

# **PURINA - PRO PLAN**

**LATAM REGION**  
DIGITAL ACTIVITY REPORT

NOVEMBER 2013



# A SPLIT REPORT

**OUTSIDE**

YOUR SOCIAL PRESENCES

**INSIDE**

**Outside** is the world **beyond** your social presences. That is to say, all spontaneous brand mentions on blogs, forums, news sites and even social networks.

**You will find this division**

**through out the report**

**Inside** is the world **within** your social presences. That is to say, all interactions you receive on you Facebook Page.

# VOLUME & KPIs

Outside Pro Plan’s social presences, users mentioned the brand mostly for recommending the product or for learning where to purchase it. The Share of Conversation is notably low, but showing an opportunity of growth around puppies, since this theme was frequently mentioned for both the brand and the category.

131  
total records

33%

OUTSIDE

YOUR SOCIAL PRESENCES

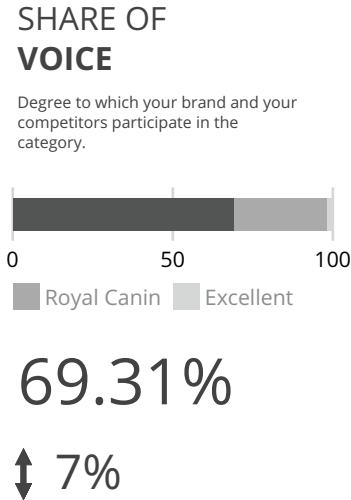
VOLUME

Inside Pro Plan’s social presences there is an active community, generating almost the same amount of records as seen Outside (the difference is normally higher in favor of Outside). Pro Plan’s size is around +25% of total Purina LatAm’s Facebook activations.

268  
total records

67%

INSIDE



This metric is not available yet

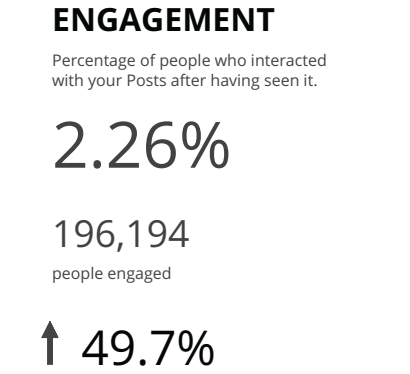
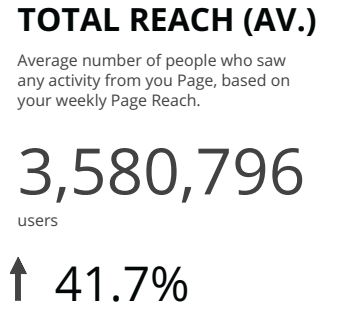
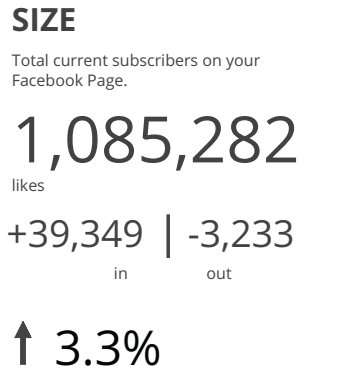
POSITIVITY

Oscillation between positive, neutral and negative Sentiment, to determine users attitude towards the brand.

050100

0%

↑ 0%



# VOLUME & KPIs - BEST PERFORMING MARKETS

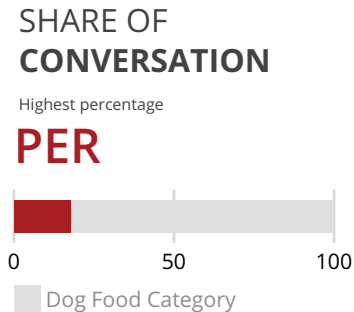
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### YOUR SOCIAL PRESENCES

