

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

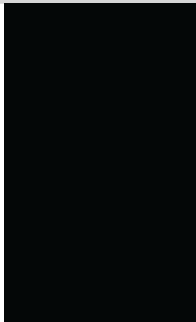
Outside Pro Plan’s social presences, users mentioned the brand mostly for recommending the product or for learning where to purchase it. The Share of Conversation is notably low, but showing an opportunity of growth around puppies, since this theme was frequently mentioned for both the brand and the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

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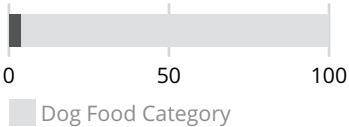
INSIDE

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.



SHARE OF CONVERSATION

Degree to which your brand is associated with the generic dog food industry.

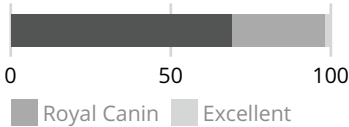


3.69%

↑ 26%

SHARE OF VOICE

Degree to which your brand and your competitors participate in the category.



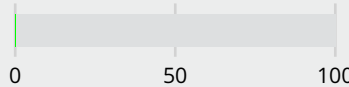
69.31%

↕ 7%

This metric is not available yet

POSITIVITY

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



0%

↑ 0%

SIZE

Total current subscribers on your Facebook Page.

1,085,282

likes

+39,349 | -3,233

in

out

↑ 3.3%

TOTAL REACH (AV.)

Average number of people who saw any activity from you Page, based on your weekly Page Reach.

3,580,796

users

↑ 41.7%

POST REACH (TOT.)

Number of people who saw your posts.

8,655,441

users

↑ 200.3%

ENGAGEMENT

Percentage of people who interacted with your Posts after having seen it.

2.26%

196,194

people engaged

↑ 49.7%

VOLUME & KPIs - BEST PERFORMING MARKETS

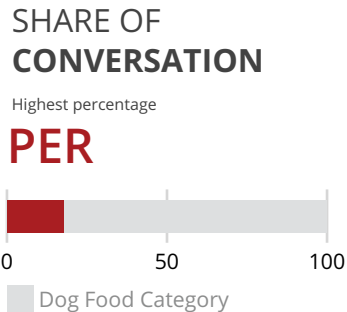
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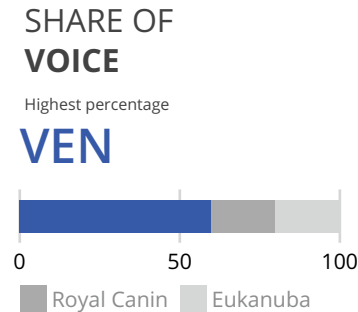
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0.65%

↑ 6.8%

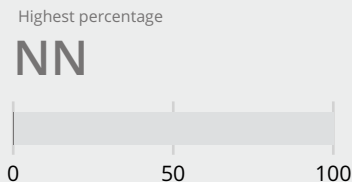


22.7%

↓ 0.4%

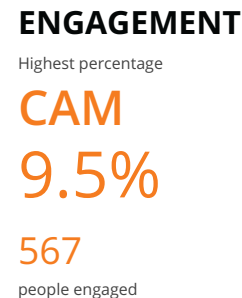
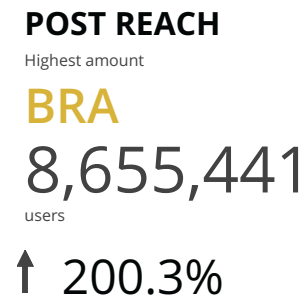
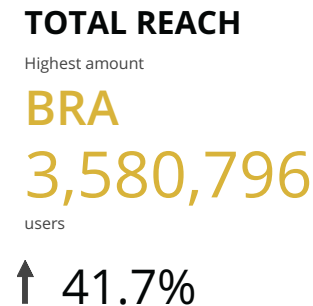
This metric is not available yet

