



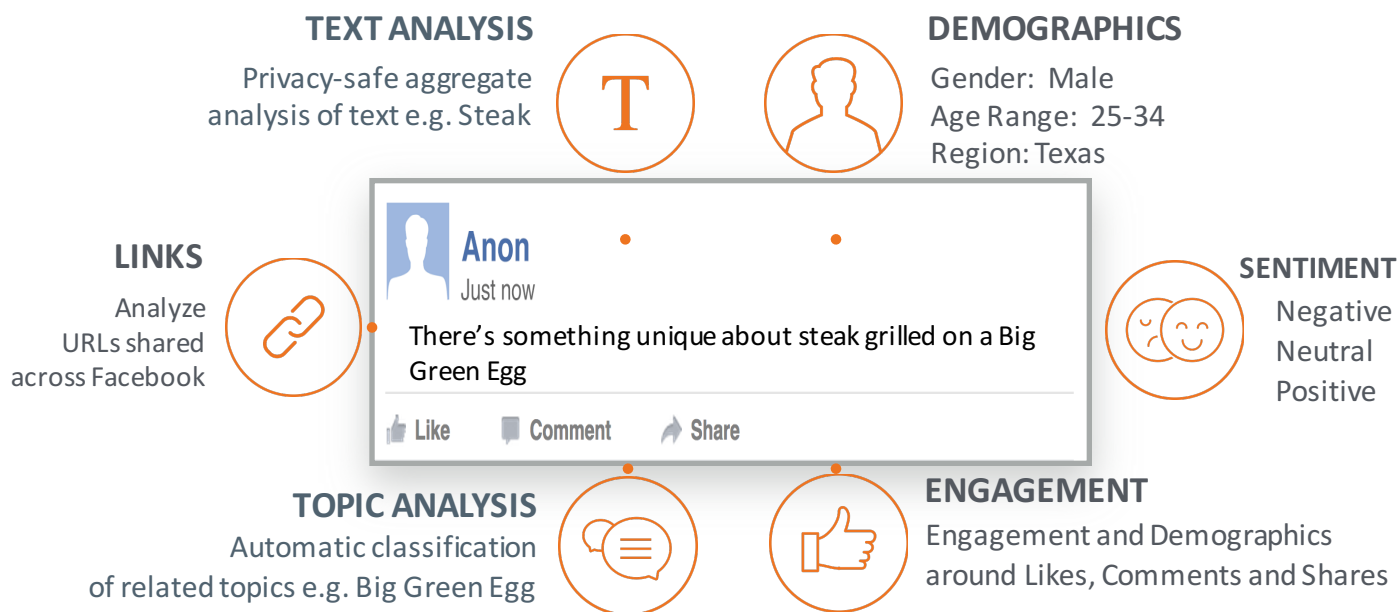
Facebook Data Insights

Listen to the what the world's largest focus group, Facebook's 1.5 Billion users, have to say about BGE and the grill industry.



INTRODUCING FACEBOOK TOPIC DATA

Anonymous & aggregated Insights about specific activities, events, brand names, and other subjects that people are sharing on Facebook

