** users.

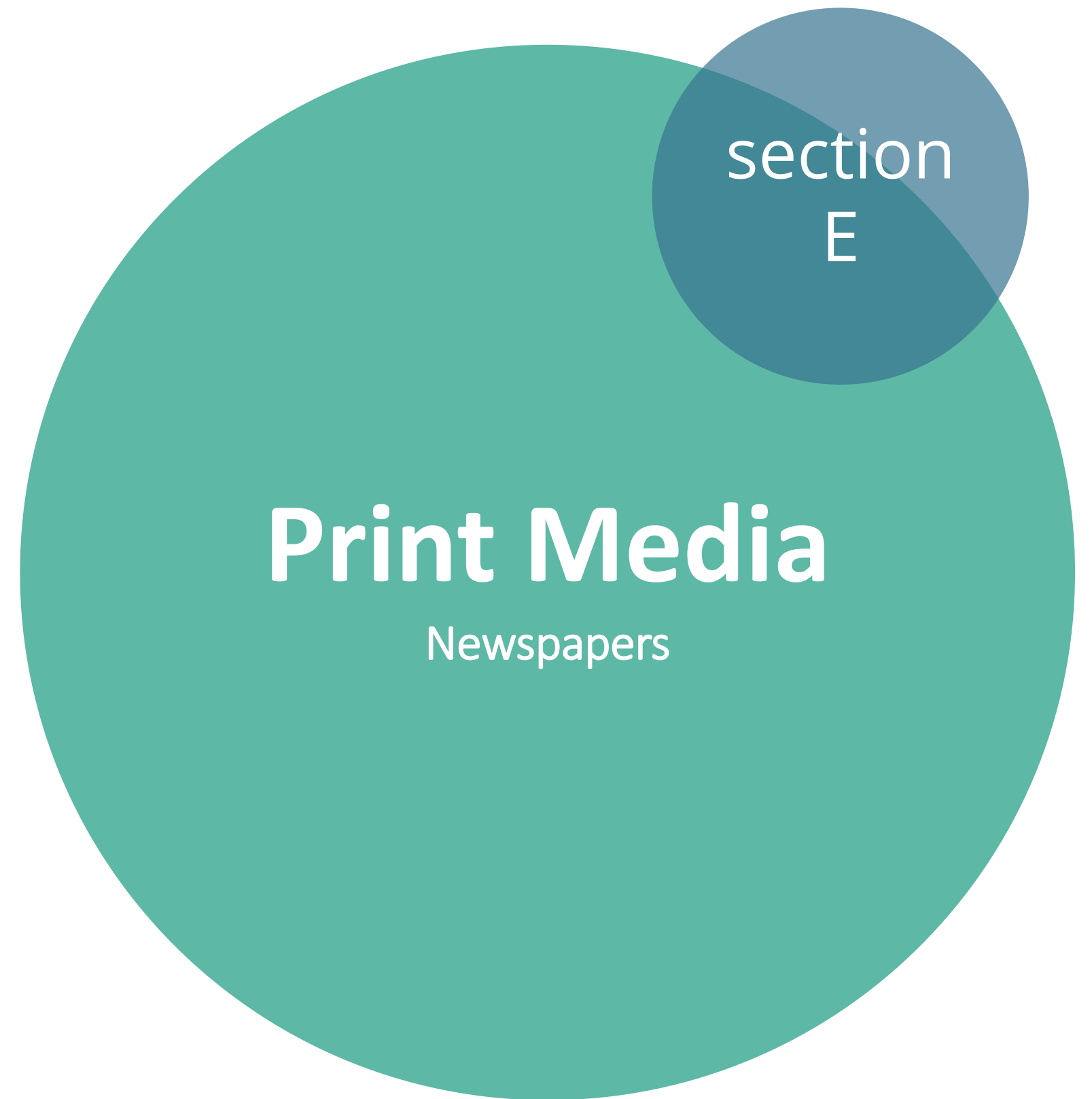
Both number of mentions and number of users for the brand gained from the previous period.

## How Ghetto Radio looks elsewhere

**Facebook – 565K**  
10,000 New in January

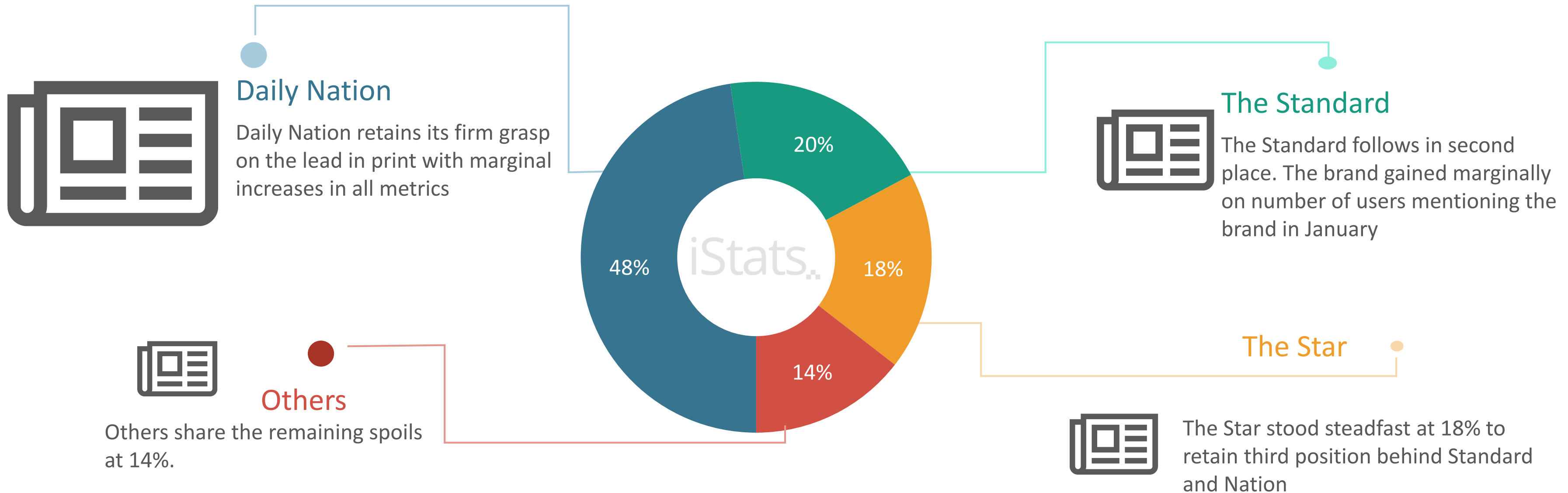
**Alex Ranking – 499k (1,368 in KE)**  
Dropped 115,513 places in last 3 months

# Moving On To Print Media. Is Daily Nation Still Leading?



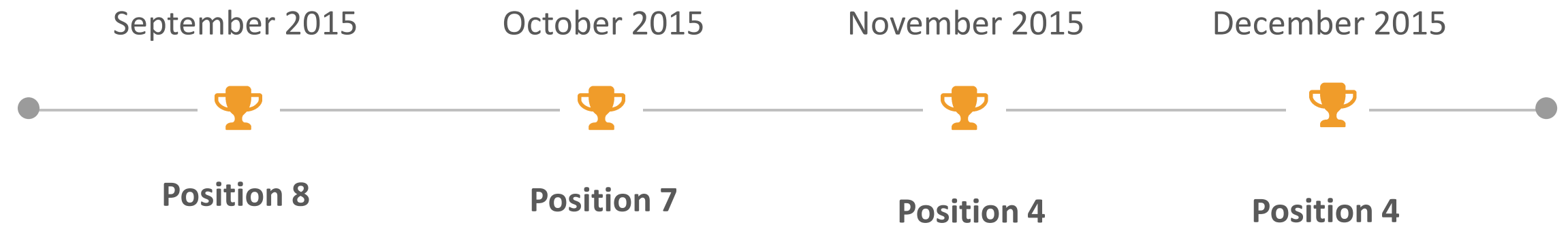
# Daily Nation Still Maintains The Lead

The Standard Holds On To Second Spot



# Focus On Daily Nation

Daily Nation has dominated print on twitter over the last year



## Closer Look At The Numbers

Daily Nation has been dominating the print category for a while with their numbers consistently beating rivals.

On Facebook the brand is growing at a slow rate with the website dropping marginally in Alexa ranking in the last three months

