



ShopeeFood



Kompa



# Social Optimization **WEEKLY REPORT**

*From Sep 18 to Sep 24, 2023*

# AGENDA

- I. DELIVERY MARKET'S CONVERSATION OVERVIEW
- II. SHOPEEFOOD & COMPETITORS: CONVERSATION ANALYSIS
- III. SHOPEEFOOD : CONVERSATION ANALYSIS
- IV. COVERSATION ABOUT FOOD SERVICE





## DELIVERY MARKET'S CONVERSATION OVERVIEW

# DELIVERY MARKET'S SHARE OF VOICE AND INTERACTION

\*Grab: GrabFood, GrabExpress, GrabMart, GrabKit

\*Gojek: GoFood, GoSend

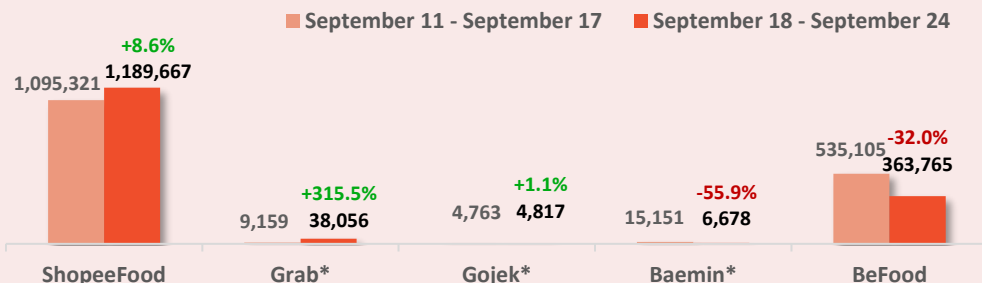
\*Baemin: Baemin (food), Baemin Mart, Baemin Kitchen

From September 18 to September 24, except for **Baemin** and **BeFood** experienced the substantial decline, **ShopeeFood** and remainders expand the improvement, provoking the overall metric slightly decreased 3.4% (from 1,659,499 to 1,602,983).

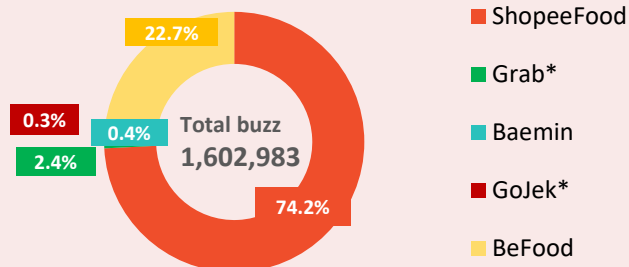
- As usual, the **Minigame Food** presented as the main buzz generator for **Shopee Food**, attracting significant interaction from online users toward official fan page.
- GrabFood** recorded with highest increase at 315.5% via the minigame on **Bác Tài Grab** with kind of vouchers as a gift for winner, enticing considerable engagement from Riders, being noticeable content in this enhancement.
- BeFood** that utilized the collaboration with their partner remained the high coverage of content via minigame BÌNH LUẬN “SIÊU NHIỀU” on fan page and partnership owned channel to kept stable at the second largest share of voice.

## Conversation of ShopeeFood and competitors

BUZZ VOLUME



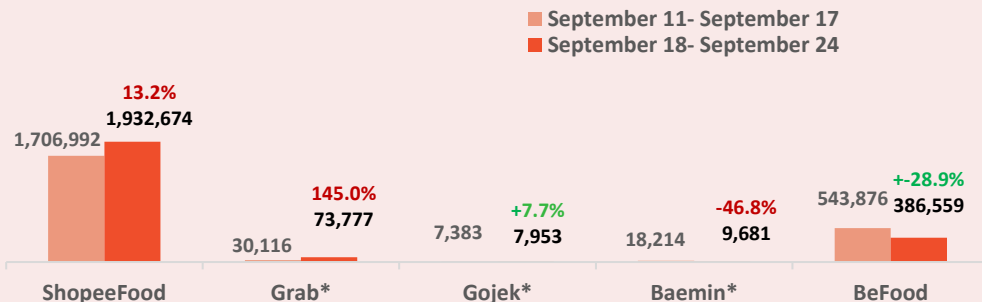
## Market's share of voice



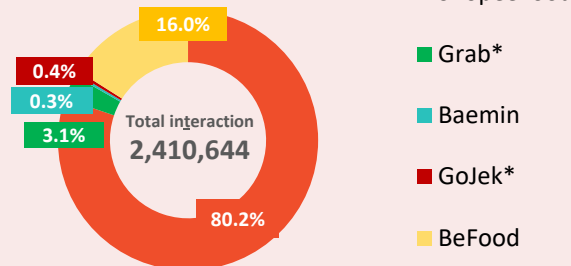
September 18 to September 24

## Interaction of ShopeeFood and competitors

INTERACTION



## Share of interaction



September 18 to September 24

# DELIVERY MARKET'S SHARE OF VOICE AND INTERACTION (EXCLUDE MINI-GAME)

\*Grab: GrabFood, GrabExpress, GrabMart, GrabKit

\*Gojek: GoFood, GoSend

\*Baemin: Baemin (food), Baemin Mart, Baemin Kitchen

From September 18 to September 24, excluding minigame, all the the delivery firms simultaneously magnified the growth in buzz volume, leading the total online buzz rose 7.5% compared to the previous week.

- Apart from the common content of food review and introduction threads on [Hà Nội Ăn gì? Ở đâu](#) and [Foody.vn](#), food delivery brands were also mentioned in entertainment post via [Dang iu mot chut thoi nha](#) community page, which enticed great engagement from online users on the public.
- The respect for the rider's behavior in recusing people in a burning building was the highlighting of [Gojek's](#) content, attracting crowd discussion from internet users toward [Gojek Vietnam](#) fan page.

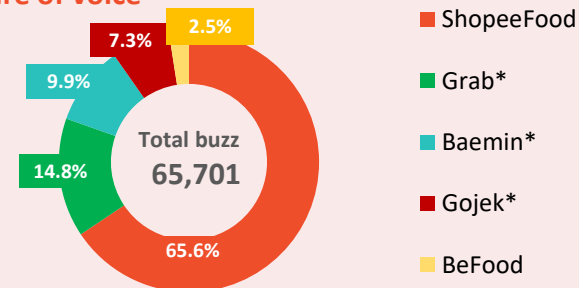
## Conversation of ShopeeFood and competitors

September 11 - September 17 September 18 - September 24

BUZZ VOLUME



## Market's share of voice

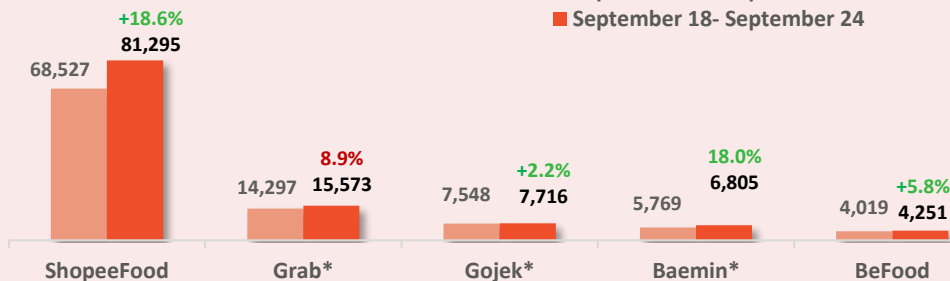


September 18 to September 24

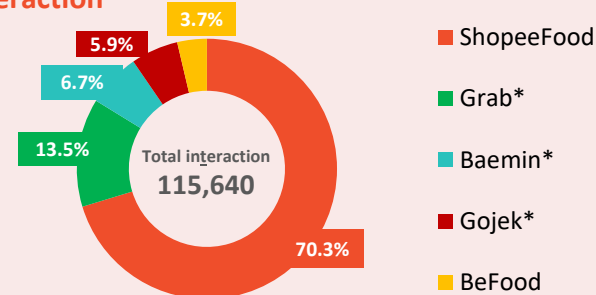
## Interaction of ShopeeFood and competitors