POSITIVITY



0%

↑ 0%



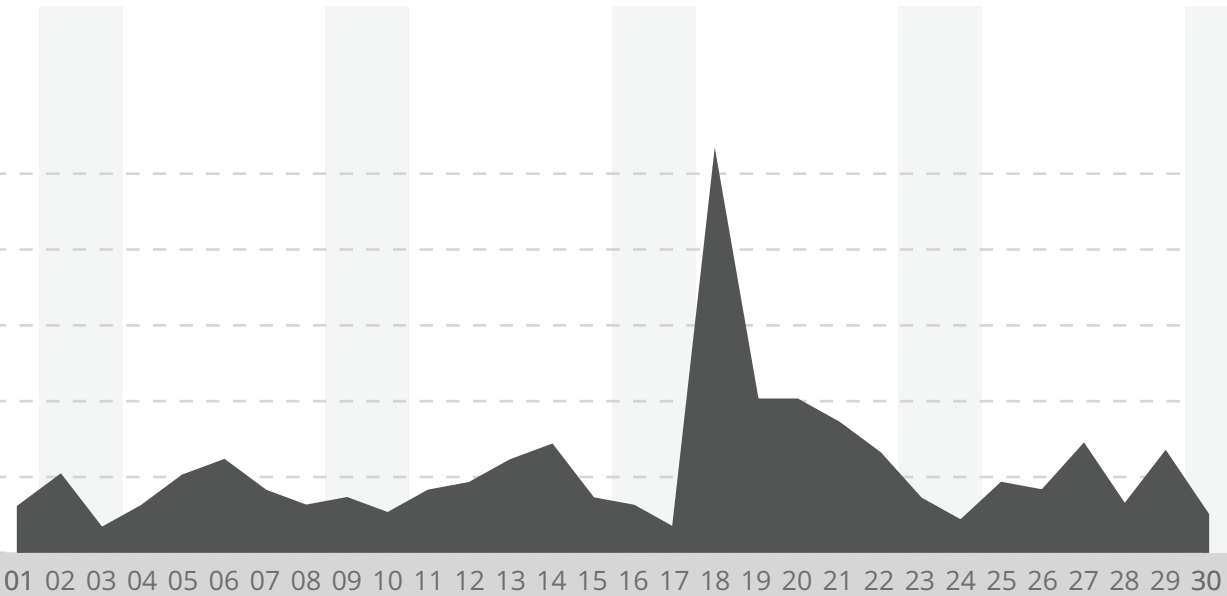
↑ 49.7%

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.