## How Daily Nation looks elsewhere

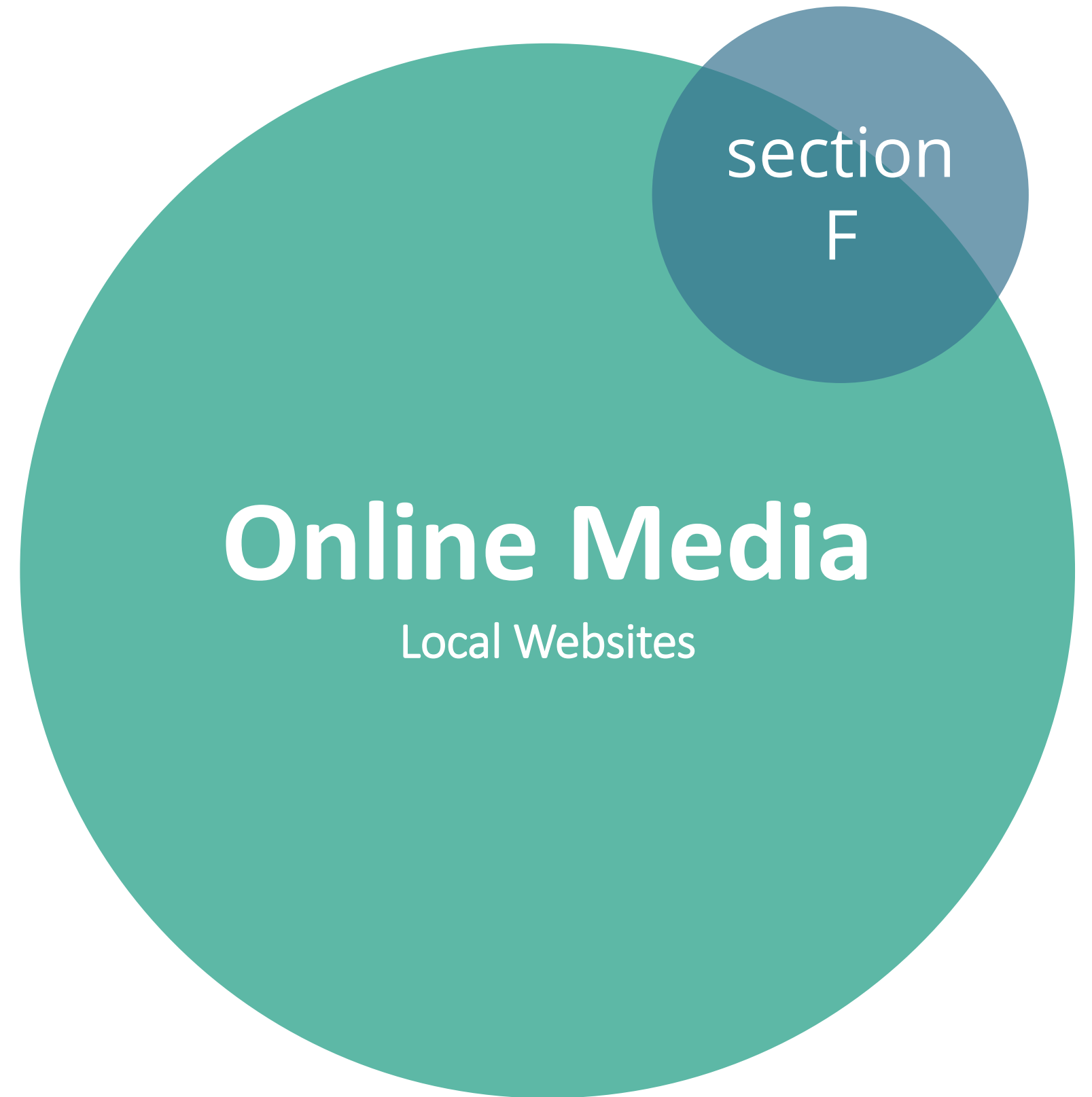
**Facebook – 1.72M**

3,627 New in January

**Alex Ranking – 9,092 (13 in KE)**

Dropped 456 places in last 3 months

**What About Local Websites?  
Who is Getting All The Love On  
Twitter?**





# Ghafla Snatches Lead From Capital

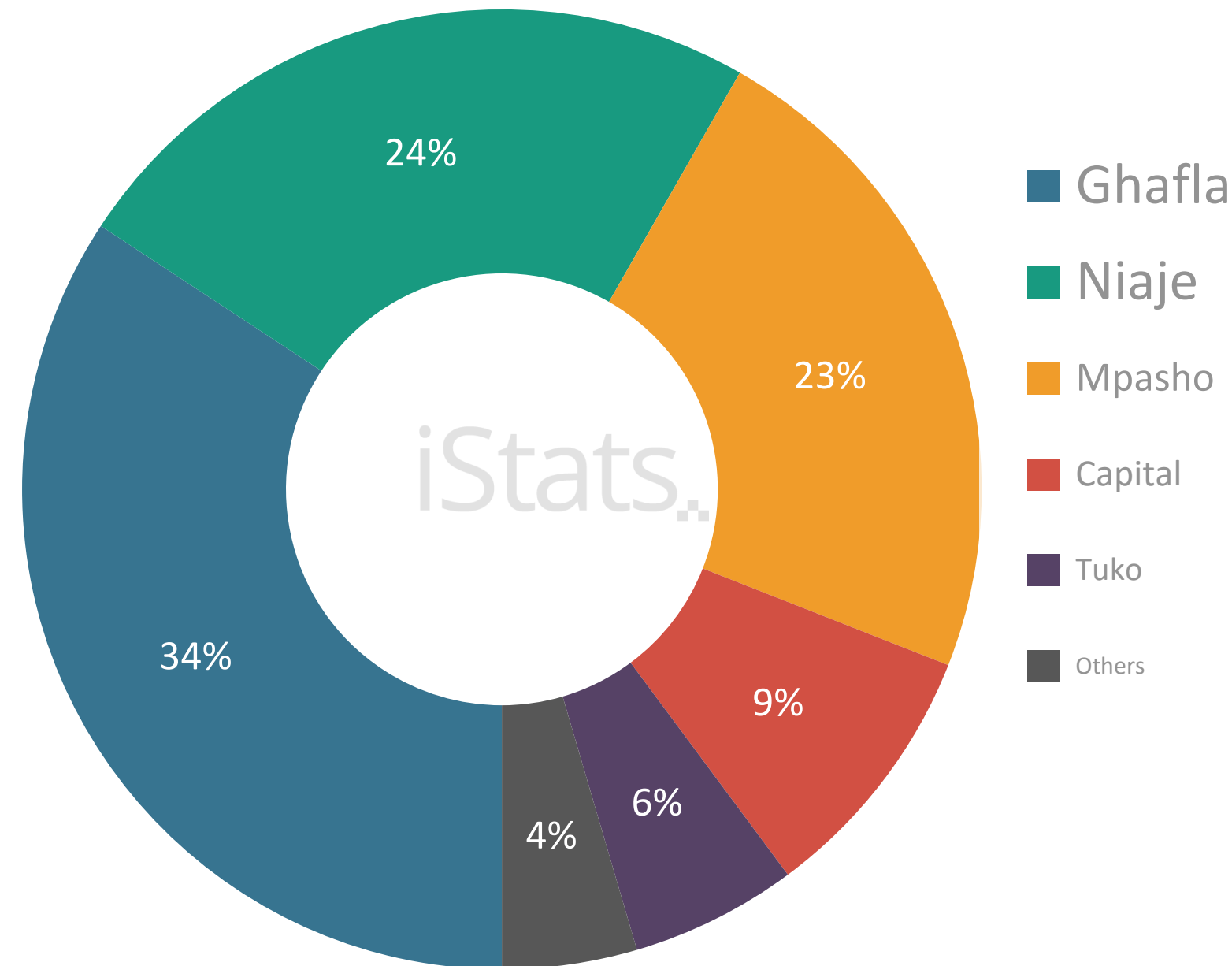
The surge has seen them open up a ten percentage point lead at the top

## The Lead & Most Improved

Ghafla saw a huge jump in overall visibility to clinch first spot for the first time since data collection began. Capital FM saw the biggest drop percentage of visibility in the category to record less than 10% of the pie

Ghafla also saw a huge leap forward on website ranking on Alexa jumping some 15,186 spots to end January at 18,428 in the world and 12<sup>th</sup> most popular site in Kenya.

It is now also the 4<sup>th</sup> most popular local website in Kenya when foreign websites are struck off the list



## Focus On Ghafla

### Alexa Ranking

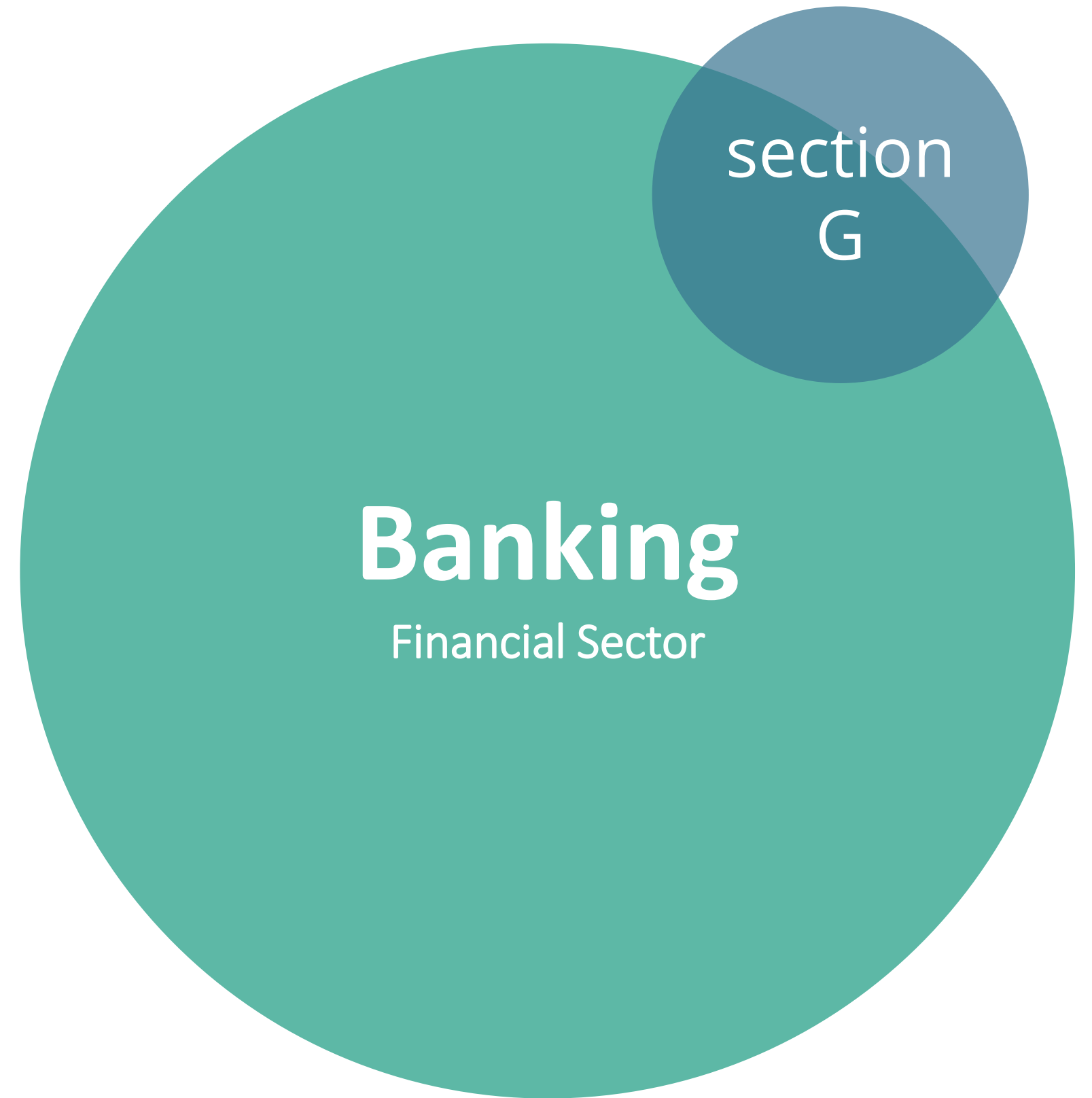
- Number **12** in KE on Alexa.
- Number **18,385** Globally
- Up **15,125** in last 3 months

### Facebook

- **961,247** likes on Facebook
- **2,251** Growth in January

\*Please note that this category omits websites directly running under a brand that also runs a print product or runs a TV station under the same brand name