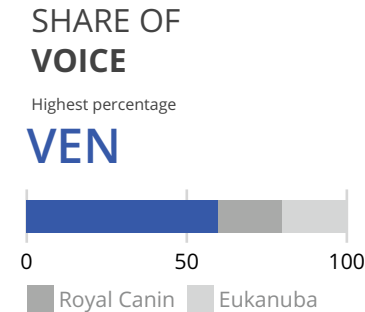
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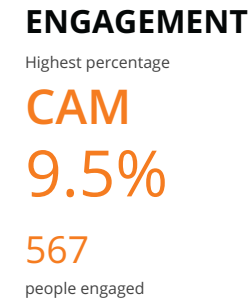
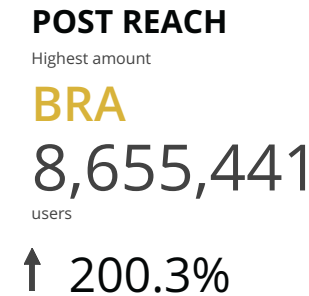
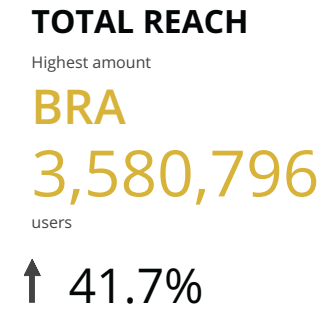
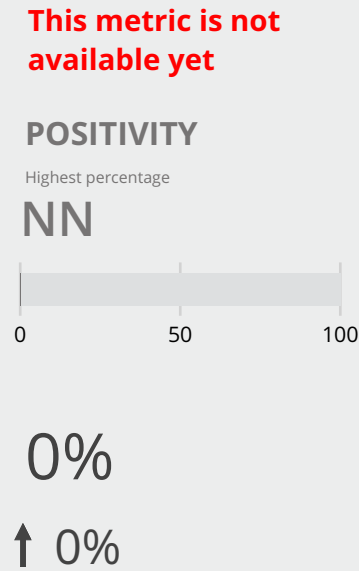
0.65%

↑ 6.8%



22.7%

↓ 0.4%



↑ 49.7%

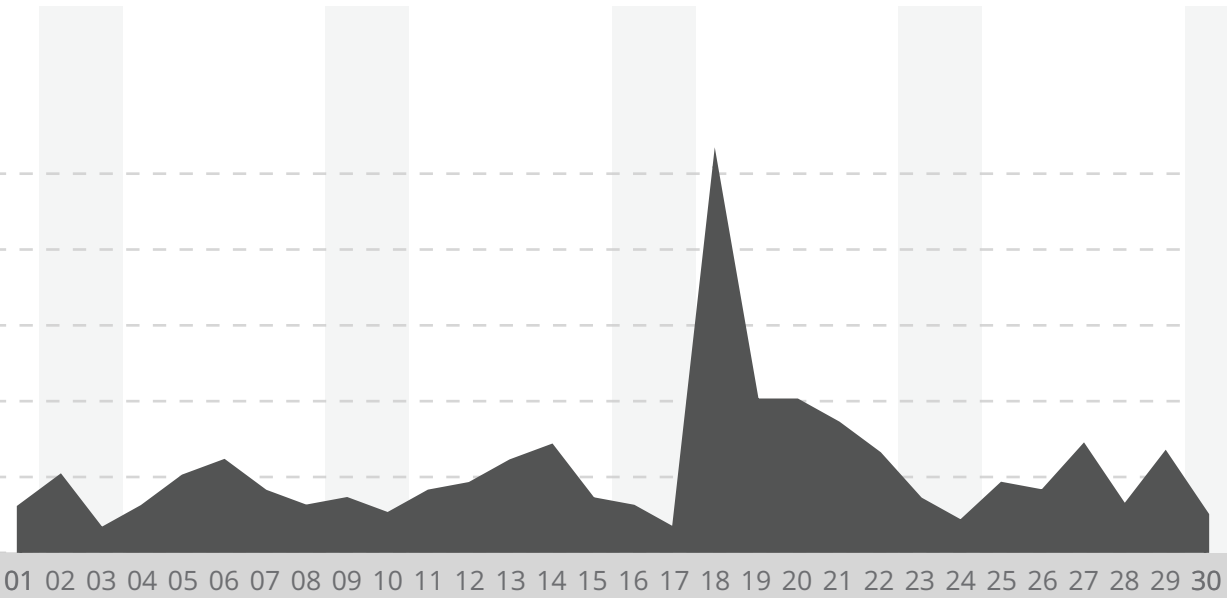


# DAILY TREND

Mexico shows a healthy relation between Outside and Inside, almost doubling the volume of mentions beyond Social Presences. Brazil growth on Inside was followed by a decrease on Outside mentions, a trend that should be attended during October. Please note that the percentages of Change are high due to the low volume on each market.