September 11 - September 17 September 18 - September 24

INTERACTION

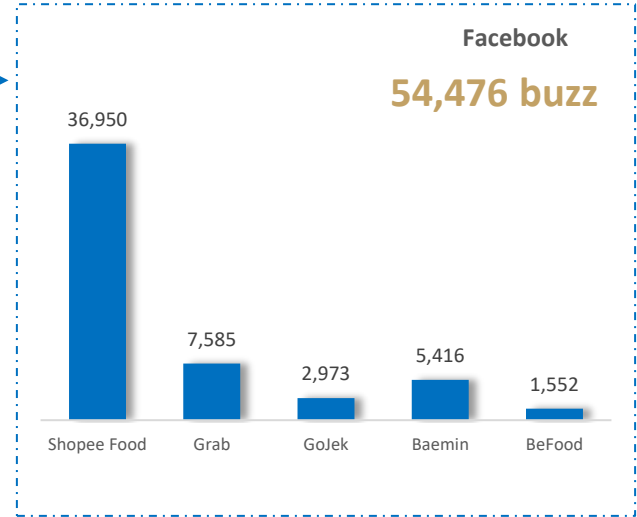
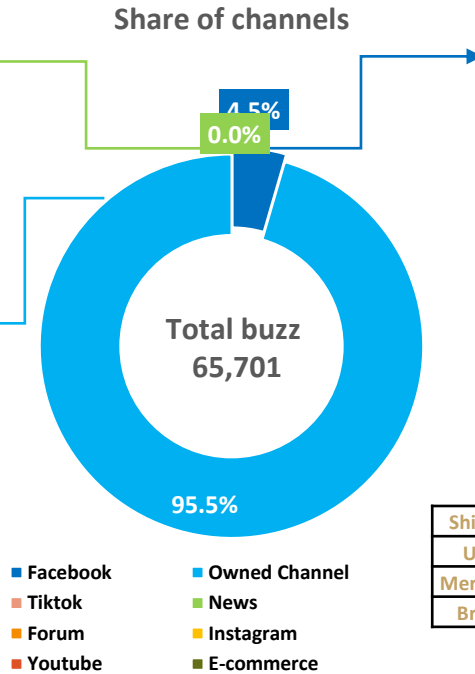
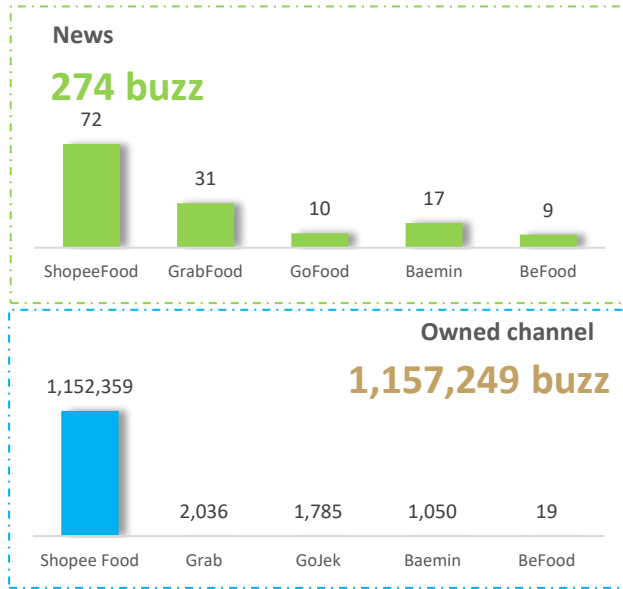


## Share of interaction



September 18 to September 24

# DELIVERY MARKET'S CONVERSATION ON CHANNELS (EXCLUDE MINI-GAME)



Shipper	4,901	143	872	50	62
User	26,251	5,413	479	2,449	37
Merchant	5,798	2,029	1,622	2,917	1,453
Brand	0	0	0	0	0

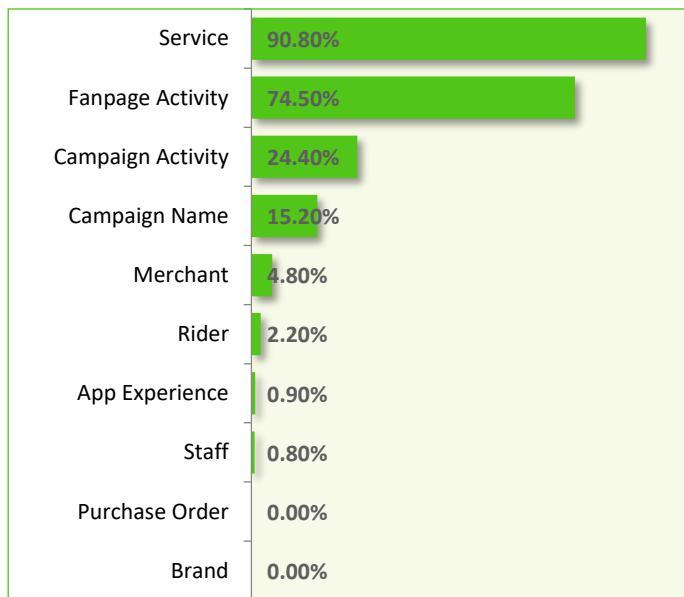
Shipper	1,183	1,809	17	51	0
User	3,771	123	1,725	884	17
Merchant	790	5	18	105	0
Brand	58	99	25	10	2

# DELIVERY MARKET'S CONVERSATION SENTIMENT

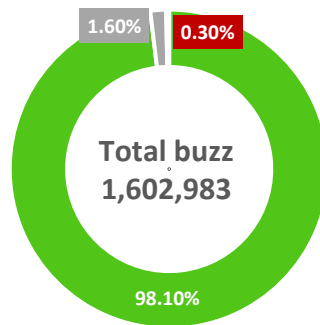
The delivery industry as a whole:

- ShopeeFood and BeFood were consistently those that harvested most positive remark for the delivery firm on the online platform last week via minigame which captured great engagement from the internet users.
- Shippers' grumble about the issue of order shortage on their online hubs continuously the main cause of delivery firms' negative remarks on the social platform.