**Let's Talk Money. Who Emerged  
Top?**



# KCB Continues To Lead

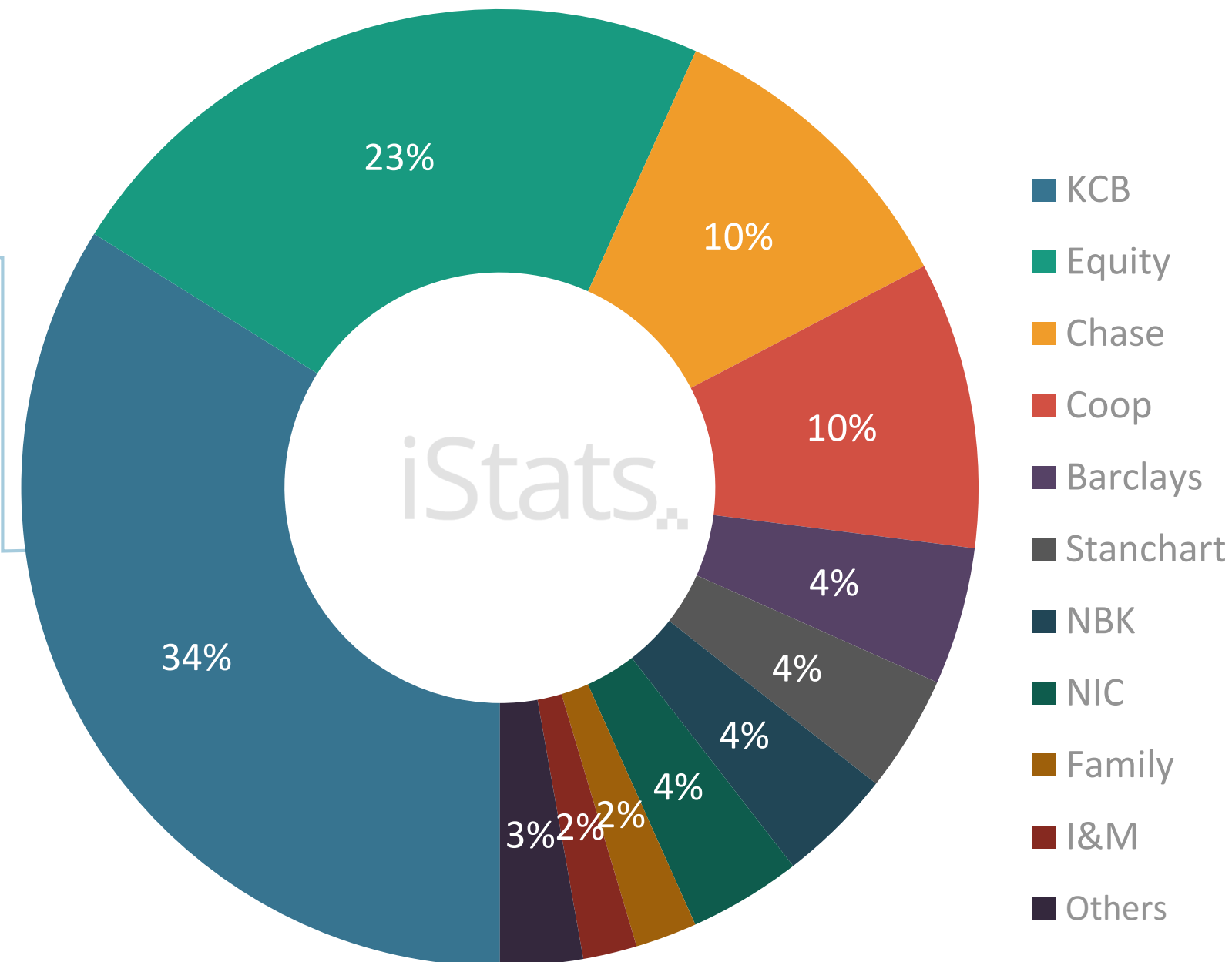
Also Saw a Slight Increase In Numbers In January.



KCB

KCB still dominates the banking sector with the brand increasing its lead by as much as 4% from the previously reported period.

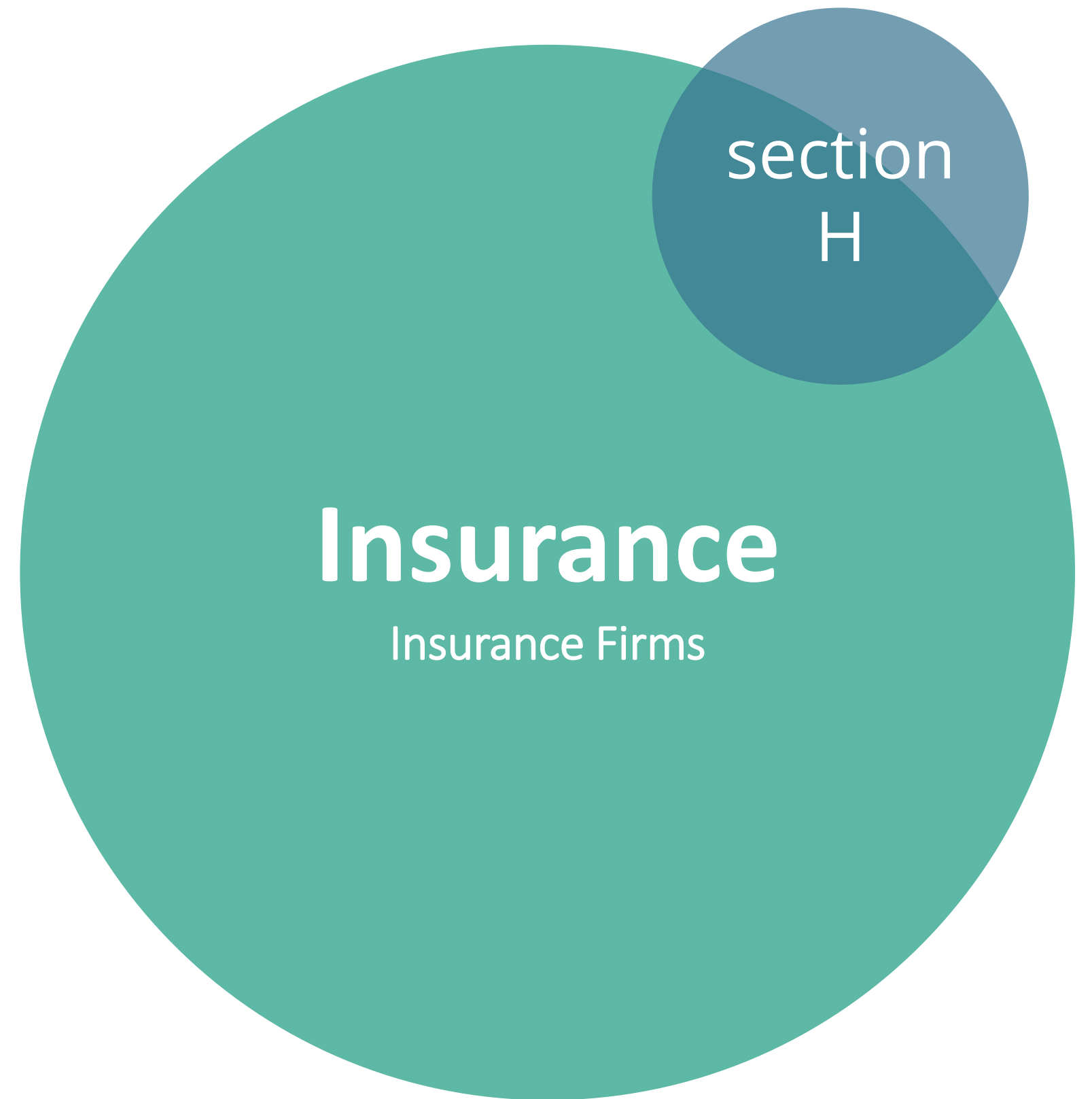
Equity in 2<sup>nd</sup> – also improved slightly as the two horses steered clear of everyone else in the category



## How Are The Brand Websites Doing On Alexa Website Ranking?

1. KCB (106k Global - 124 in KE)
2. Equity (122k Global - 190 in KE)
3. Coop (296k Global - 406 in KE)
4. Barclays (391K Global - 902 in KE)
5. NBK (610k Global - 555 in KE)

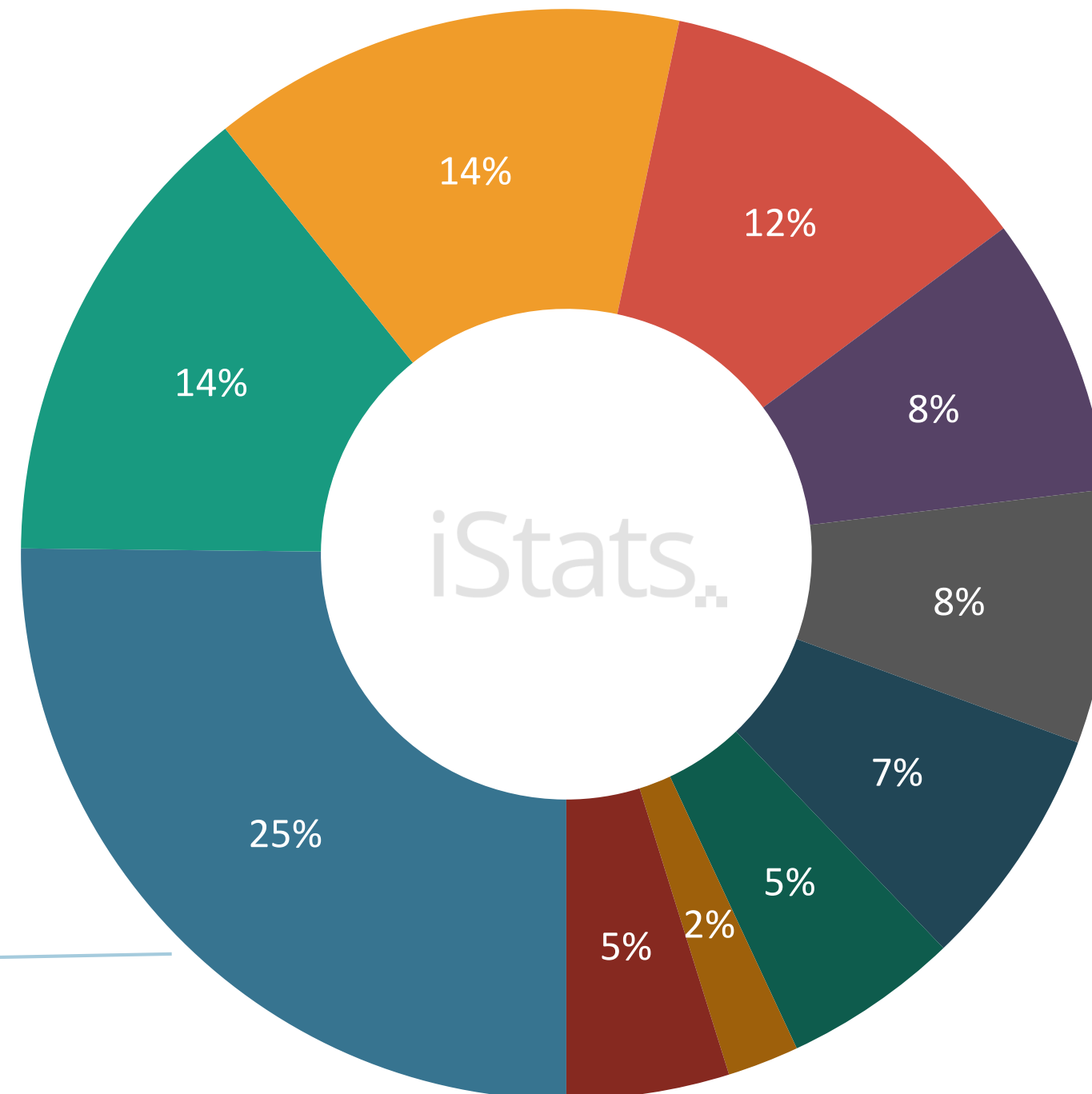
**Onto Insurance. Who Between  
Old Mutual and UAP emerged  
Top?**