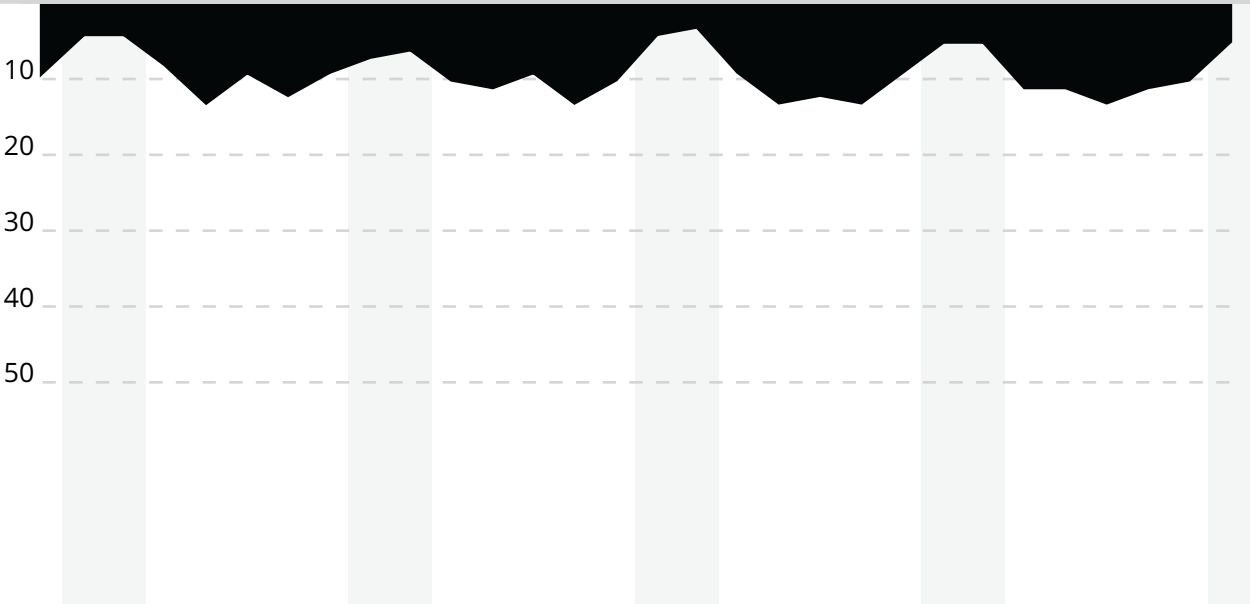
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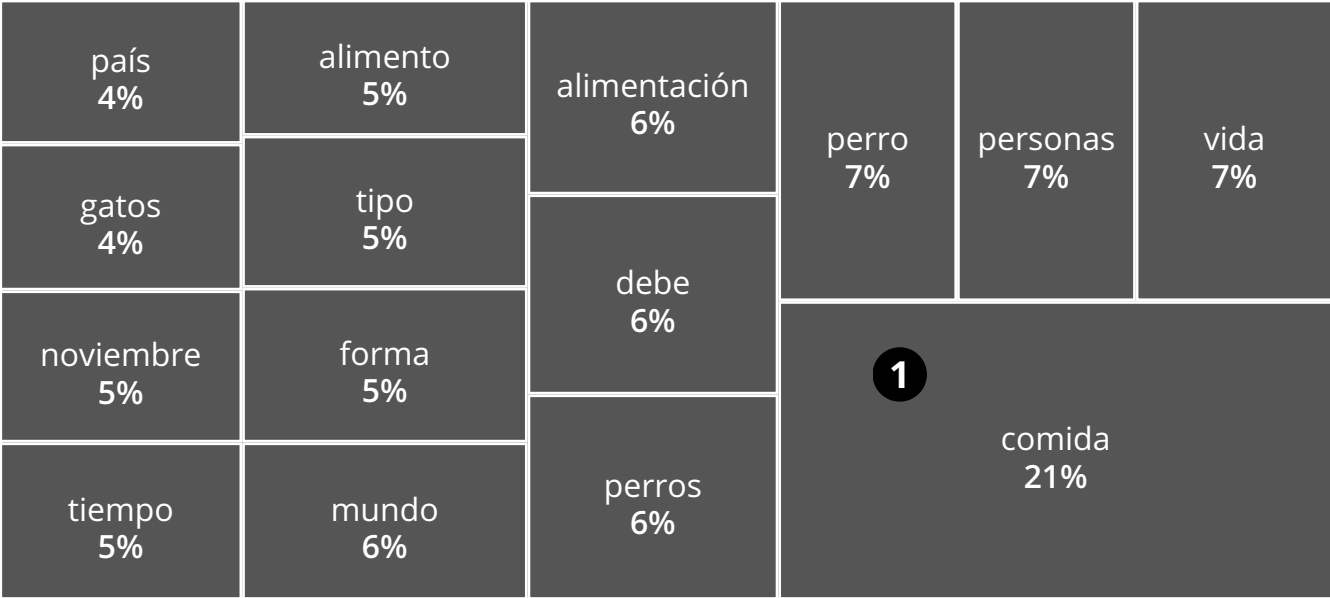
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Brazil's volume was boosted by its growth on Reach, both Total and per Post. On the other hand, CAM's growth on Social Presences is not yet reflected Outside. Opportunities in Argentina should be attended, since it is the second largest market Outside,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



TOPICS of CONVERSATION

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1 [ADD TEXT HERE]