## Positive conversation



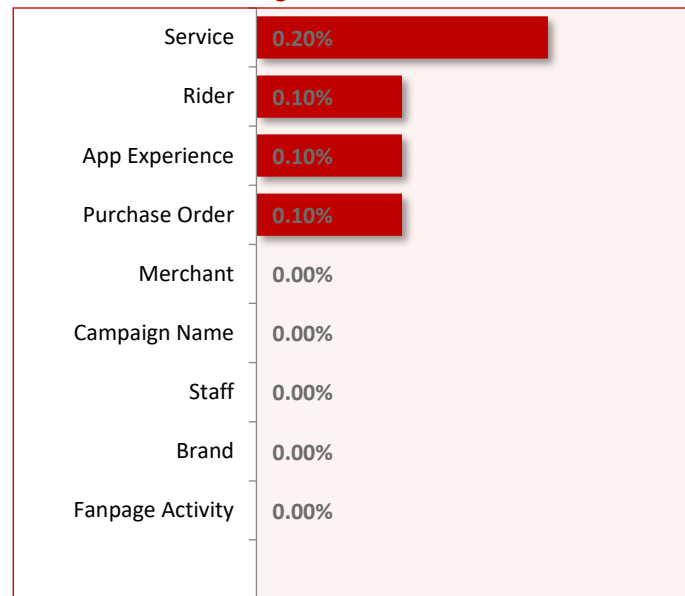
## Sentiment breakdown



September 18 to September 24

■ Positive ■ Neutral ■ Negative

## Negative conversation



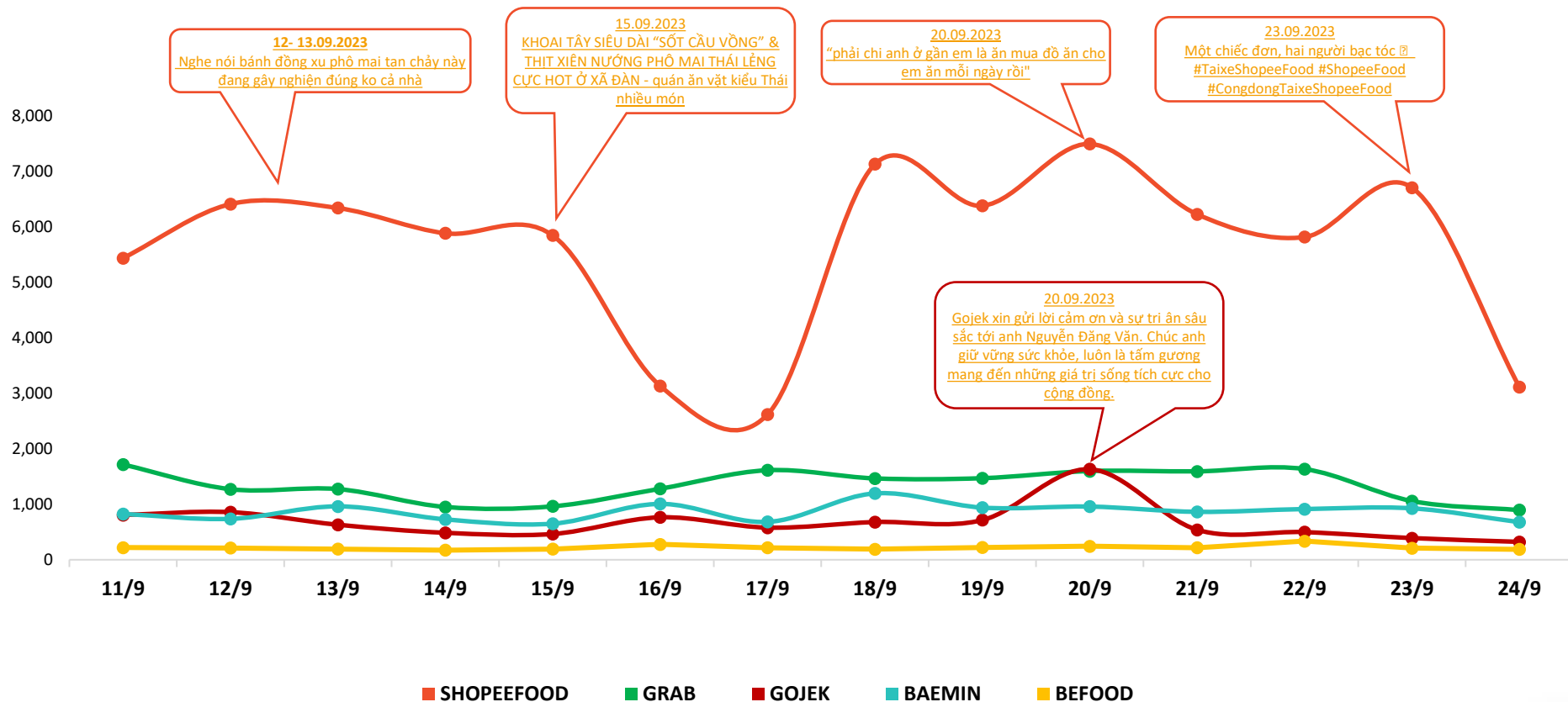
\*The percentage based on total buzz



## SHOPEEFOOD & COMPETITORS: CONVERSATION ANALYSIS

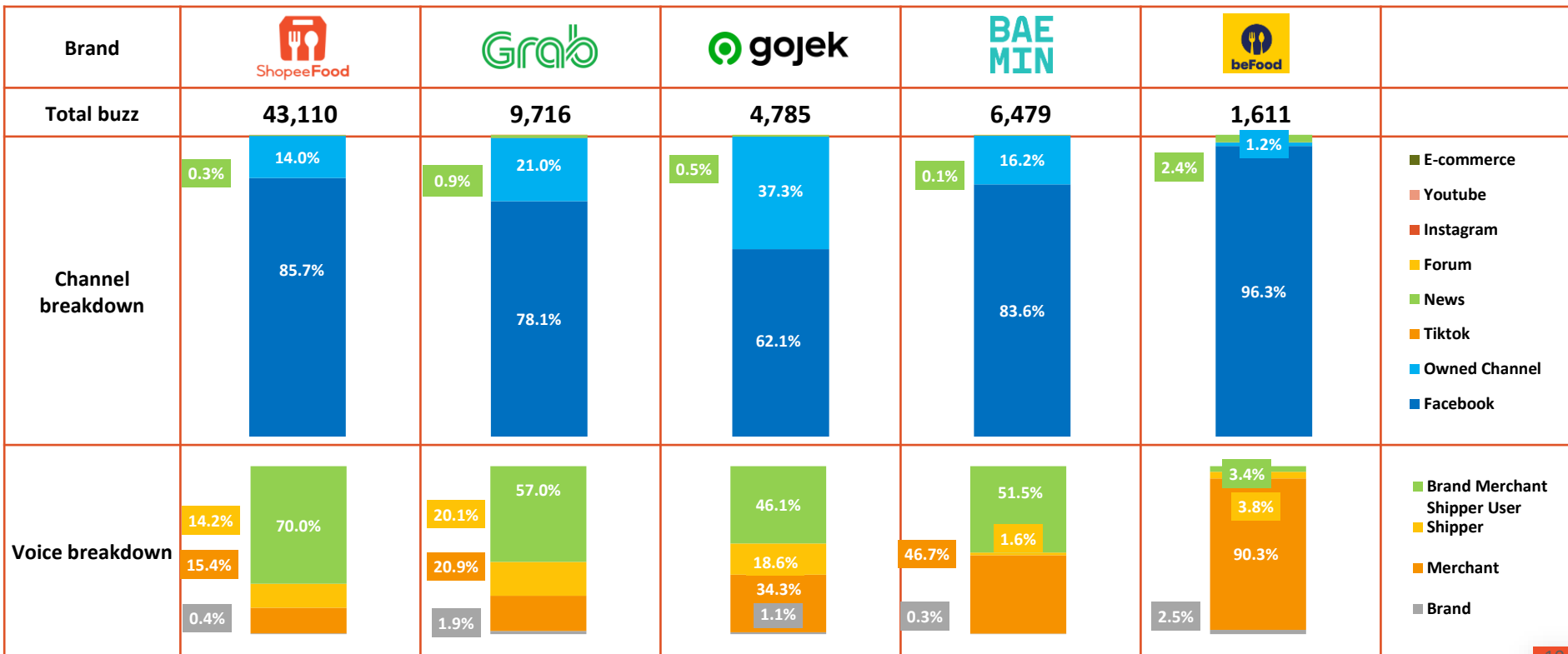


# TRENDLINE OF SHOPEEFOOD & COMPETITORS (EXCLUDE MINI-GAME)



# CONVERSATION BY CHANNEL AND VOICE (EXCLUDE MINI-GAME)

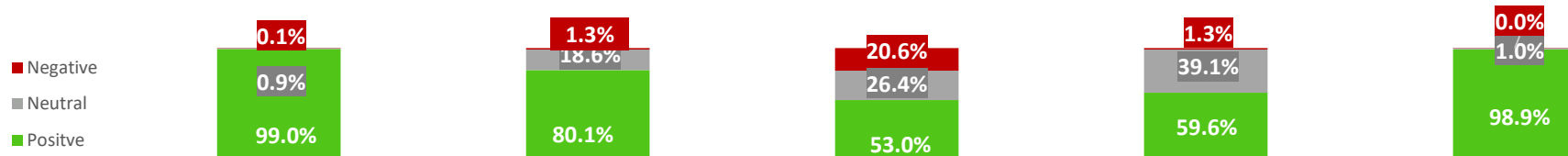
- Excluding mini-game, Facebook constantly dominated the total online coverage of delivery firms. [Hà Nội: Ăn gì? Ở đâu?](#) harvested the most interaction via this platform for ShopeeFood last week with food introduction content for various dishes.
- On owned channel, Foody.vn presented as the highlight as usual, enticing the public's considerable interest in the firm's [hilarious, interactive content](#) and also food introduction post regarding the recently trending dish- [Korean coin pancake](#).