# Neither. Britam Clinches With Previous Winners Slipping

Britam emerged top ousting previous front-runners UAP and Old Mutual who lost a lot of ground in January. Jubilee and Resolution rank in the next two top positions

■ Britam  
■ Jubilee  
■ Resolution  
■ Kenya Orient  
■ CIC  
■ APA  
■ Old Mutual  
■ UAP  
■ AAR  
■ Others



## Britam

Britam emerged top with improvement in all fronts followed by Jubilee insurance in second

## Focus On Britam

### Alexa Ranking

857k Global

2,426 in Kenya

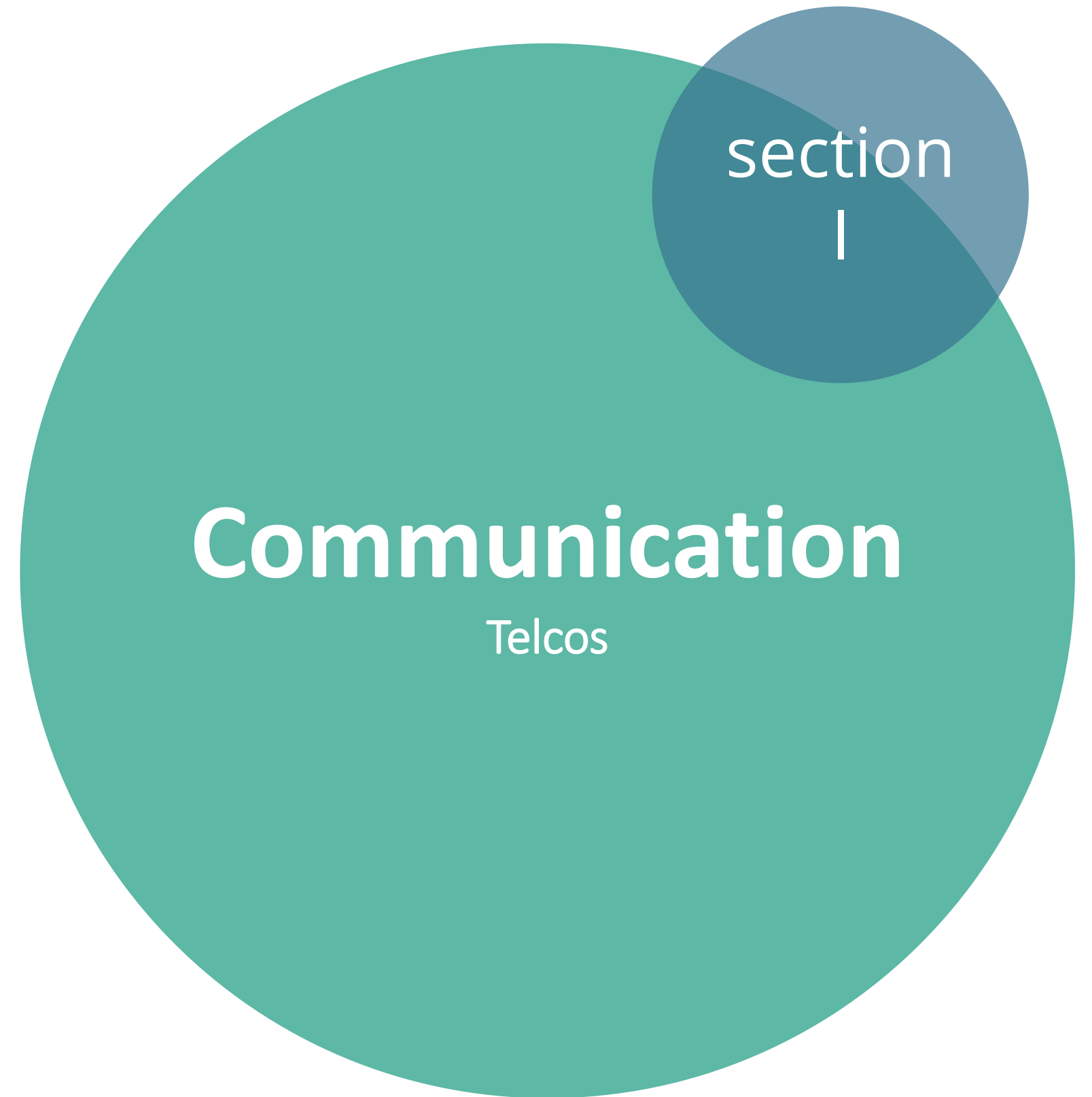
Dropped 216K places in last three months

### Facebook

Facebook 81,932.