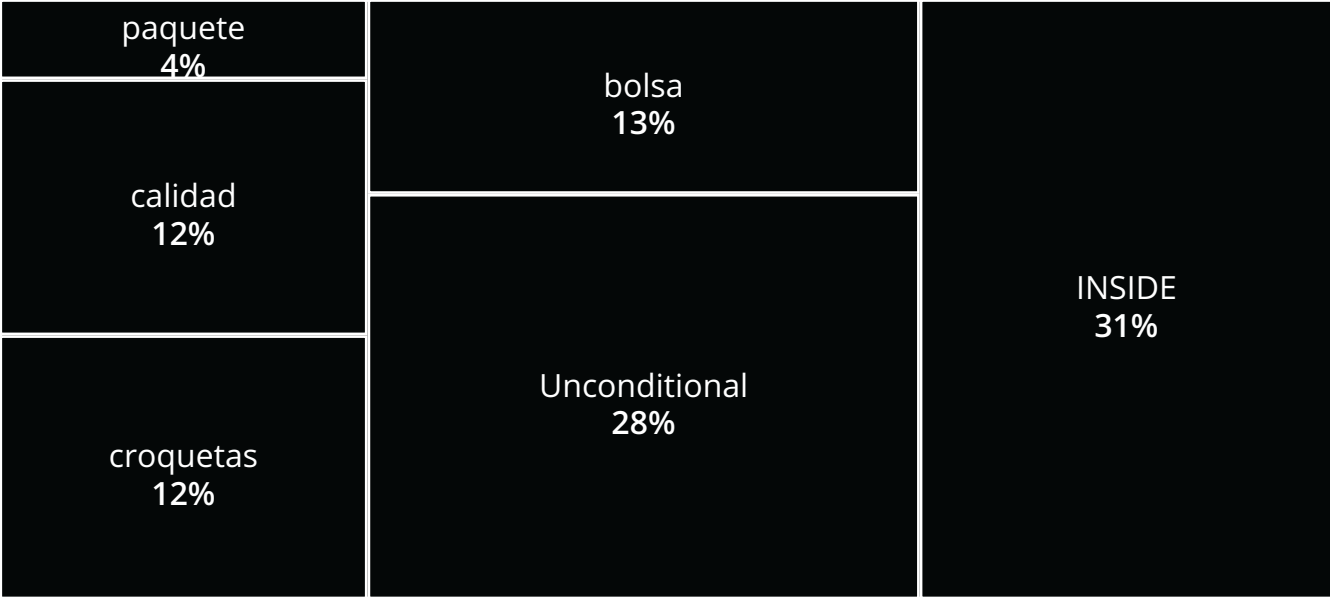
2 [ADD TEXT HERE]

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3 [ADD TEXT HERE]

4 [ADD TEXT HERE]