- [Credit promotion introduction](#) content which partially mentioned the delivery firms was the most frequent remark on the online news channel last week.



\* The % is based on the market's total buzz volume.

# CONVERSATION BY SENTIMENT

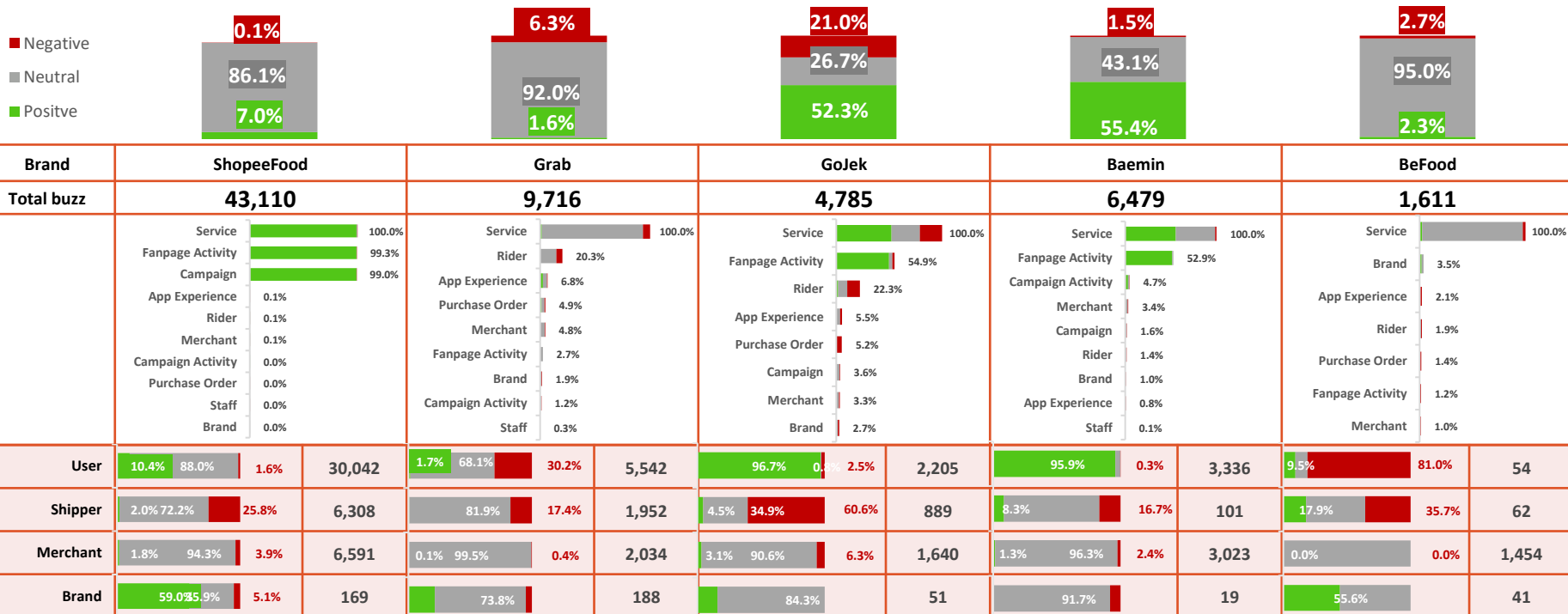
- From September 18 to September 24, minigame consistently covered majority of [ShopeeFood](#) and [BeFood](#) positive portion on the online platform. Additionally, Grab's live-stream in [celebration of the driver month](#) was also a weekly remark.
- Cộng đồng Gojek Sài Gòn presented as the most negative source among delivery firm's total discussion last week, capturing different issues including: [shipper being scammed](#), [discontent to the delivery firm's incentive](#), [order shortage](#), etc.