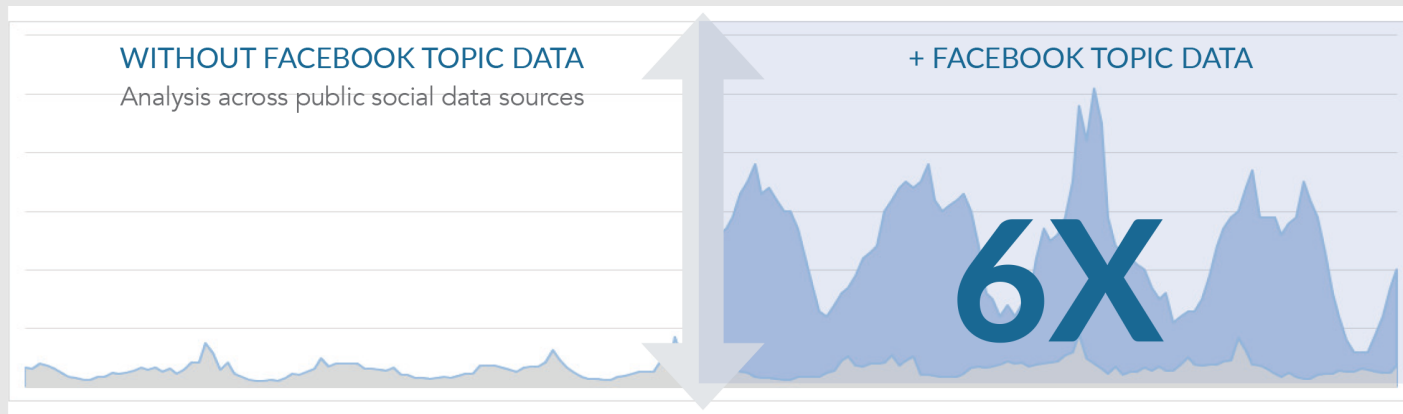


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MAKE BETTER DECISIONS WITH INSIGHTS FROM 1.49 BILLION PEOPLE

Example: Analysis of automotive brand



Analysis includes Twitter, Tumblr, blogs, forums.

PAGES VS TOPIC DATA COMPARISON



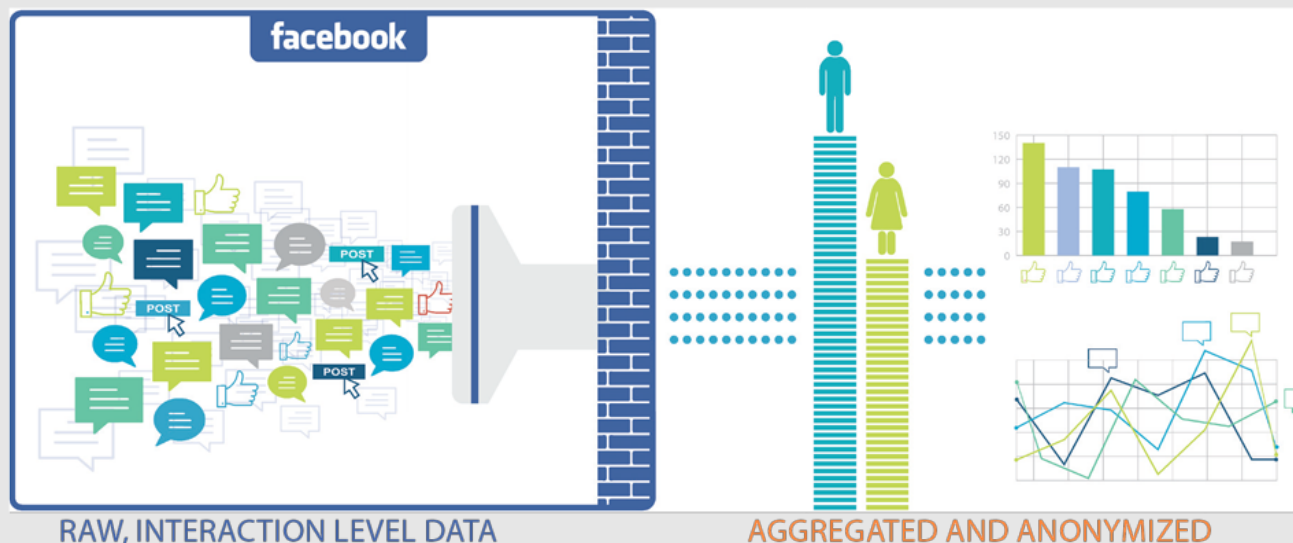
Topic data expands your insights.

- ☒ The audience that is engaging with your brand across Facebook.
- ☒ What is driving brand recommendation, purchase, advocacy or churn.
- ☒ Content that goes viral on Facebook about your brand.
- ☒ Audience reaction to multi-channel marketing campaigns.