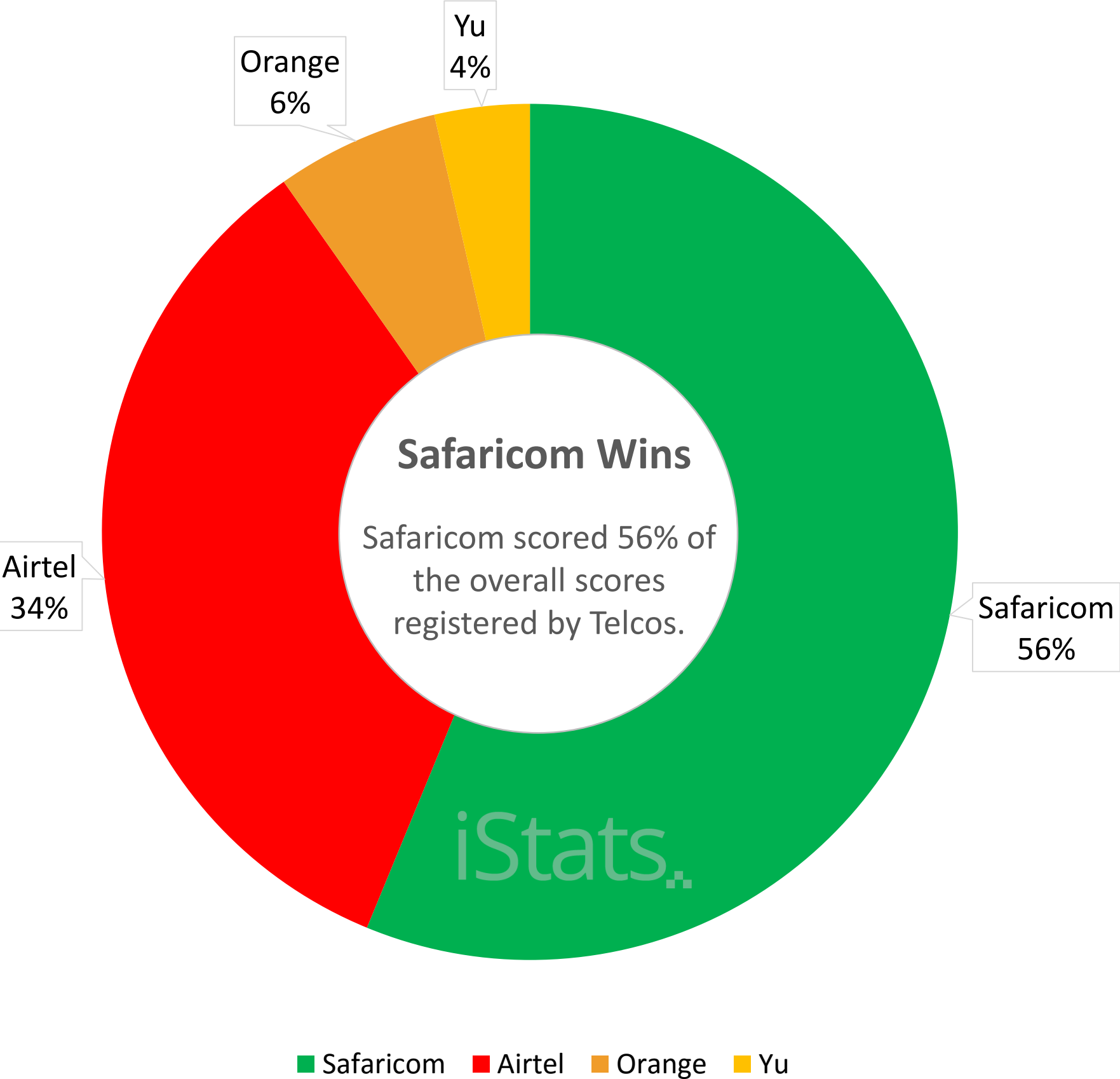
New in January 5,588

**Let's Talk Telcos. Which of The  
Two Main Players Came Out  
Tops?**



# Safaricom Stays On Top

The Firm's Lead Remained Quite Large in January



## A Look at Other Areas

*How Is Safaricom Performing Elsewhere?*

**Facebook – 1.24M**

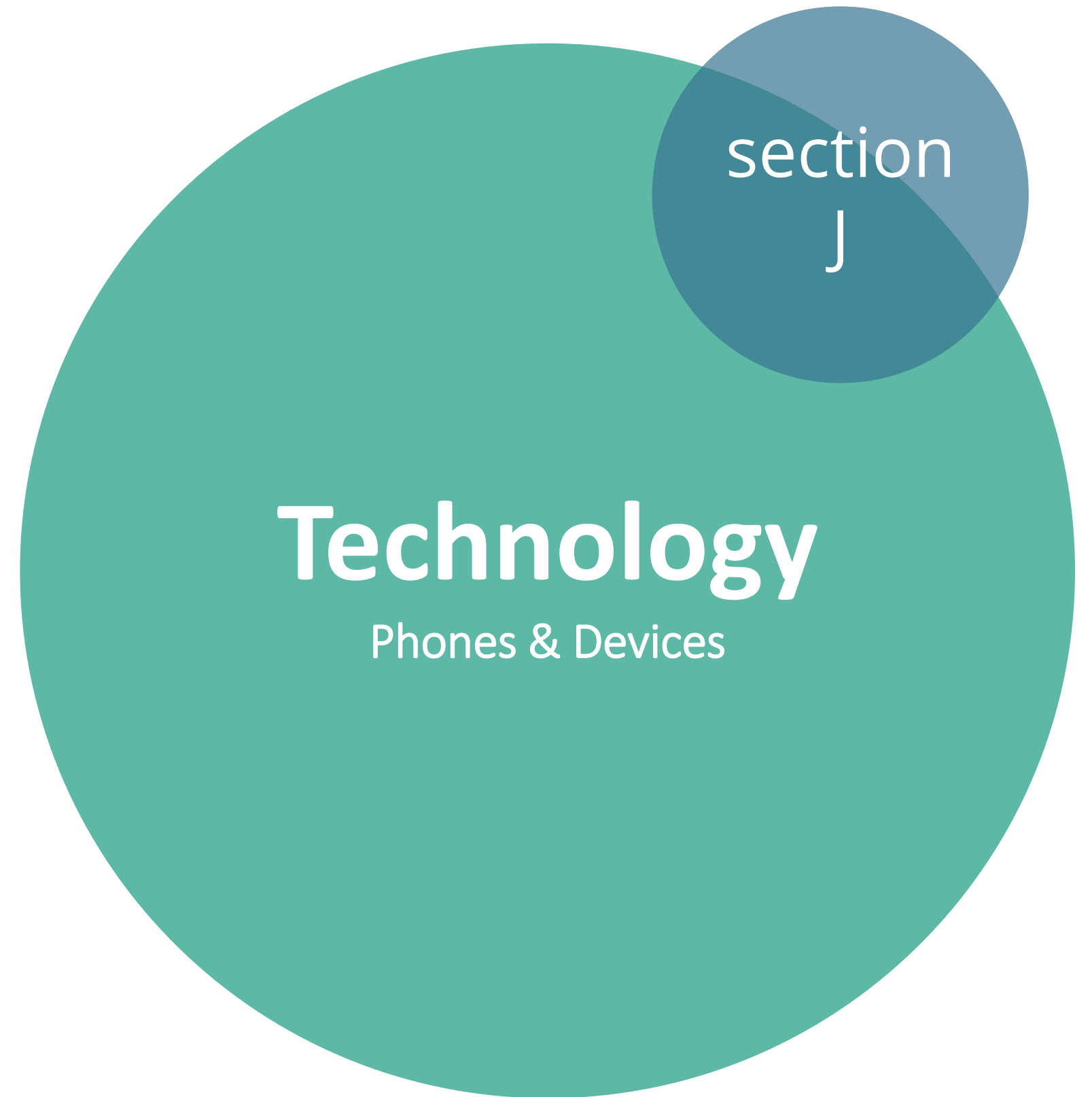
15,794 New in January

**Alex Ranking – 28,694 (33 in KE)**

Dropped 7,360 places in last 3 months

NOTE: Equitel is currently running off Equity Bank's account and thus the mentions are bundled with the bank hence the exclusion from this slide

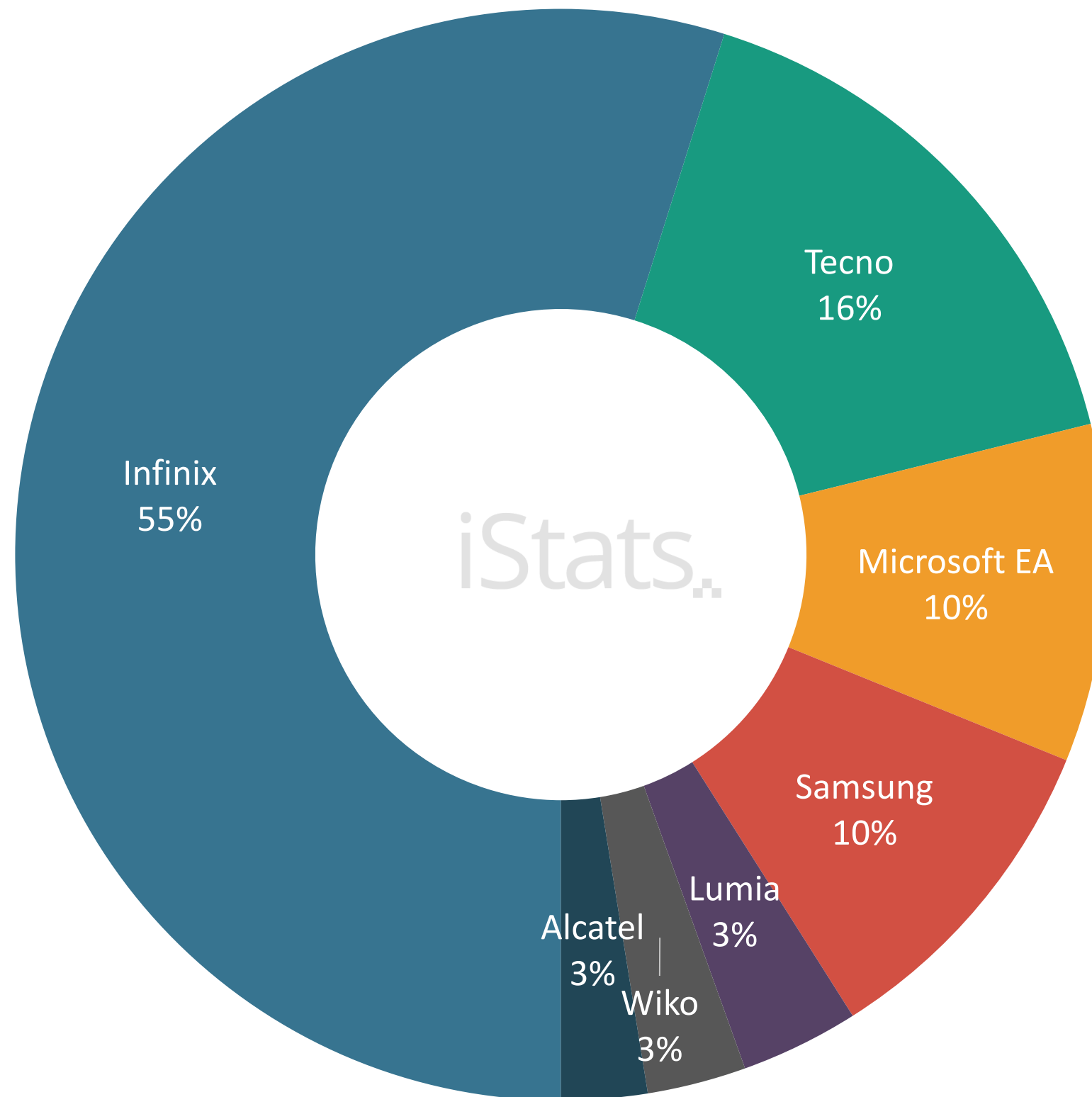
**Which devices Are People  
Talking About?**





# Infinix Remains Top

Infinix retained top spot with Tecno cementing second place. Wiko and Alcatel improved in overall visibility in January

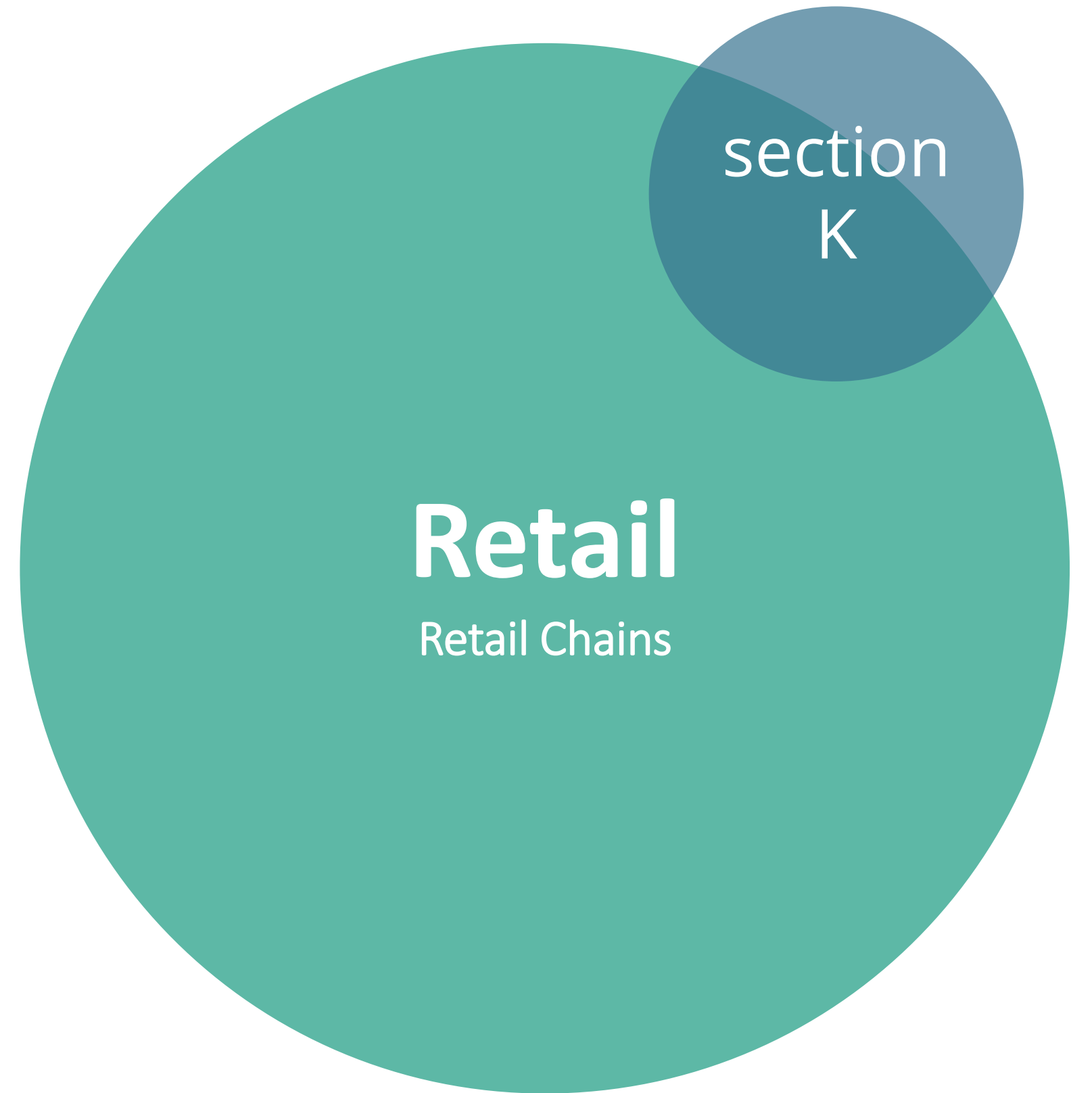


## INFINIX TOP AGAIN

Infinix have now opened the widest gap recorded thus far on its rivals in this category with the brand now bossing more than half the conversation volume