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YOUR SOCIAL PRESENCES

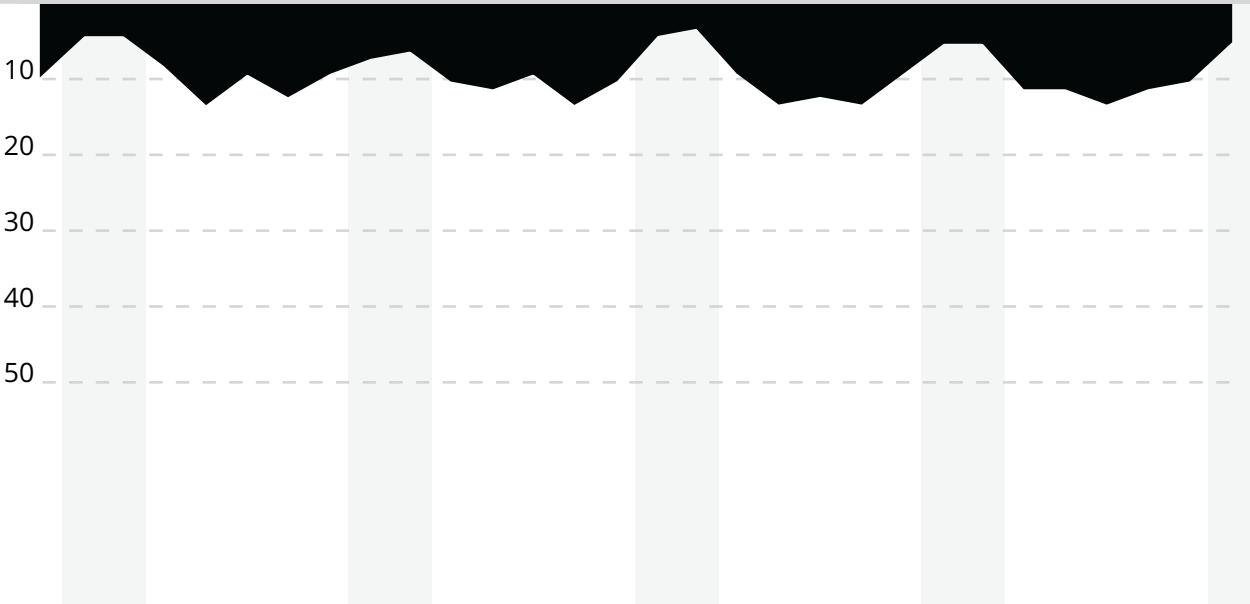


1 [ADD TEXT HERE]

2 [ADD TEXT HERE]

## INSIDE

Brazil's volume was boosted by its growth on Reach, both Total and per Post. On the other hand, CAM's growth on Social Presences is not yet reflected Outside. Opportunities in Argentina should be attended, since it is the second largest market Outside, but almost last (8 out of 9) on records Inside Social Presences.



3 [ADD TEXT HERE]

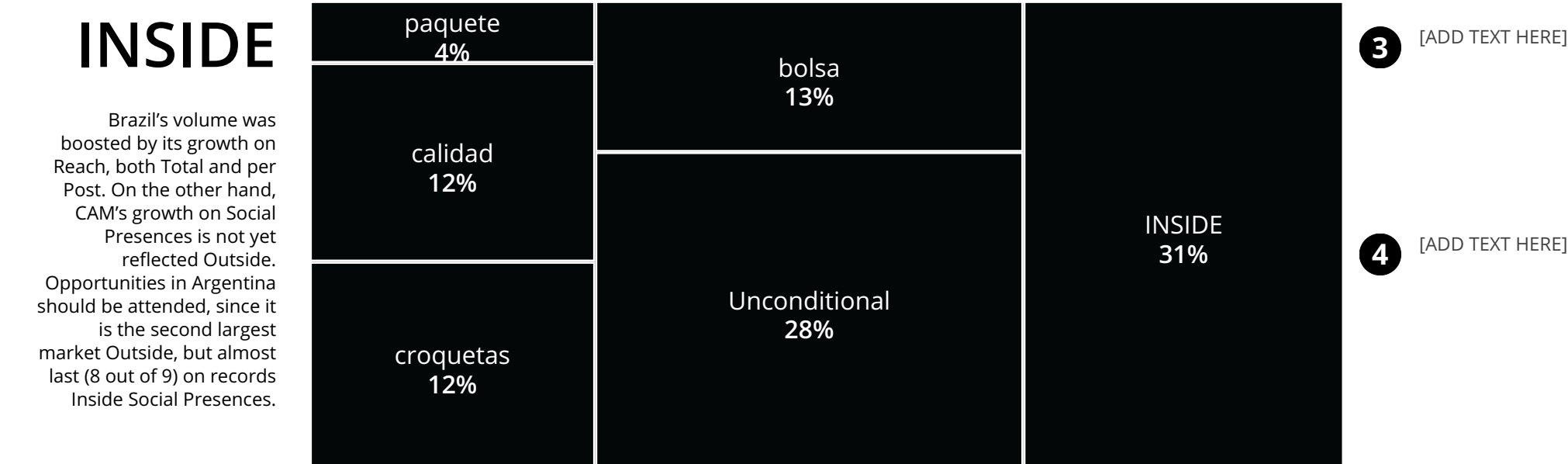
4 [ADD TEXT HERE]