Comparison of volumes of engagement relating to an automotive brand across 7-day period.

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HOW COMPANIES ARE USING TOPIC DATA

Example: Analysis of automotive brand

BRAND • PRODUCT

CONTENT • LINKS

INDUSTRY • TOPIC

AUDIENCE



Brand Analytics

Content & Media Analysis

Industry & Topic Research

Market research to inform creative & campaigns

Brand Reputation Management
Campaign Analysis
Competitive Analysis

Influential Media Analysis
Topic Analysis
Content Discovery

Industry Benchmarking
Topic-Specific Analysis
Vertical Applications (e.g. TV)

Creative & Campaign Design
Audience Affinity Analysis
Audience Discovery/Expansion

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Big Green Egg Industry Analysis

Search Keywords & Details



KEYWORDS

The filter listened to any Facebook post, comment, like, or share that mentioned a keyword(s) relative to BGE or its industry



INTERACTIONS

496.1k interactions were analyzed from 1/15/2016- 1/16/2016



KEY LEARNINGS

Insightpool uncovered key insights pertaining to both demographics for influencers driving the conversation around the grill industry, as well as topical learnings to guide BGE's strategy.

Demographics Info



AGE

The leading age segment was 25-34 year-olds (28%) followed by 35-44 (23%) & 45-54 (17%).



GENDER

62% of the conversation came from females



REGION

The 5 top regions where the influencers were **from** were Texas, California, Florida, Georgia, and Illinois

SUMMARY

The average Intel influencer is a 25-34 year-old female from Texas.

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Big Green Egg Industry Analysis

There were a total of 946.1k interactions that made up the industry WOM in less than 24 hours. Only 10,900 interactions associated grilling with a specific brand. Of those interactions, Aussie Grills (47%) and Weber (31%) drove the majority of the conversation. BGE made up 5% of the brand mentions. Upon further analyzing the demographic data, Insightpool discovered that the conversation surrounding Aussie Grills is skewed 5% more towards females. Insightpool delivered similar insights for each brand.

Brands and Their Associated Demographic Nuances

Aussie Grills- 47%- 67% Female

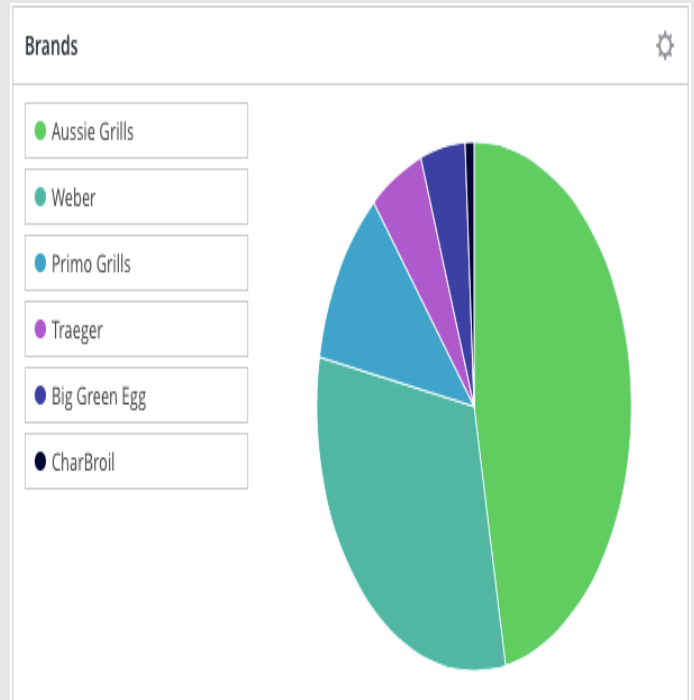
Weber- 31%- #1 Region: Queensland, Australia