MARKET DISTRIBUTION

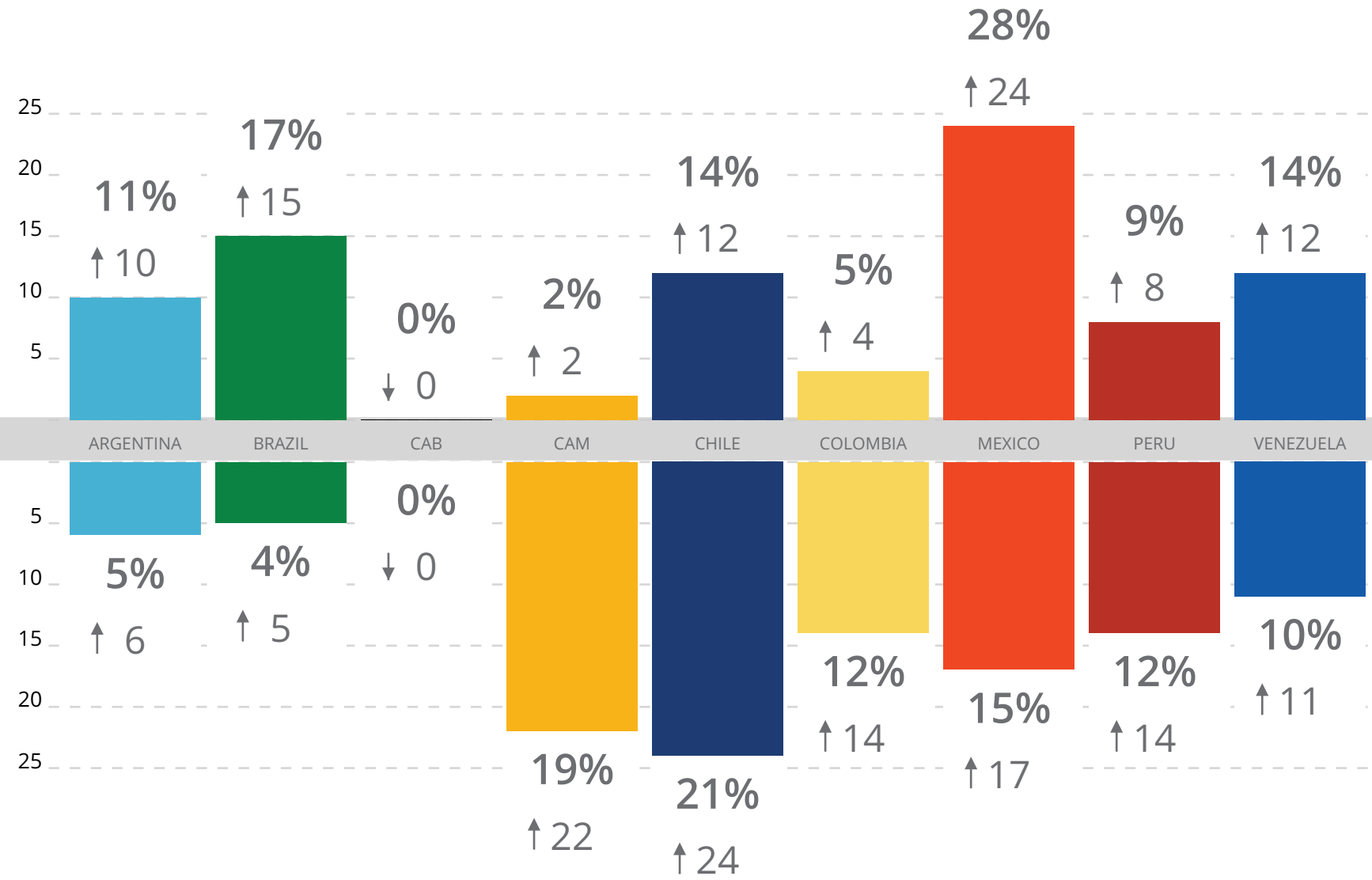
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MEDIA SOURCE DISTRIBUTION