# TOPICS of CONVERSATION



## OUTSIDE

### YOUR SOCIAL PRESENCES



## INSIDE





# MARKET DISTRIBUTION

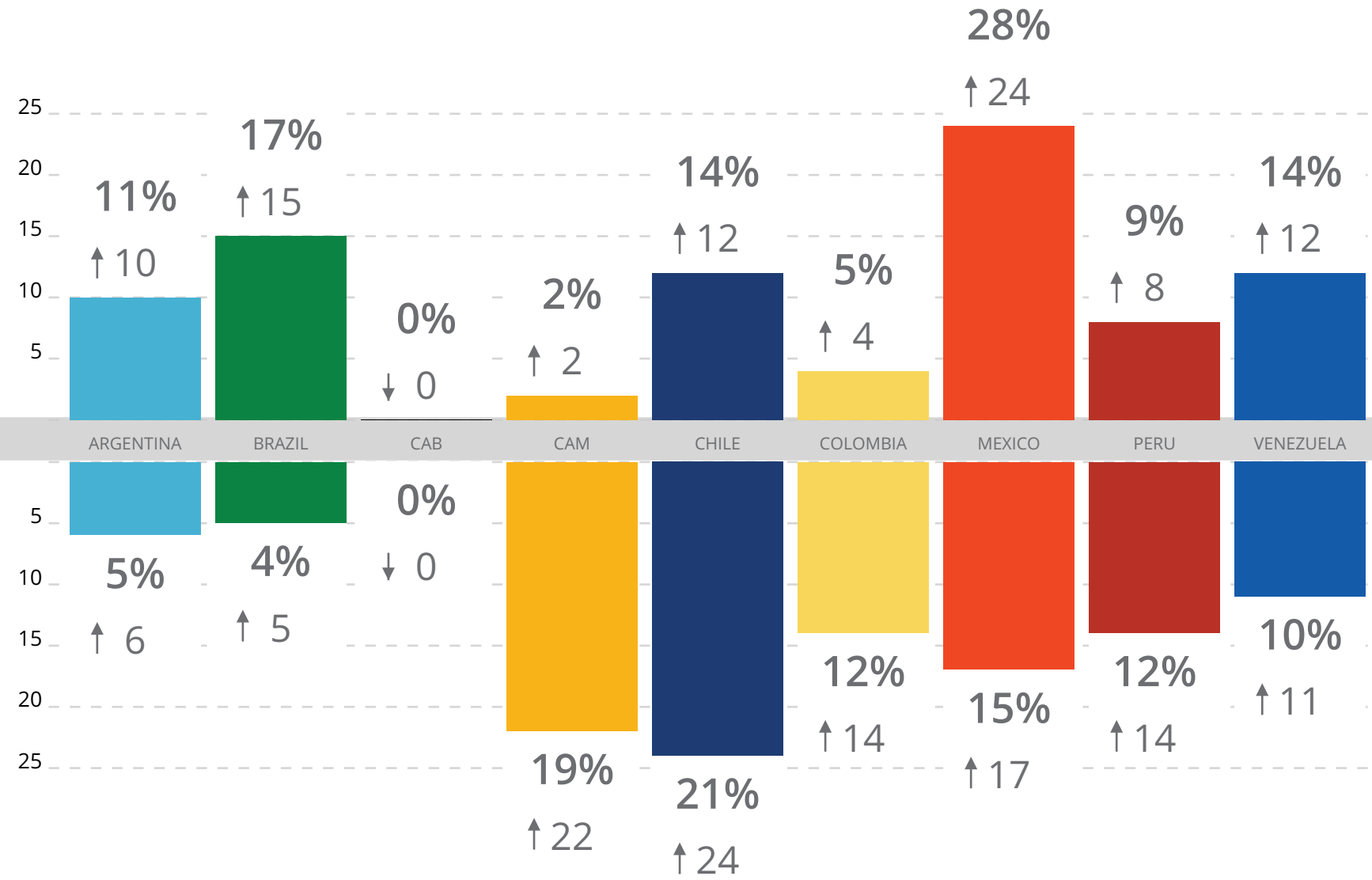
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# MEDIA SOURCE DISTRIBUTION