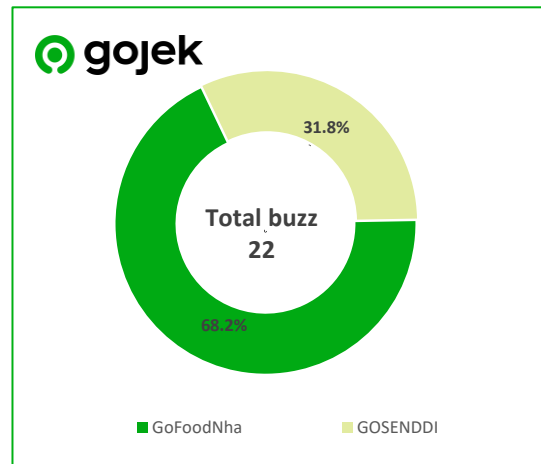
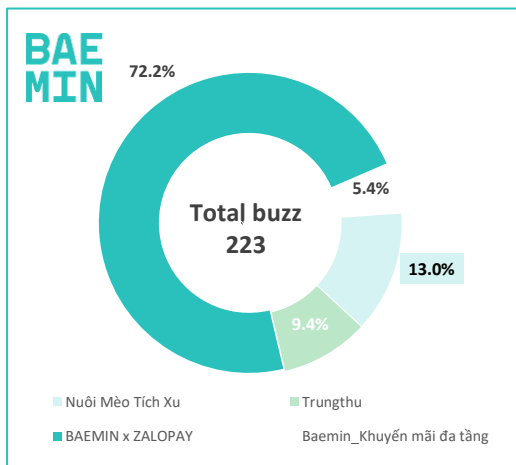
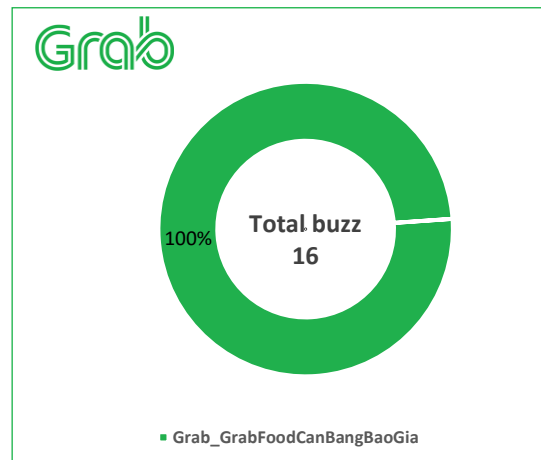
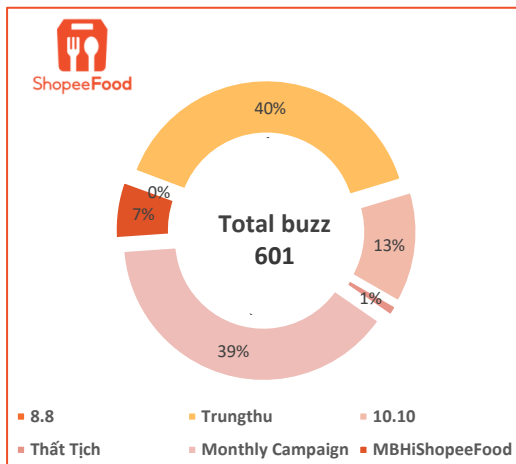
Brand	ShopeeFood			Grab			Gojek			Baemin			BeFood		
Total buzz	1,602,983			38,056			4,817			6,678			363,765		
	<div>Service 100.0%</div> <div>Fanpage Activity 99.3%</div> <div>Campaign 99.0%</div> <div>Rider 0.1%</div> <div>App Experience 0.1%</div> <div>Merchant 0.1%</div> <div>Campaign Activity 0.0%</div> <div>Purchase Order 0.0%</div> <div>Staff 0.0%</div> <div>Brand 0.0%</div>			<div>Service 100.0%</div> <div>Rider 83.4%</div> <div>App Experience 1.4%</div> <div>Fanpage Activity 1.1%</div> <div>Purchase Order 1.0%</div> <div>Merchant 1.0%</div> <div>Brand 0.4%</div> <div>Campaign Activity 0.2%</div> <div>Staff 0.1%</div>			<div>Service 100.0%</div> <div>Fanpage Activity 53.5%</div> <div>Rider 21.7%</div> <div>Merchant 5.7%</div> <div>App Experience 5.3%</div> <div>Purchase Order 5.1%</div> <div>Campaign 3.5%</div> <div>Brand 2.6%</div>			<div>Service 100.0%</div> <div>Fanpage Activity 48.5%</div> <div>Campaign Activity 13.0%</div> <div>Merchant 3.1%</div> <div>Campaign 2.3%</div> <div>Rider 1.7%</div> <div>Brand 0.9%</div> <div>App Experience 0.7%</div> <div>Staff 0.1%</div>			<div>Service 100.0%</div> <div>Fanpage Activity 98.9%</div> <div>Brand 0.0%</div> <div>App Experience 0.0%</div> <div>Rider 0.0%</div> <div>Purchase Order 0.0%</div> <div>Merchant 0.0%</div>		
User	108.7%	1.6%	30,035	18.7%	25.2%	5,739	96.7%	2.5%	2,205	96.2%	0.3%	3,525	100.0%		340,060
Shipper	10.0%	23.7%	6,084	97.3%	0.5%	30,011	4.5%	60.6%	889	31.3%	12.5%	109	17.9%	35.7%	62
Merchant	1.8%	3.9%	6,590	0.1%	0.6%	2,062	16.2%	5.7%	1,672	1.3%	2.4%	3,023	1.6%		23,597
Brand	35.9%	5.1%	169	70.6%	4.4%	244	84.3%		51	92.9%		21	59.0%		46

# CONVERSATION BY SENTIMENT (EXCLUDE MINI-GAME)

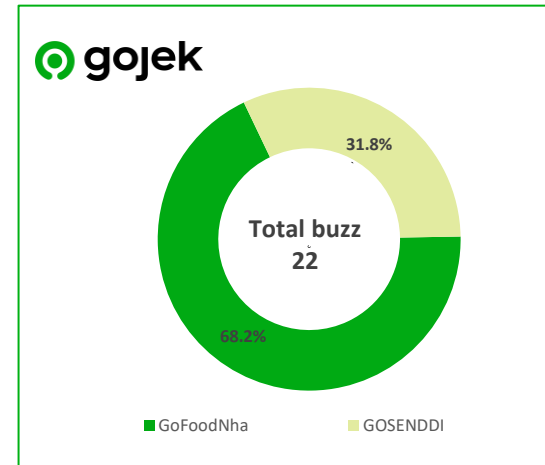
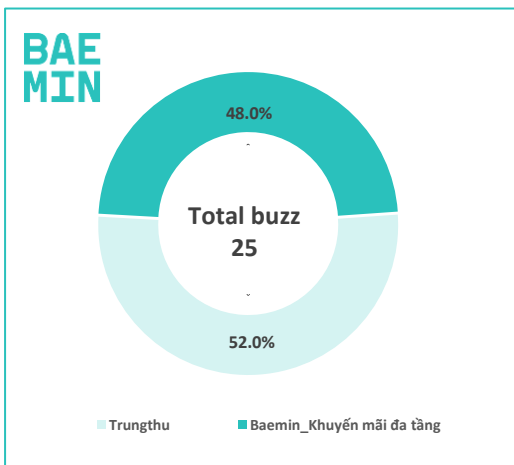
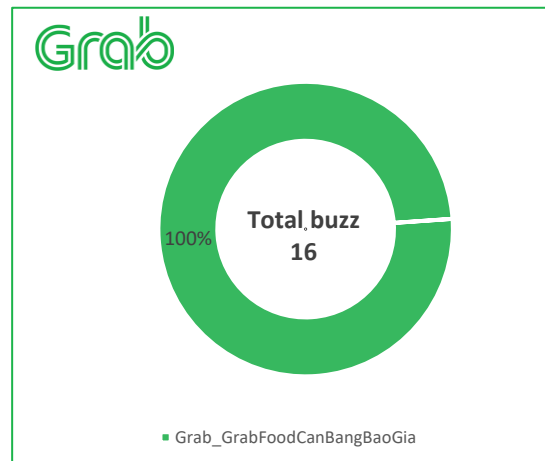
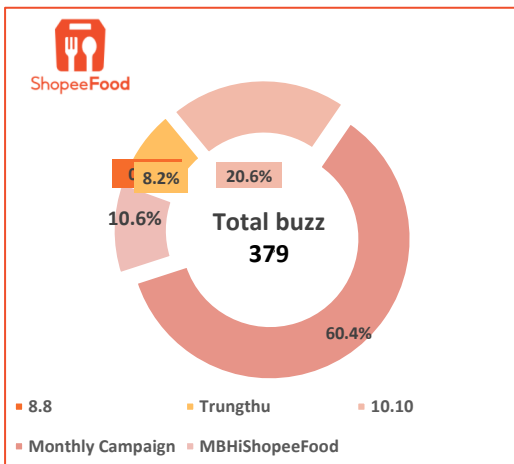
- Excluding mini-game, Baemin maintained as the highlight, noticing ebullient interaction from online users to [trending/ hilarious content](#) on the firm's owned channel. Gojek's post which honored [the brave shipper who saved people in the recent fire accident](#) also received pleasurable reaction from the public.
- Cộng đồng Gojek Sài Gòn presented as the most negative source among delivery firm's total discussion last week, capturing different issues including: [shipper being scammed](#), [discontent to the delivery firm's incentive](#), [order shortage](#), etc.