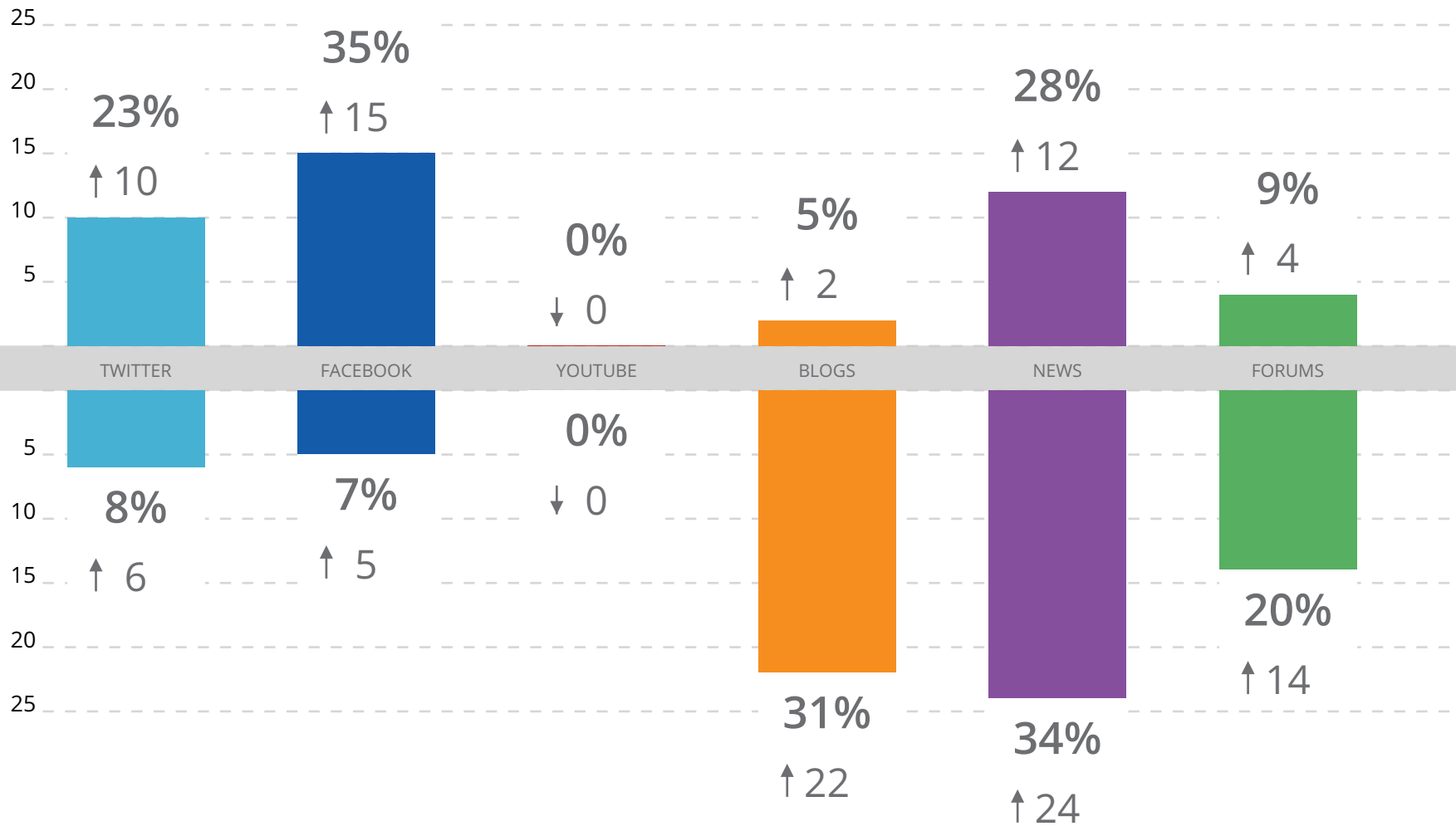
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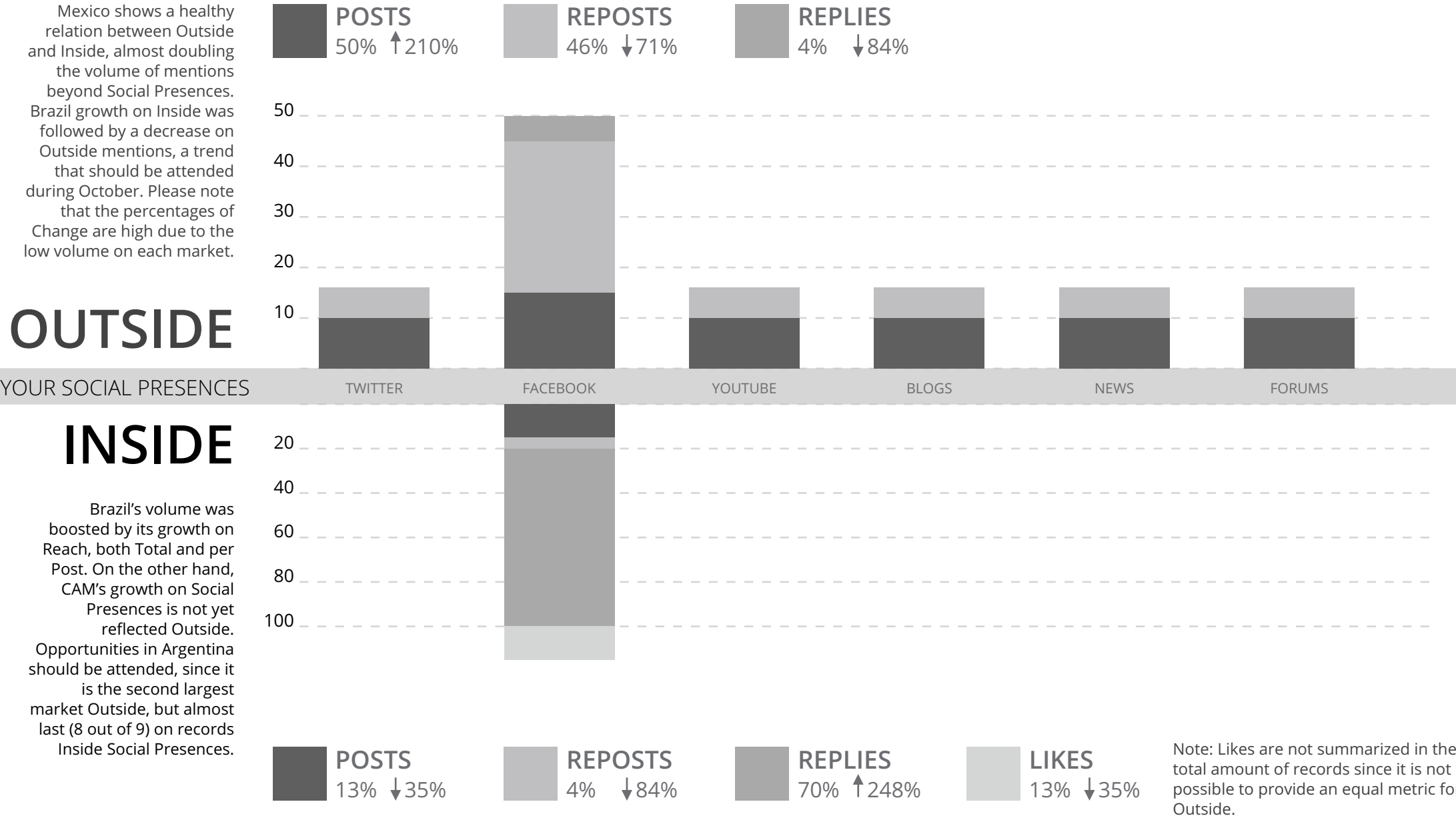