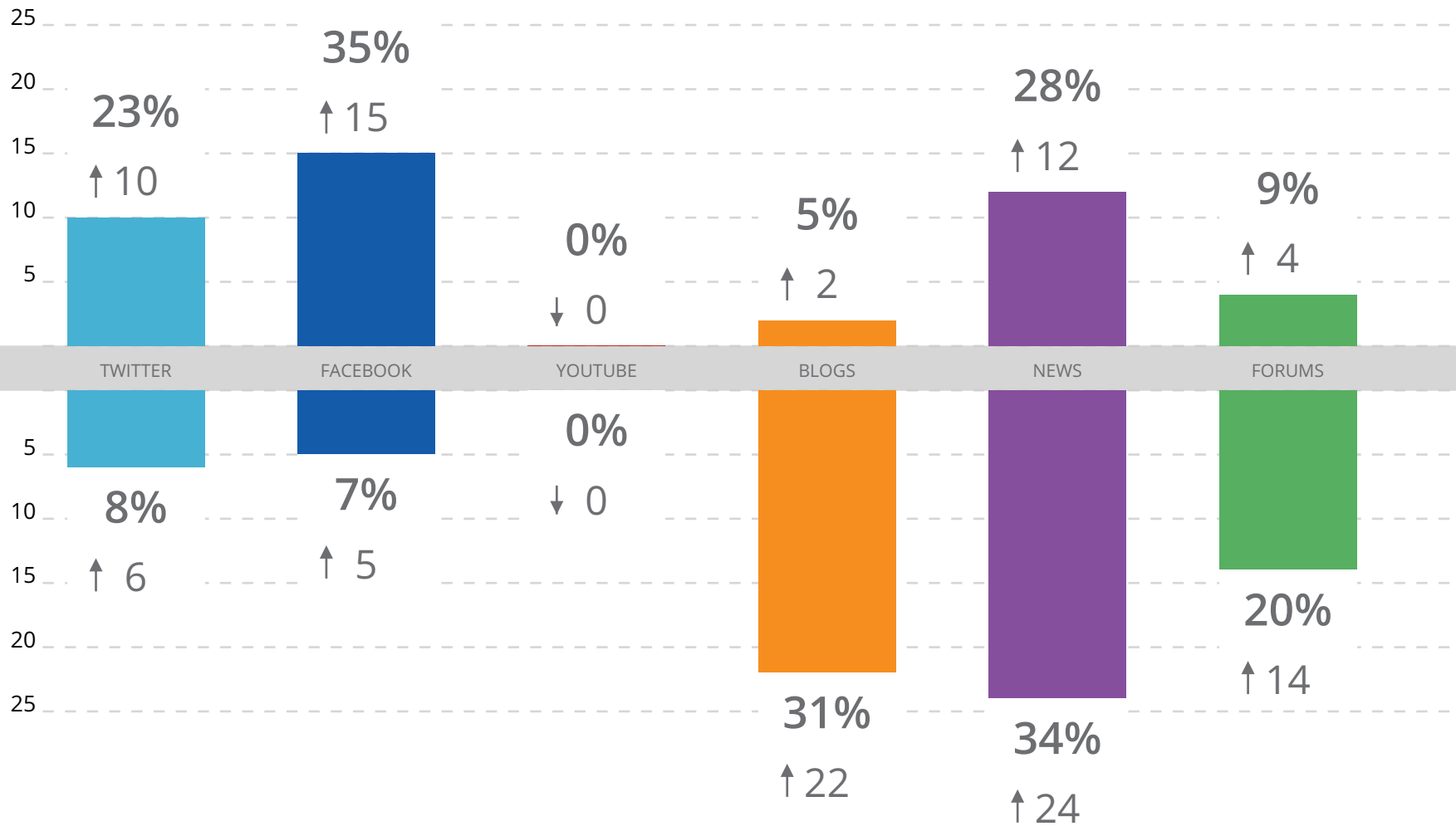
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# INTERACTIONS BY MEDIA SOURCE





