MGMB01 Case analysis: Bluefin Labs

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After reading the case, I found out that it is an evaluation case. Twitter, the third-large internet global social network, acquired the company Bluefin Labs to join the social media monitoring industry. In this case, I will evaluate this decision made by Twitter in marketing knowledge. First, I am going to answer the case questions.

1. Do you ever tweet, text or email while watching TV? If so, why? What motivates people to participate in social TV?

The answer is yes. Especially when I cannot go out to enjoy a sports event and watch TV at home alone. There are few reasons that I found out that texting friends while watching TV is fun. First of all, discussing the special TV event with friends is really enjoyable. When no one at home can discuss with me, I can only text my friends. Secondly, posting tweets with #the event can show a lot of people’s different reaction about this event. Sometimes it is interesting when strangers and I have the same feeling and I can even chat with them. Thirdly, I really want to share my feeling or comment on the event to others, let them know that I am watching this. What’s more, when I watch TV alone but lots of people discuss the event on social media, I will not feel lonely anymore, and I will feel I really participate. I think most people who use social media while watching TV have the same feeling with me. The atmosphere that lots of people who watch TV alone at home are discussing this event together is really a motivation that people like to participate in social TV.

1. Whether you do or not, it seems 40 million Americans do. Are their conversations representative of TV viewers? If not, are the data valuable to TV networks? Are they valuable to media buyers? To brand marketers?

First of all, their conversations about TV shows cannot represent all TV viewers; 40 million is still less than the total TV viewers’ number. However, the data is still valuable to TV networks, media buyers and brand marketers, because this 40 million people can represent a special group of people. For TV networks industry, they can acquire the information that what this group of people think of the show and improve their show quality. For media buyers, they can target this group of people much easier and better, because they can acquire the personal information about these people. Therefore, the advertising will be more efficient.

For brand marketers, they can acquire the information that what is this group of people’s personal interest and how do they like the specific brand. After collecting this information, the brand marketers will do their job more efficient.

1. Dave Poltrack refers to Bluefin’s data as a deep dive and Social Guide’s as a more summary picture. What features of the Bluefin system of data collection and analysis make it a deep dive?

The main reason is that Bluefin collect data mainly on Twitter (70%). However, only 10% of CBS’s market was on Twitter. Therefore, CBS will use Bluefin’s data on this 10% market very well and it is kind of deep dive.

1. Why did Twitter buy Bluefin? What might it do with Bluefin’s capabilities? Was it wise to shut down sales of its product suite sales?

The main reason is Twitter find Bluefin Labs have a great potential value of analyze social TV behavior.