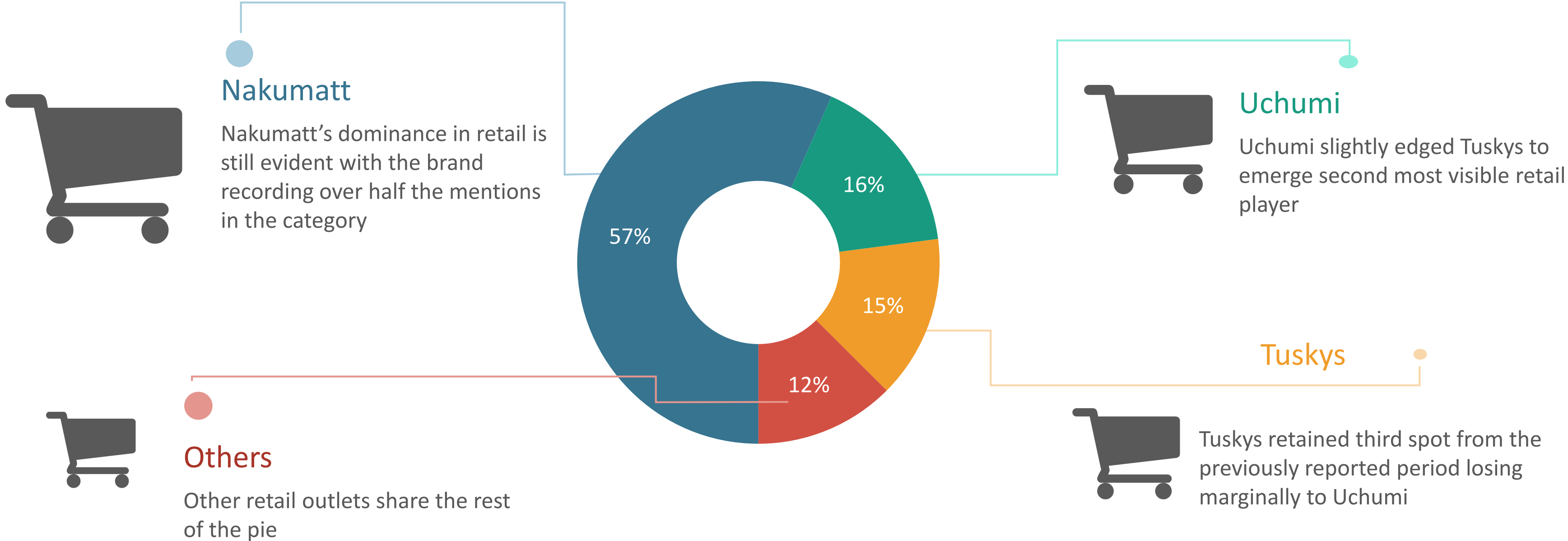
Note iPhone is not included as the brand has no official local twitter handle or similar presence.

# Who Ruled Retail In January?



# Nakumatt Emerges Top

The Brand Still Dominates Retail



**What About Shopping Outlets?  
Which is the Most talked  
about?**

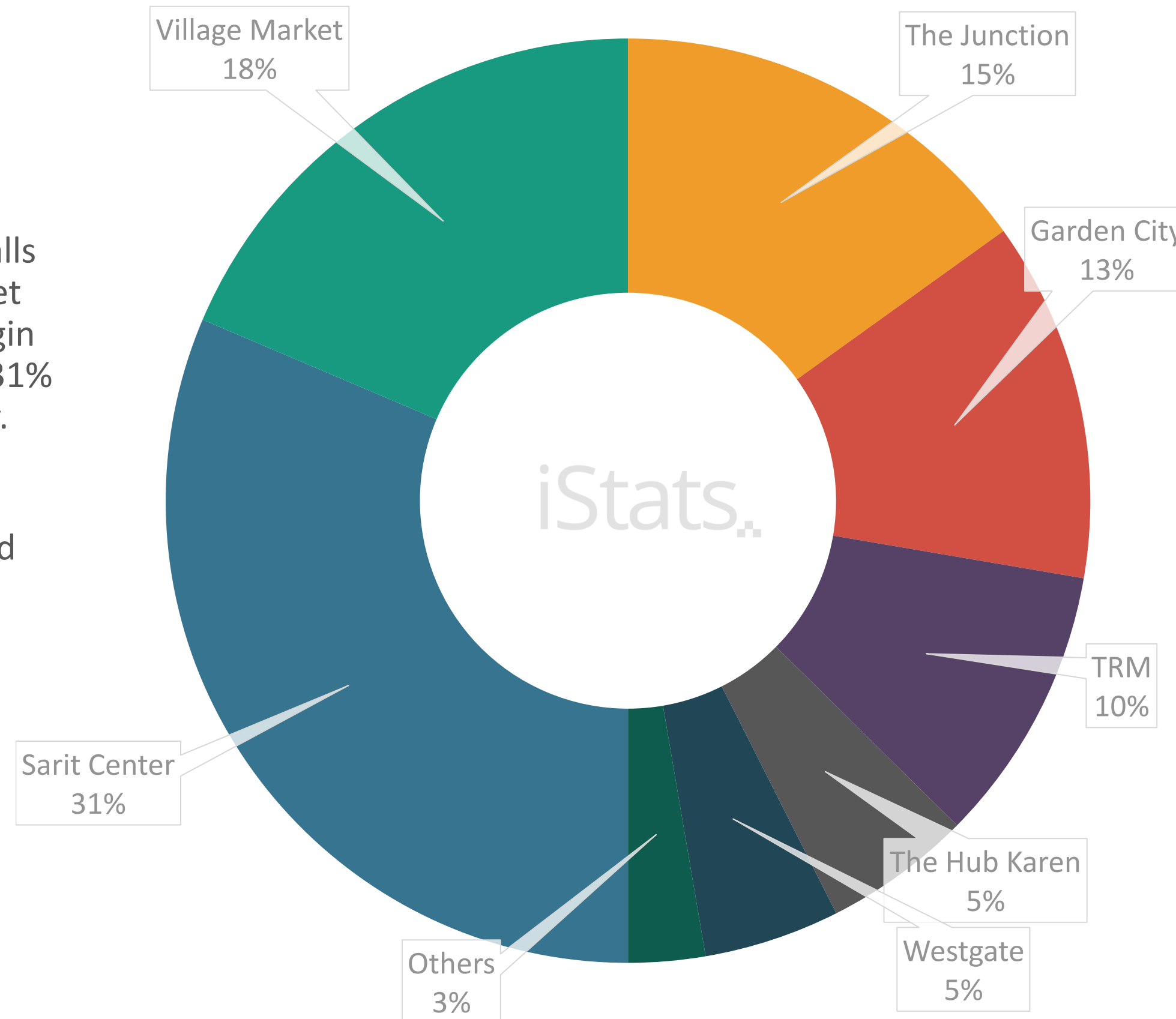


# Sarit Ousts Village Market

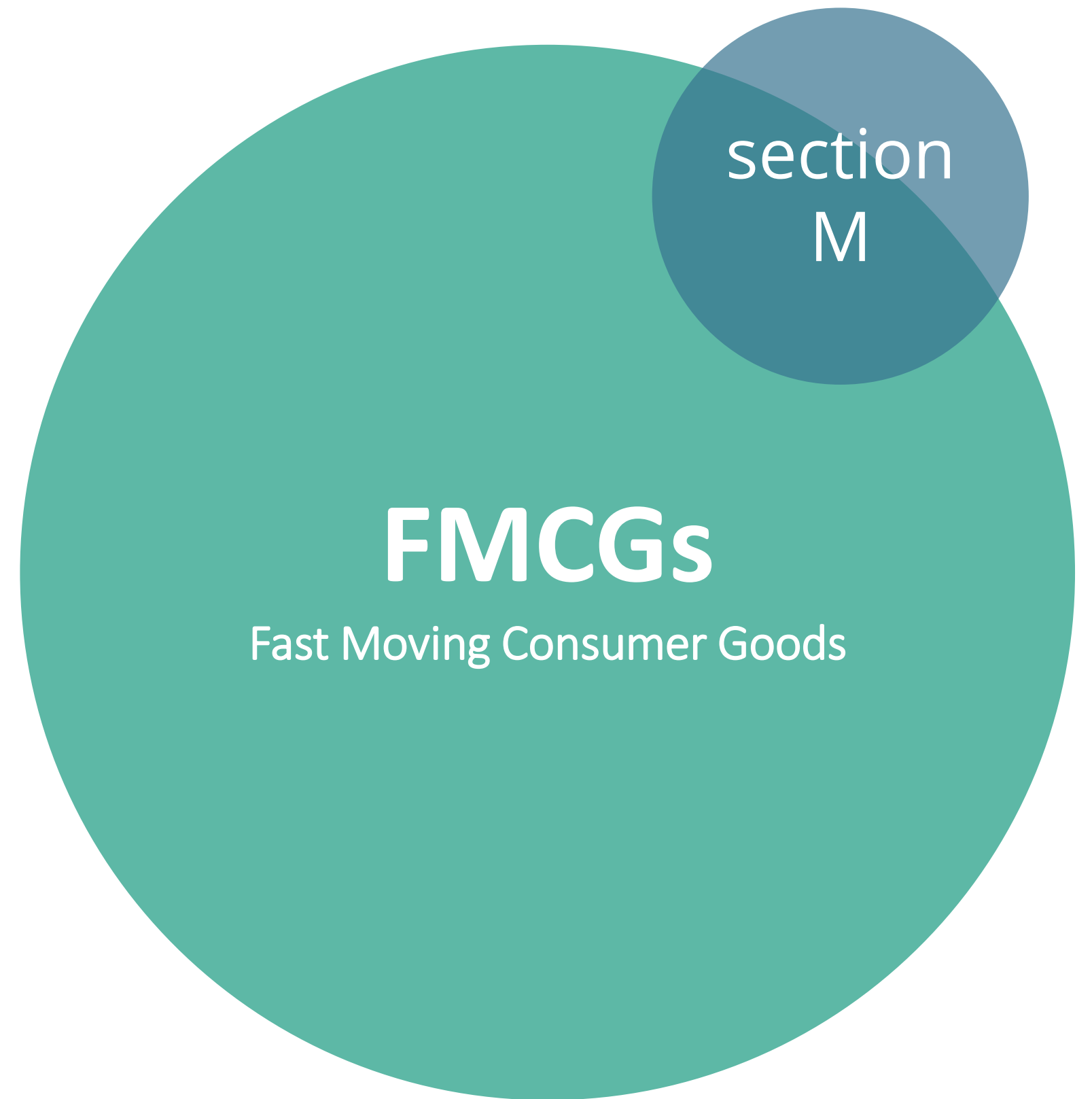
And The Mall Also Sees The Biggest Improvement in Sentiment Score In Category

In the January data from malls category, The Village Market lost top spot by a wide margin to Sarit Center who took up 31% of visibility in the category.