Primo Grills- 10%- 38% 35-44

Traeger- 6%- N/A

Big Green Egg- 5%- N/A

CharBroil- 1%- N/A

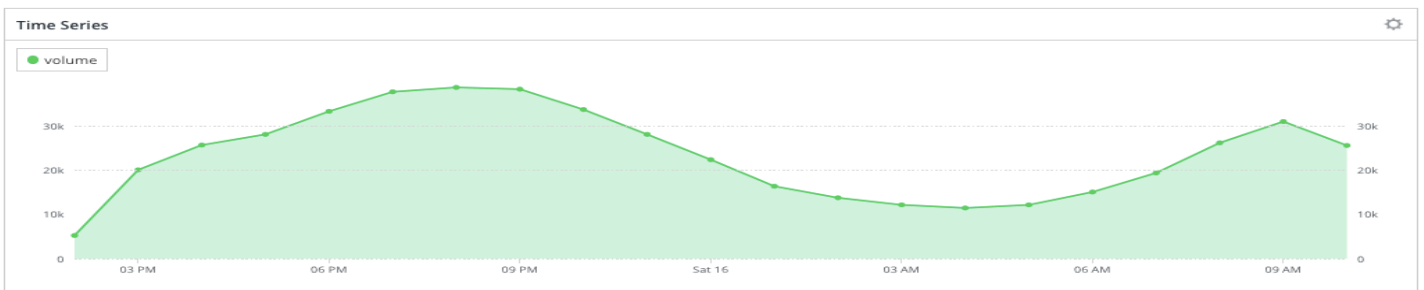


Timing of Interactions

Grilling

INSIGHTS

The grilling conversation did not fluctuate throughout the day as much as anticipated. Typical industry conversations have sharp peaks and lulls during the hours that their product/service is not relevant. The conversation peaked at 8:00 PM EST at 38.7k interactions while the lowest point of volume was at 4:00 AM EST, and the conversation was still above 10k interactions.



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Topical Analysis

Types of Food

#1 Food

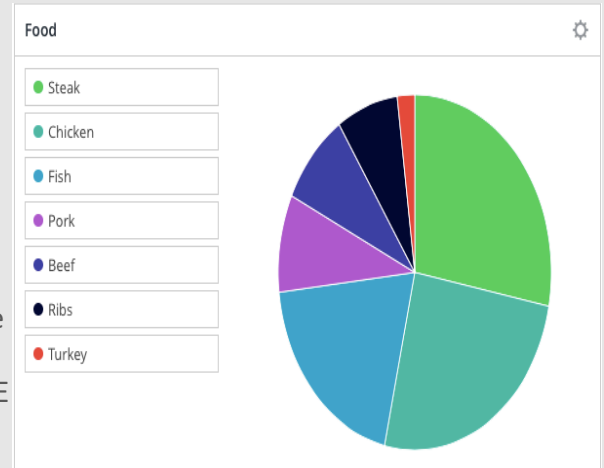
Steak

Number Mentions

63,200

Suggestions

Steak was the number one food mentioned in the industry conversation. BGE could increase WOM market share by further associating 'grilling steak' and BGE



INSIGHT REVIEW



INSIGHT #1

The average Intel influencer is a 25-34 year-old female from Texas.



INSIGHT #2

Aussie Grills (47%) and Weber (31%) drove the majority of the conversation. BGE made up 5% of the brand mentions. Aussie Grill influencers were skewed female while the region with the most Weber influencers (22%) was Queensland, Australia.



INSIGHT #3

The grilling conversation did not fluctuate throughout the day as much as anticipated. Typical industry conversations have sharp peaks and lulls during the hours that their product/service is not relevant. The conversation peaked at 8:00 PM EST at 38.7k interactions while the lowest point of volume was at 4:00 AM EST, and the conversation was still above 10k interactions.



INSIGHT #4

Steak was the number one food mentioned in the industry conversation. BGE could increase its WOM market share by further building an association between 'grilling steak' and BGE.

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