# CAMPAIGN CONTRIBUTION



# CAMPAIGN CONTRIBUTION (EXCLUDE MINI-GAME)

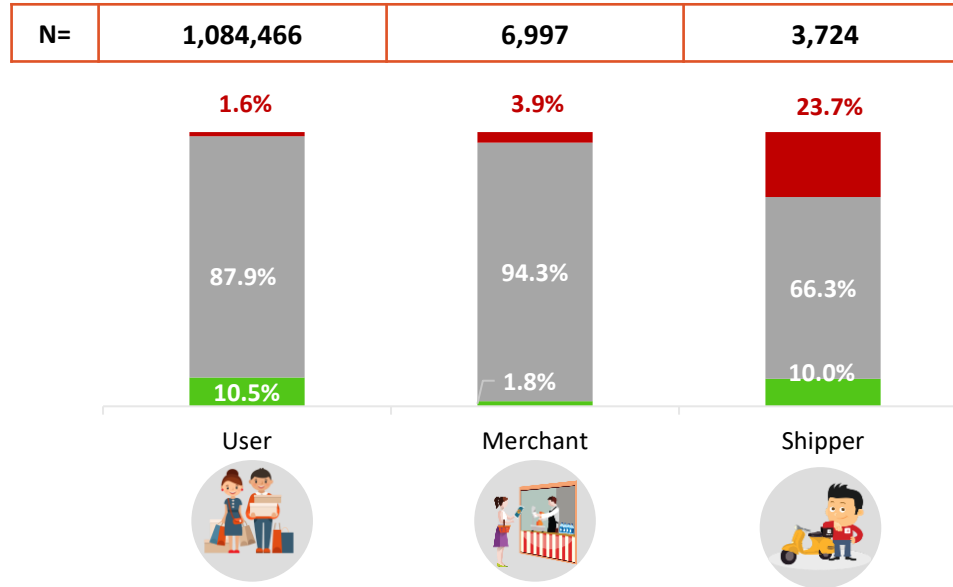




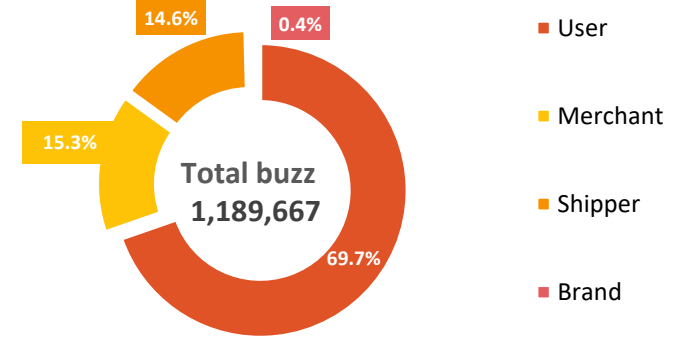
## SHOPEEFOOD: CONVERSATION ANALYSIS

# SHARE OF VOICE BY TYPE OF PARTIES

Sentiment breakdown



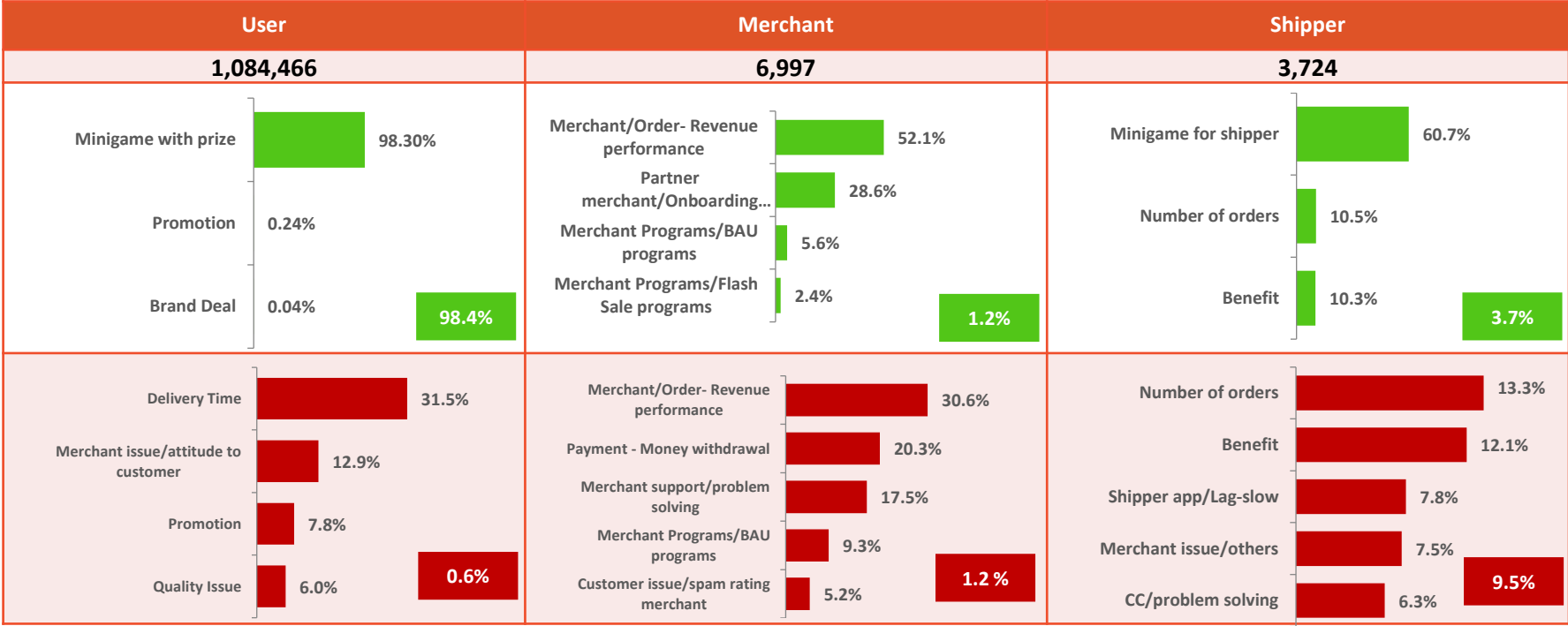
Share of voice





# ATTRIBUTE ANALYSIS BY VOICE

- From September 18 to September 24, ShopeeFood's positive portion was mostly fueled by users' great engagement in the [food minigame](#) as usual.
- The firm noticed an unfavorable thread on [Cộng Đồng Đối Tác Nhà hàng ShopeeFood](#) group regarding the conflict between a merchant and shipper as the shipper required the payment from the vendor due to customer's order cancellation. Most of the comments showed the discontent to the driver and encouraged the merchant to report this unreasonable incident.