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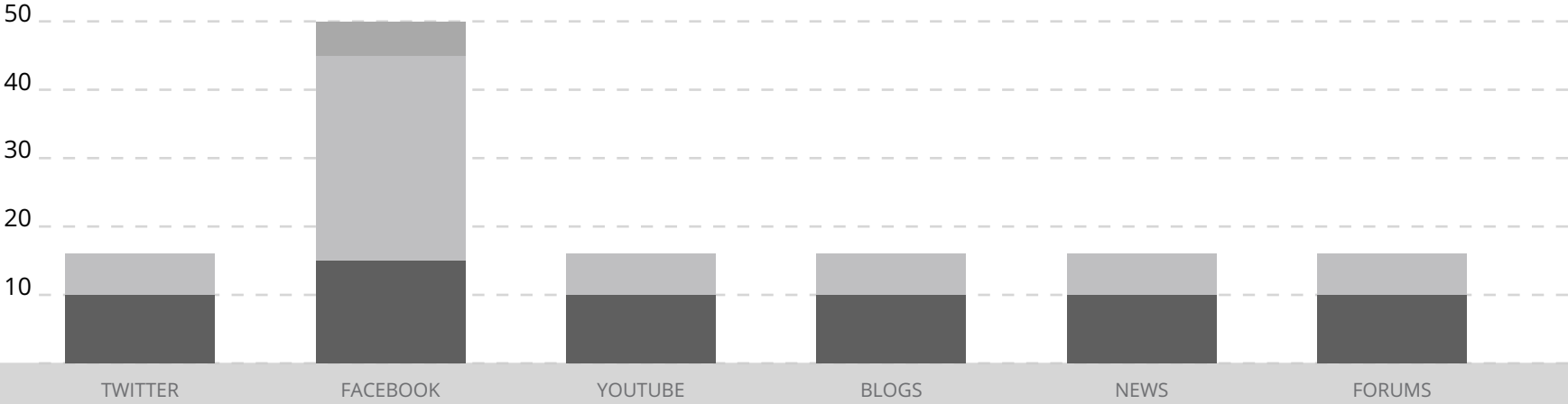