# VOLUME & KPIs

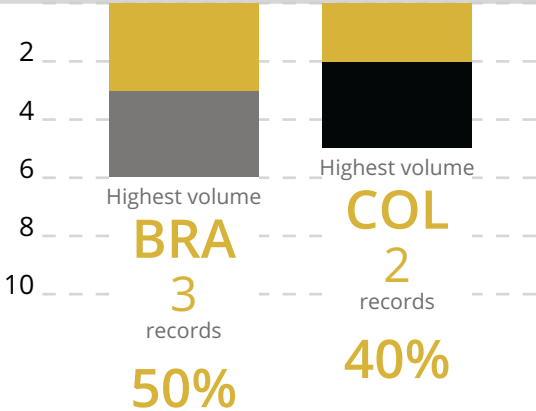
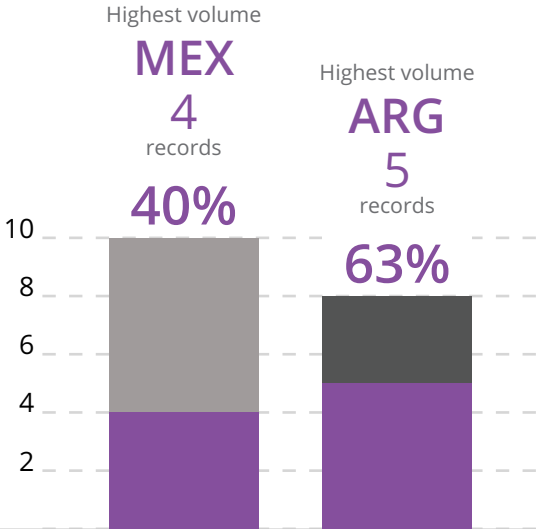
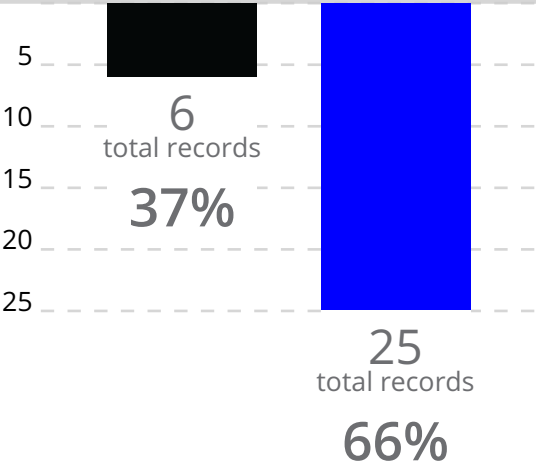
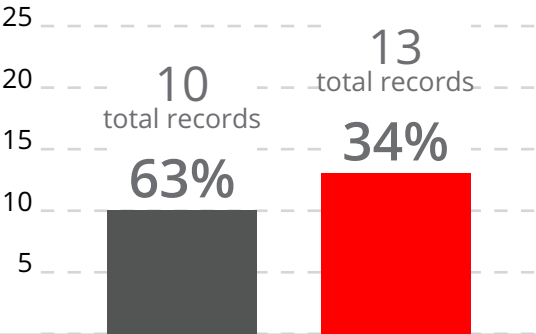
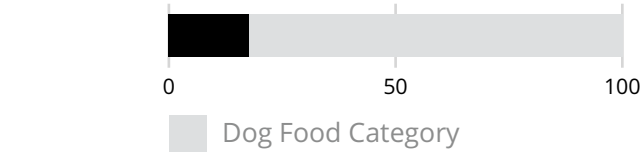
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## VEN