\*The % is based on total positive or negative buzz of each voice

# TOP TOPICS (EXCLUDE MINI-GAME)

User				Merchant				Shipper			
#	TOP POSITIVE TOPICS	%	CHANNEL	#	TOP POSITIVE TOPICS	%	CHANNEL	#	TOP POSITIVE TOPICS	%	CHANNEL
1	<a href="#">Phúc Long</a>	61.5%	Facebook	1	<a href="#">Cộng Đồng Đối Tác Nhà hàng ShopeeFood</a>	80.6%	Owned channel	1	<a href="#">Cộng đồng Tài xế ShopeeFood - Khu vực Miền Trung (Kênh chính thức)</a>	35.7%	Owned channel
2	<a href="#">ShopeeFood VN</a>	34.9%	Owned channel	2	<a href="#">Đối Tác Nhà Hàng ShopeeFood (Nhóm Hỗ Trợ Chủ Nhà Hàng)</a>	10.2%	Facebook	2	<a href="#">Cộng đồng Tài xế ShopeeFood</a>	33.3%	Owned channel
3	<a href="#">Cột Sống Gen Z</a>	1.4%	Facebook	3	<a href="#">Đối Tác Nhà Hàng ShopeeFood (Hỏi Đáp, Chia Sẻ Kinh Nghiệm, Giao Lưu...)</a>	6.5%	Facebook	3	<a href="#">Anh Em ShopeeFood Hà Nội</a>	14.3%	Facebook
4	<a href="#">Beatvn</a>	1.2%	Facebook	4	<a href="#">Cộng Đồng Đối Tác ShopeeFood</a>	2.8%	Owned channel	4	<a href="#">Hội Tài Xế Hub - Shopee Food</a>	9.5%	Facebook
5	<a href="#">Sài Gòn nghenn</a>	1.0%	Facebook					5	<a href="#">Cộng Đồng Shipper ShopeeFood VN</a>	7.1%	Facebook
#	TOP NEGATIVE TOPICS	%	CHANNEL	#	TOP NEGATIVE TOPICS	%	CHANNEL	#	TOP NEGATIVE TOPICS	%	CHANNEL
1	<a href="#">ShopeeFood VN</a>	67.8%	Owned channel	1	<a href="#">Cộng Đồng Đối Tác Nhà hàng ShopeeFood</a>	81.7%	Owned channel	1	<a href="#">Anh Em ShopeeFood Hà Nội</a>	29.7%	Facebook
2	<a href="#">Hà Đoàn Thu</a>	22.0%	Facebook	2	<a href="#">Đối Tác Nhà Hàng ShopeeFood (Nhóm Hỗ Trợ Chủ Nhà Hàng)</a>	16.2%	Facebook	2	<a href="#">Cộng đồng Tài xế ShopeeFood - Khu vực Miền Trung (Kênh chính thức)</a>	23.1%	Owned channel
3	<a href="#">Foody.vn</a>	6.8%	Owned channel	3	<a href="#">Đối Tác Nhà Hàng ShopeeFood (Hỏi Đáp, Chia Sẻ Kinh Nghiệm, Giao Lưu...)</a>	1.7%	Facebook	3	<a href="#">Hội Tài Xế Hub - Shopee Food</a>	20.4%	Facebook
4	<a href="#">Hội Review đồ ăn có tâm!!!</a>	1.7%	Facebook	4	<a href="#">Cộng Đồng Đối Tác ShopeeFood</a>	0.4%	Owned channel	4	<a href="#">Cộng Đồng Shipper ShopeeFood VN</a>	20.2%	Facebook
5	<a href="#">Đỗ Quyên</a>	1.7%	Facebook					5	<a href="#">Cộng đồng Tài xế ShopeeFood</a>	6.7%	Owned channel

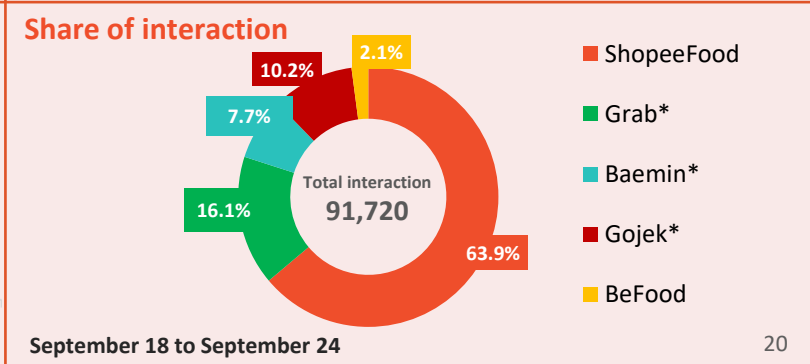
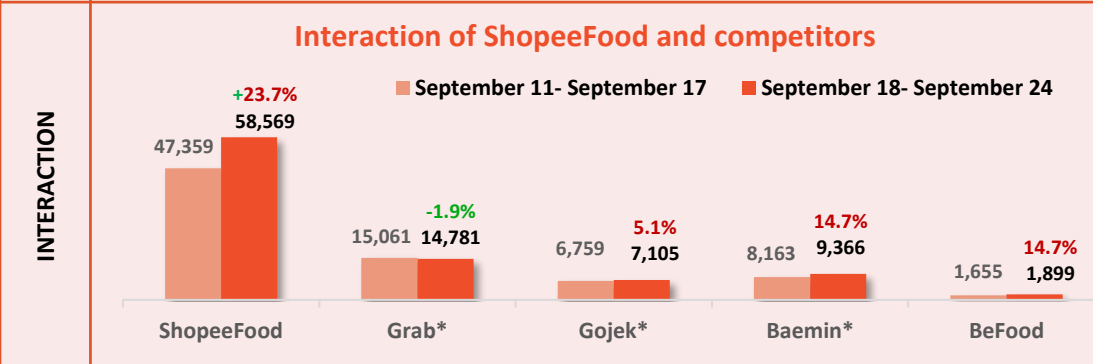
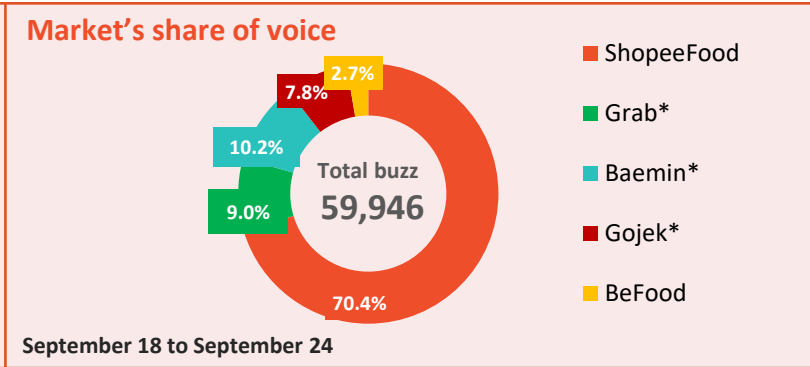
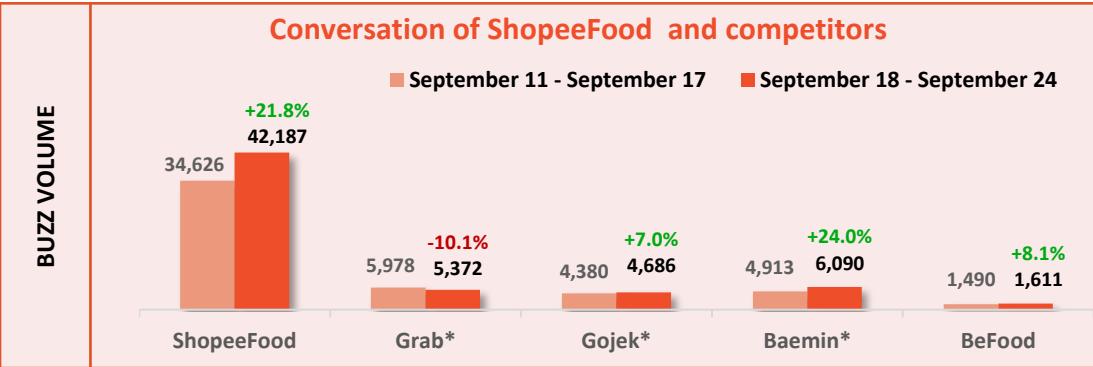
\*\*\* The contribution in total positive/negative buzz