Junction Mall retained third spot in January

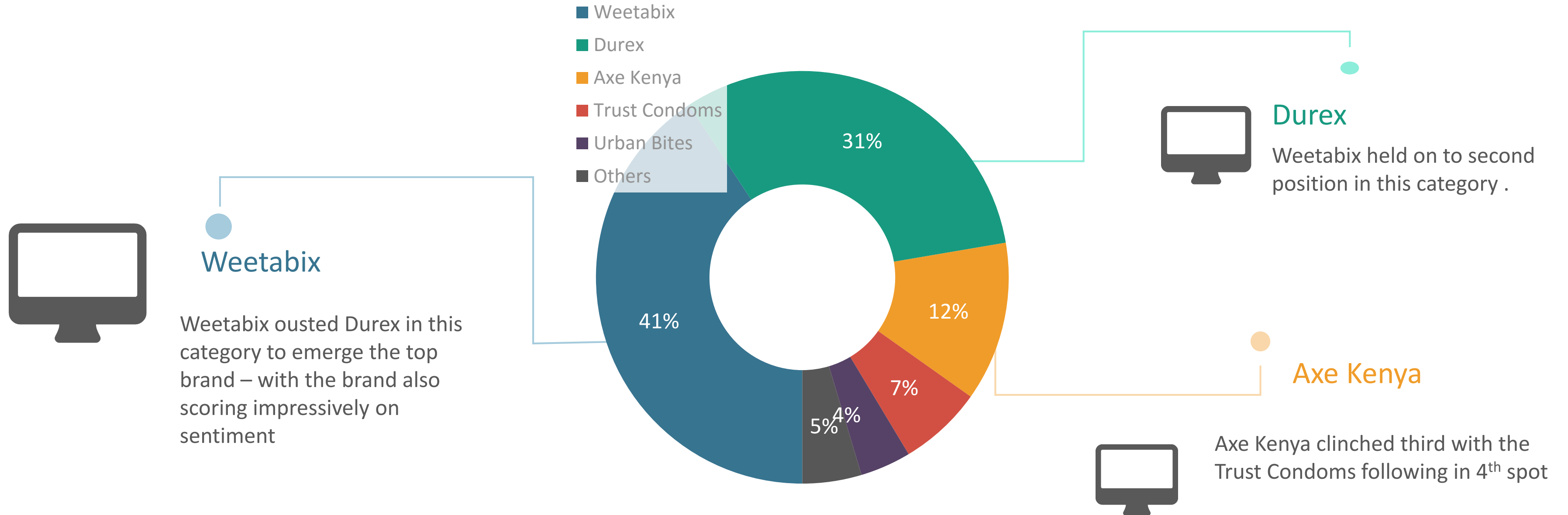


# Moving To Consumer Goods



# Weetabix For The Win

Weetabix emerged the top FMCG brand on twitter in January Visibility Data



**Let's Talk Food. Who's serving  
out the best numbers?**



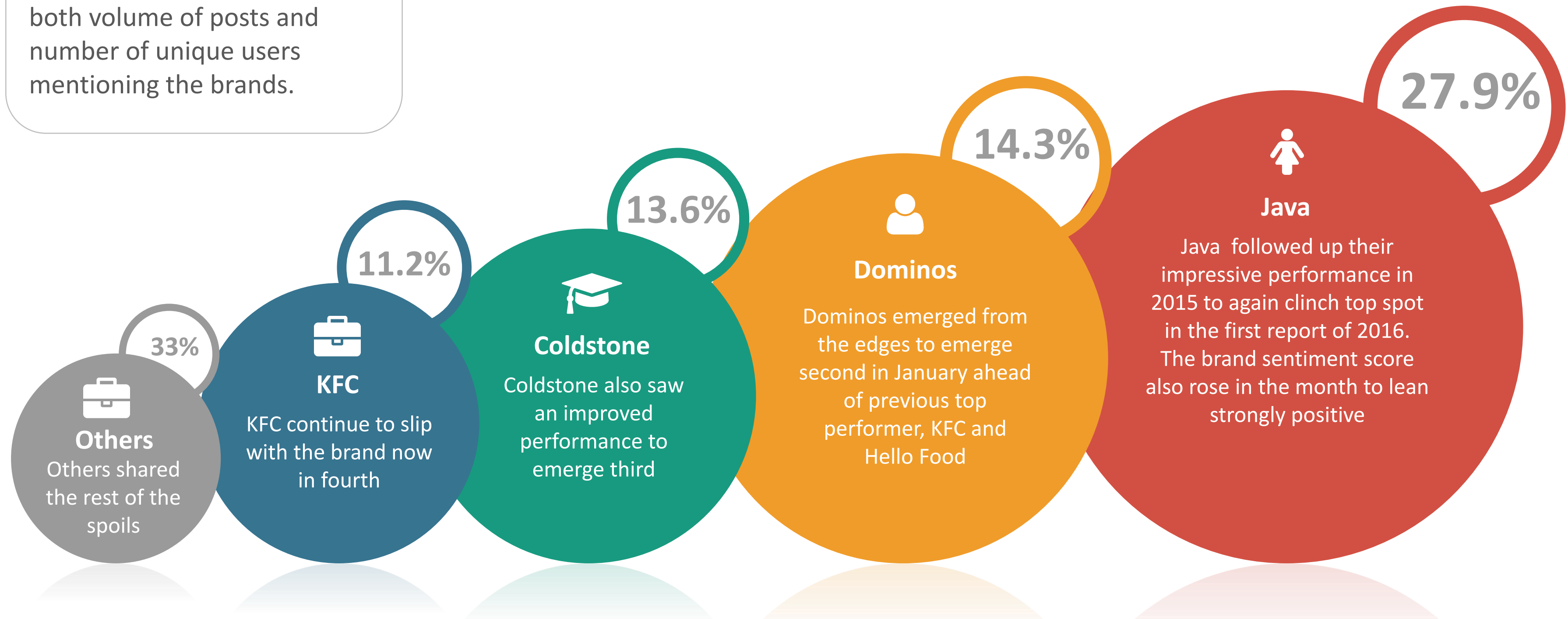


# Java Retains Top Spot

Java Starts the year on a high with almost double the score of its nearest rival

## Food Outlets Standings

JAVA topped the category in both volume of posts and number of unique users mentioning the brands.



**And Who Helped Drown That  
Food In The Best Way?**

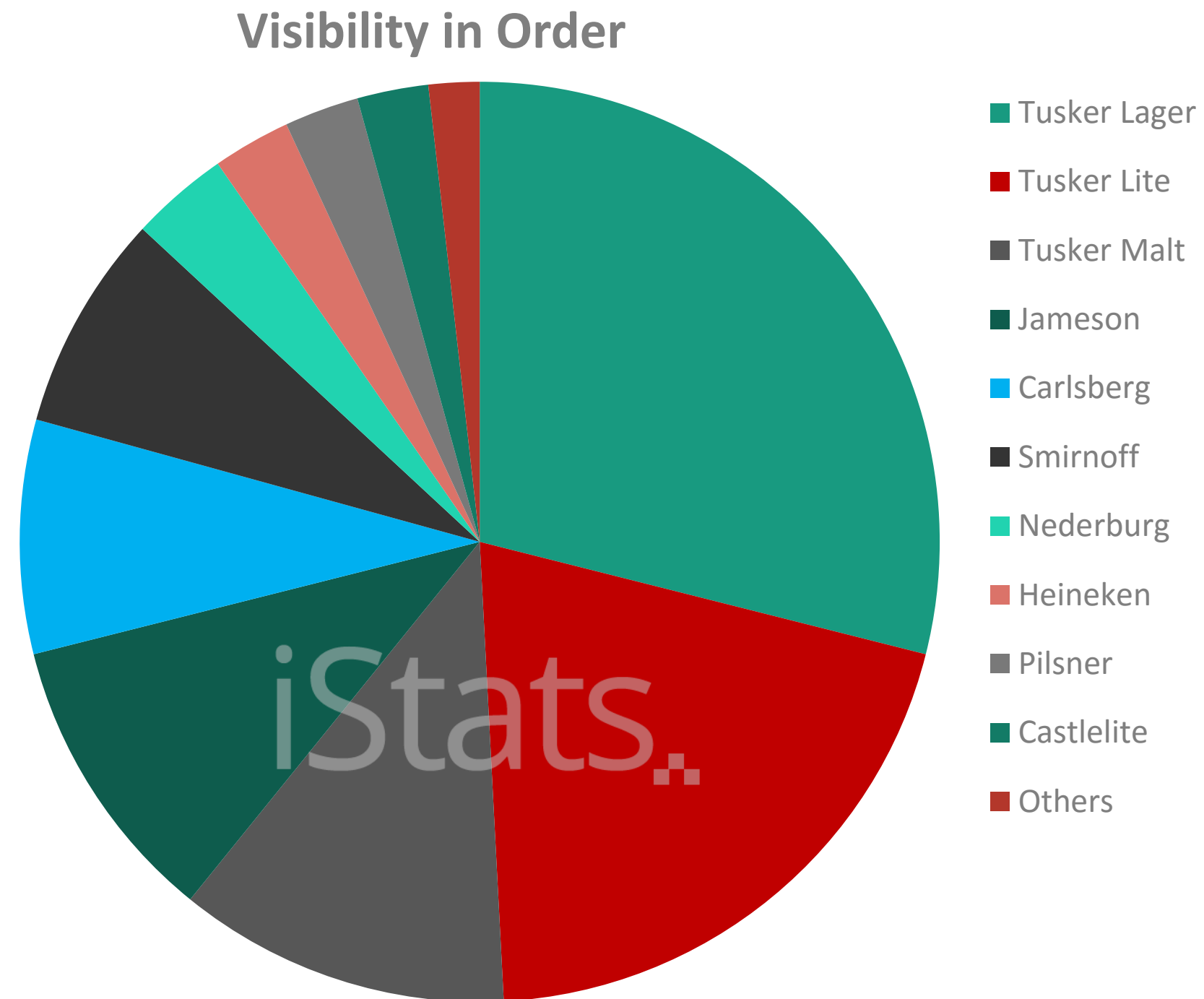
**Alcoholic**

Beer, Wines and Spirits

section  
0

# Tusker Brands Dominate

The top three spots all go to Tusker Brands as the Lager, Lite and Malt overshadow rival brands to emerge top in the category with nearly 60% of visibility



# What About The Tourism Industry?



# Tourism Related Conversations

Who Was The Most Visible?

01

## TEMBEA KENYA

The now generic term dominated conversations on Tourism in the country for the month of January scoring nearly half

45%

02

## MAGICAL KENYA

Kenya Tourism board account took the second biggest chunk in this category with the brand name also getting high sentiment scores.