INTERACTIONS BY MEDIA SOURCE



OUTSIDE

YOUR SOCIAL PRESENCES



POSTS
50% ↑210%

REPOSTS
46% ↓71%

REPLIES
4% ↓84%



POSTS
13% ↓35%

REPOSTS
4% ↓84%

REPLIES
70% ↑248%

LIKES
13% ↓35%

VOLUME & KPIs

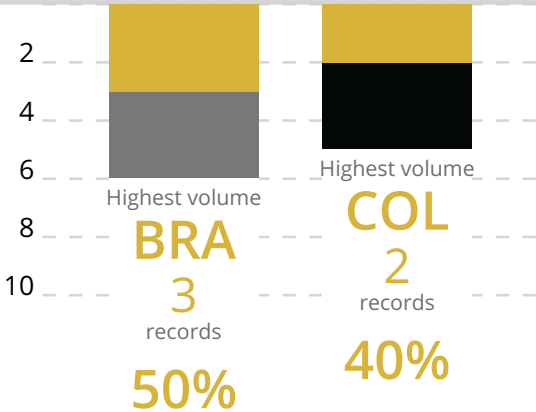
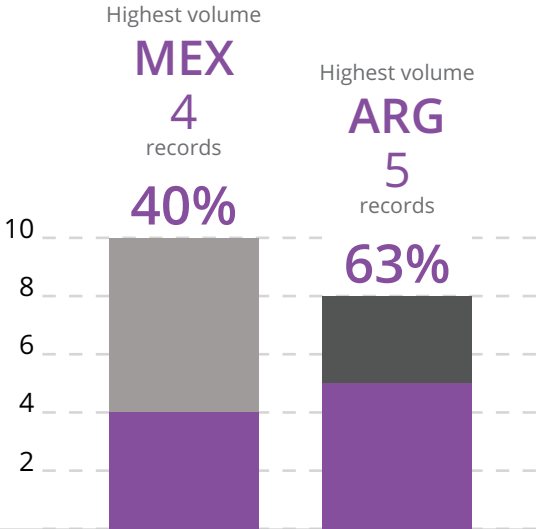
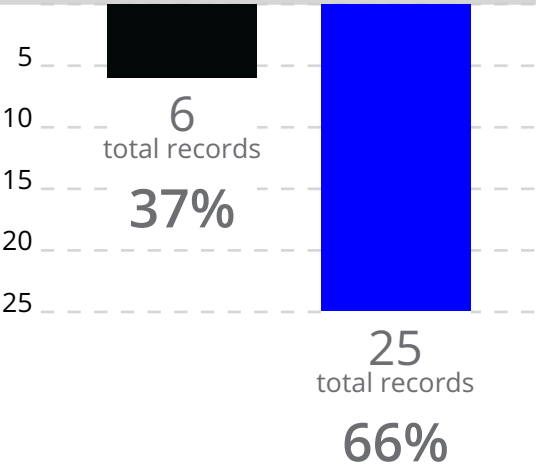
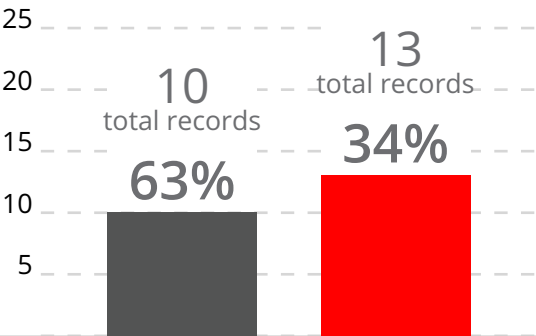
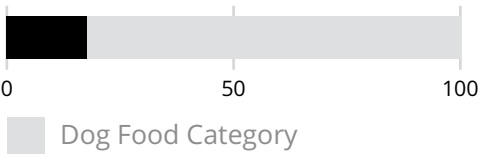
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