## CONVERSATION ABOUT FOOD SERVICE

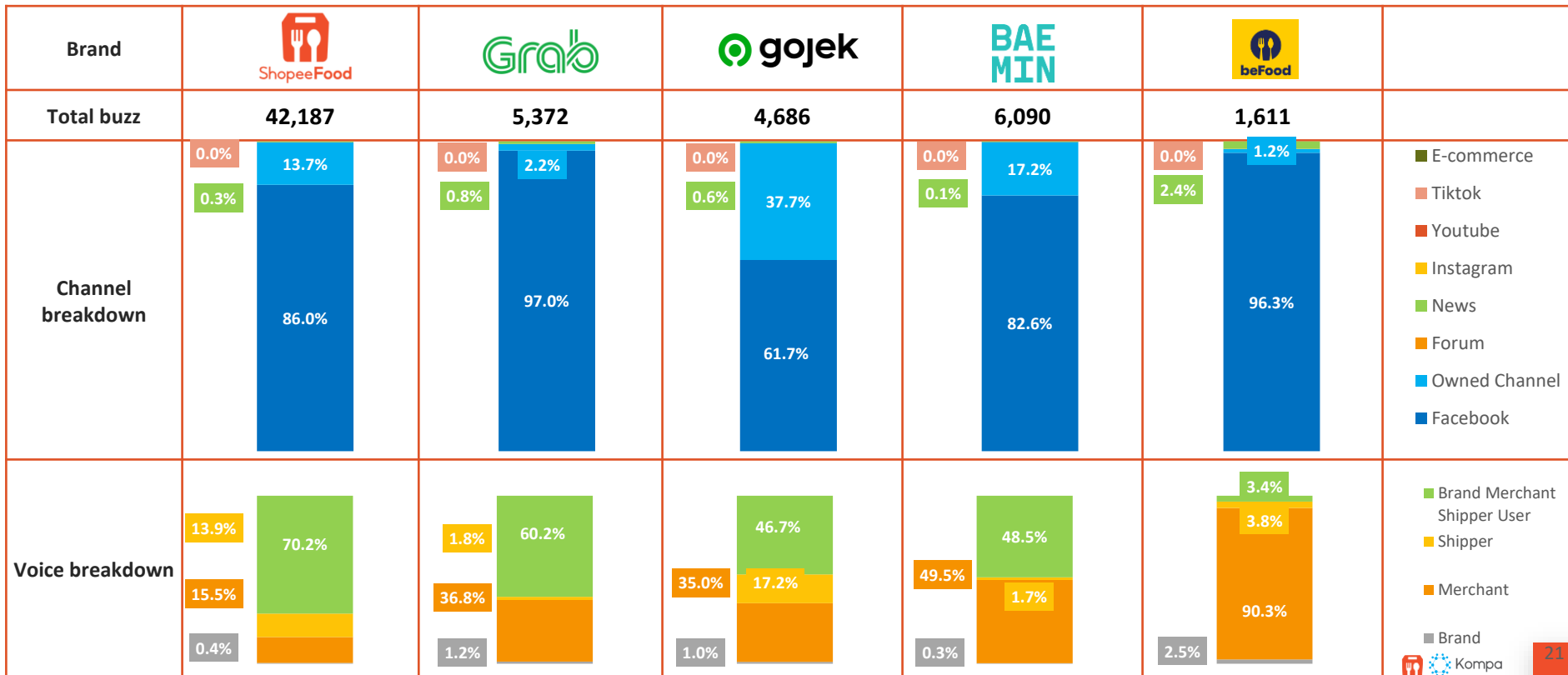
# SHARE OF VOICE AND INTERACTION (EXCLUDE MINI-GAME)

- Excluding mini-game, from September 18 to September 24, except for **GrabFood**, **ShopeeFood** and remaining competitors harvested the growth in buzz volume, food review and introduction threads on food communities consistently was the main contributor of this segment.
- Netizen ebulliently interested in the hilarious **Baemin**'s content on their owned fan page, stimulating share of voice to increase from 8.5% to 10.2%, improving the ranking in food segment.



# CONVERSATION BY CHANNEL AND VOICE (EXCLUDE MINI-GAME)

- Excluding mini-game, Facebook constantly dominated the total online coverage of delivery firms. [Hà Nội: Ăn gì? Ở đâu?](#) harvested the most interaction via this platform for ShopeeFood last week with food introduction content for various dishes.
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- [Credit promotion introduction](#) content which partially mentioned the delivery firms was the most frequent remark on the online news channel last week.





## 360° DATA COVERAGE

Kompa covers all data from traditional media to all public platforms data on the Internet:

- 1.350+ printed newspapers, online news; 50+ TV and radio channels
- 200+ e-commerce sites; 20,000+ YouTube channels; Facebook page / group associations and Facebook community across Vietnam.



## RESEARCH METHODOLOGY

Data is collected and analyzed by Kompa system and Natural Language Processing (NLP) technological applications. The data processing is performed from data collection, classification, automatic marking of consumer perceptions, 24/7 human-managed and Vietnamese machine learning to analyze in-depth behavior and initiate discussions of Internet users.



## OBJECTIVES

Kompa's business services and solutions are always aimed at providing the most detailed information and insights about consumers and the market. Based on those intelligence, Brands could oversee the current brand health index as well as competitors' performance based on analyzing all public discussions on traditional and social media channels. We apply different metrics to analyze data including the analysis to find out insights from brand-related discussions (buzzes), percentage of sentimental tones across channels, topics, characteristics related to user accounts. Since then, Kompa provides strategic consulting services and solutions to Brands.

In addition, based on Big Data, Kompa collects general detailed information and insights about the market and business areas related to the Brands and target audiences. Solutions based on data will be aggregated and statistically provided to the Brands to identify actual customer behaviors and trends, then classify them into many different groups of customers to approach them more effectively.



## MEDIA CHANNELS MONITORING

Kompa system listens to all discussions with data coverage from traditional media channels to social networking platforms...

## KOMPA.AI SYSTEM

Kompa brings about the most advanced Natural Language Processing (NLP) engine - Radaa.netv

## DATA PROCESSING

The system automatically combines with human-managed phases to analyze conversation sentiments and discussion 24/7 in relation to brand keywords & mentions.

## BRAND REPUTATION MANAGEMENT

Negative information alerts & notifications.  
Communication crisis prevention & management.