22%

03

## BONFIRE SAFARIS

Bonfire Adventures also ranked highly in conversations in January emerging third in the category

15%

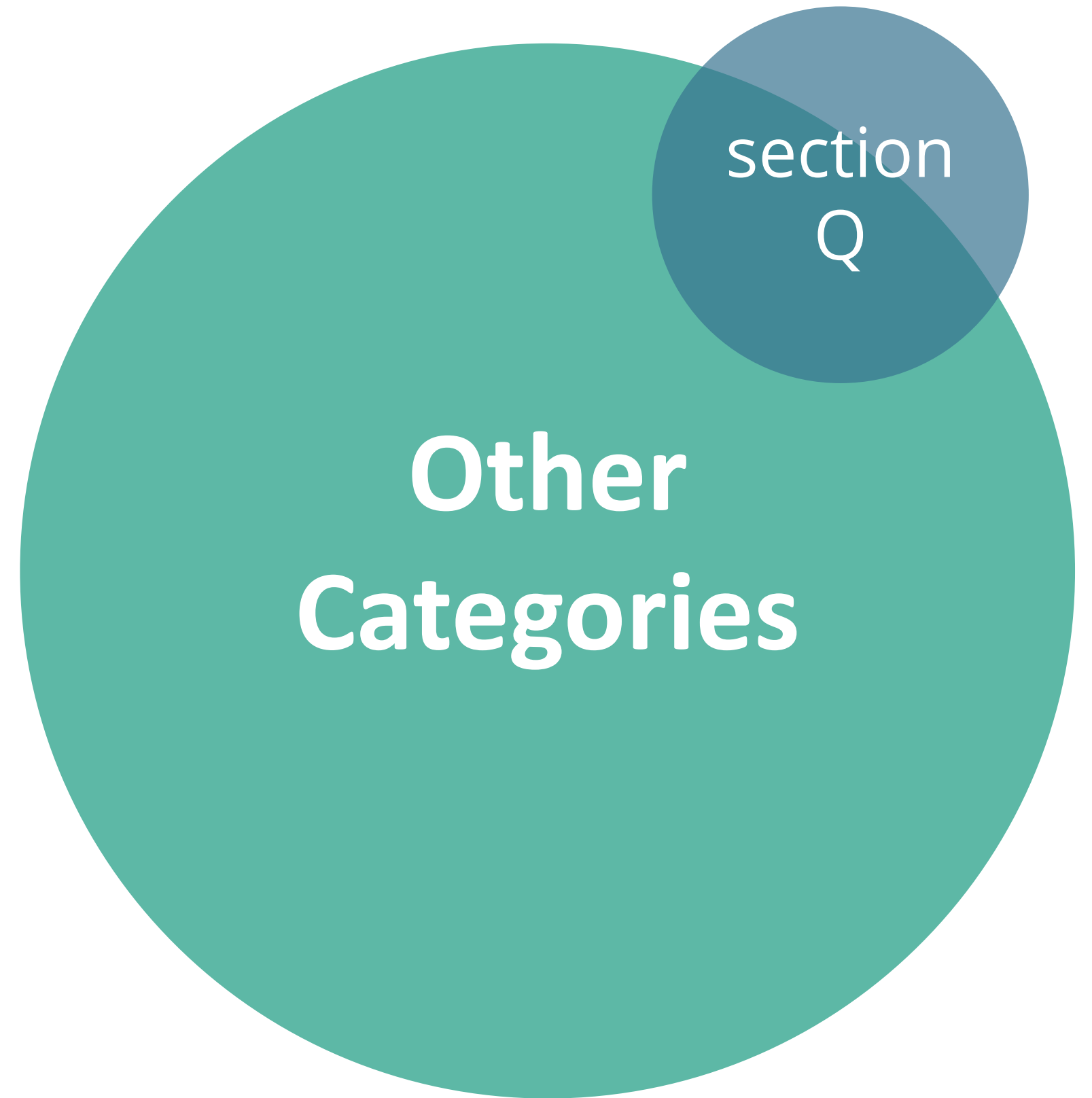
04

## SERENA HOTELS

Serena Hotels emerged fourth overall in the conversations but was the first hotel in the hotels category

7%

**What About Newer Categories?  
Who is Leading Where?**

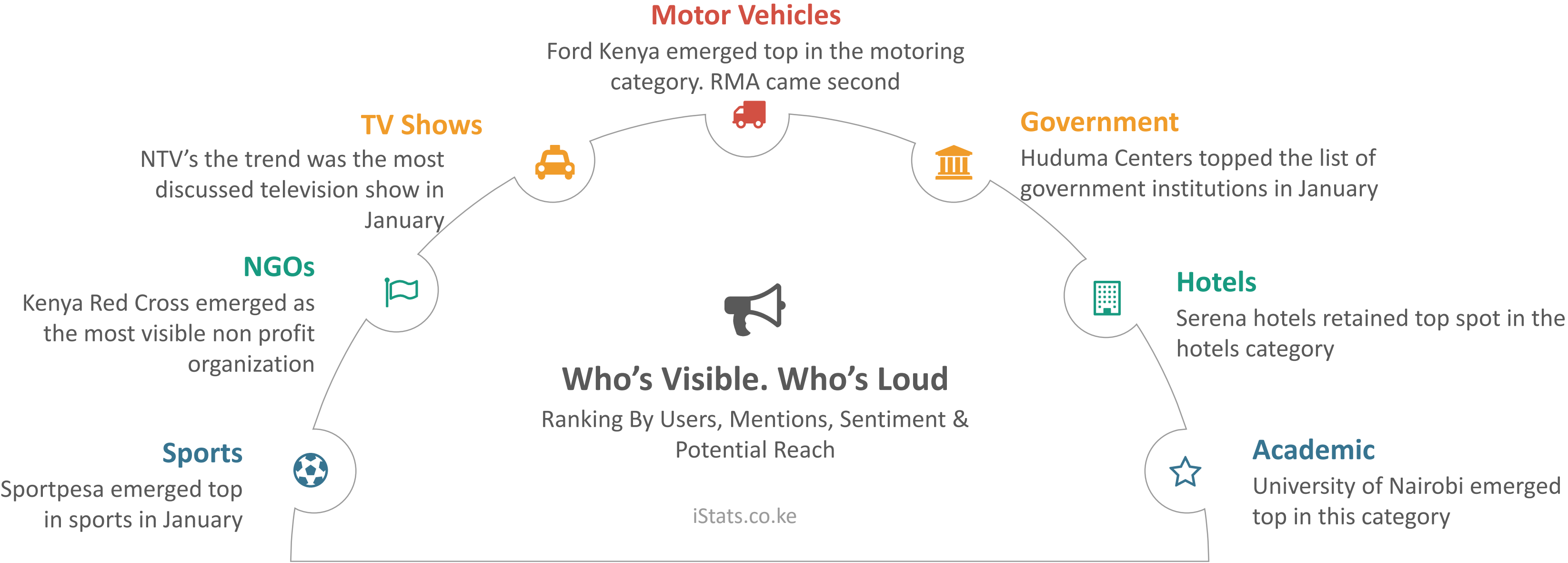


# New Categories

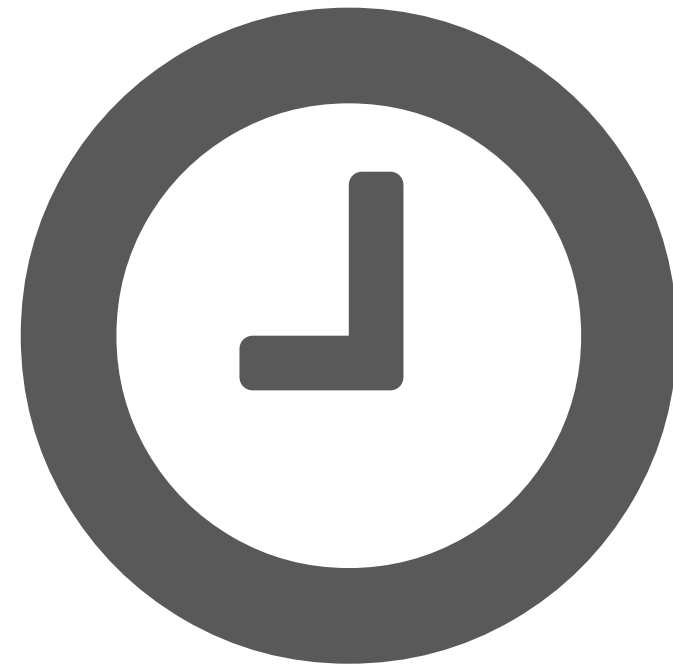
Who Is Leading Where?

## Our Newer Categories

For all new categories, sentiment has been factored in the ranking for experimentation. Here are the top brands in each category



**That's All Folks! Or is it?**



**Today's Parting Shot...**

**Are You In Tourism? We Have A Talk On 5<sup>th</sup>  
February on All Things Digital Marketing For  
You!**





You are invited to a

## Digital Marketing for Tourism Talk

on **Friday** the **5th** of February,  
from **2.30pm** to **4pm** at the  
ISA Africa Offices on  
Woodlands Rd, Nairobi

This talk aims at equipping attendees with the requisite skills needed to market Tourism due to its unique nature in terms of markets, target audiences, locations and the need for co-creation of content with other stakeholders in the sector.

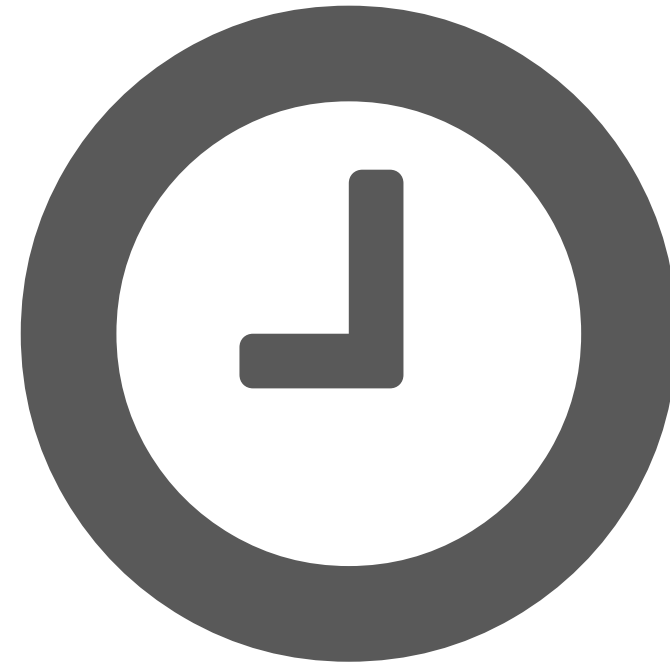
ENTRANCE FREE

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call +254 733 476 841  
email [sharon.k@isaafrica.education](mailto:sharon.k@isaafrica.education)



iStats.

**Need Additional Data About Your Brand? Or  
Any Brand or Category?**



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[jack@istats.co.ke](mailto:jack@istats.co.ke)**



## iStats: Current Status



**12,349,358**

Total Tweets  
Collected



**621,879**

Users  
monitored



**136**

Brands actively  
tracked



**759,905**

Collected Links  
Mentioning Brands



**18**

Full time workers.  
16 are Bots





# THANK YOU!

Got a question? Need more data?\* Send an email right now to ...

[jack@istats.co.ke](mailto:jack@istats.co.ke)

Training | Monitoring | Analysis | Planning | Strategy

\*Please note that any additional data or additional analysis is available at a fee