



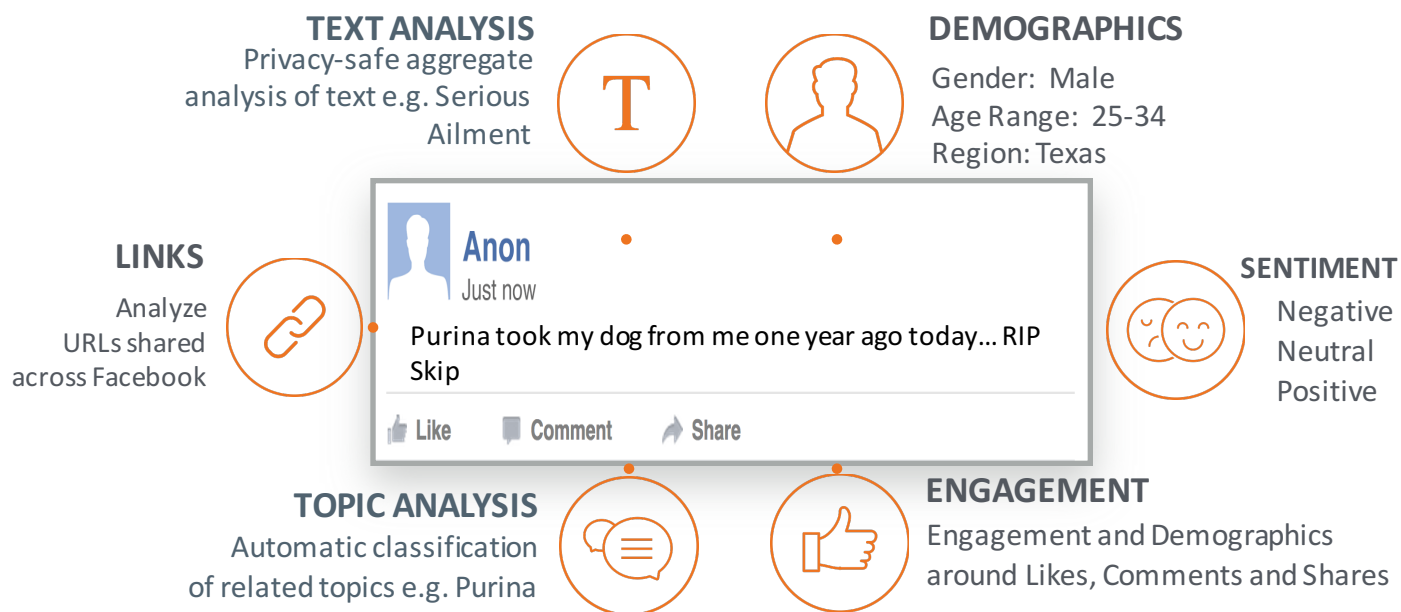
Facebook Data Insights

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



INTRODUCING FACEBOOK TOPIC DATA

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

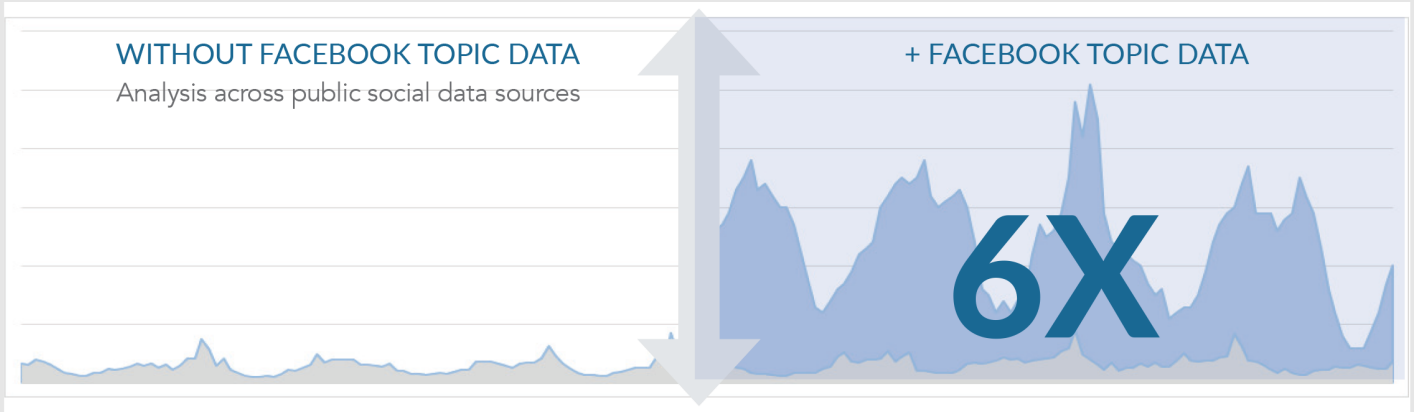


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MAKE BETTER DECISIONS WITH INSIGHTS FROM 1.49 BILLION PEOPLE

Example: Analysis of automotive brand



Analysis includes Twitter, Tumblr, blogs, forums.

PAGES VS TOPIC DATA COMPARISON



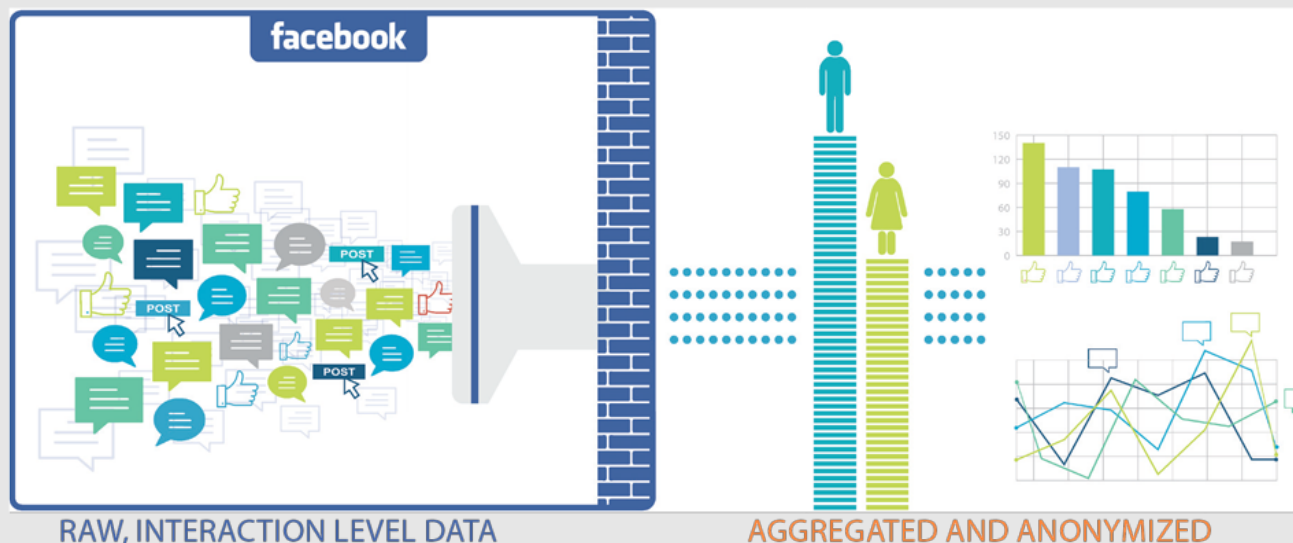
Topic data expands your insights.

- ☒ 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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Dog Food Industry Word of Mouth Analysis

Search Keywords & Details



KEYWORDS

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



INTERACTIONS

520.3k interactions were analyzed from 1/15/2016- 1/18/2016



KEY LEARNINGS

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

Demographics Info



AGE

The leading age segment was 25-34 year-olds (25%) followed closely by 35-44 (21%) & 18-24 (19%).



GENDER

78% of the conversation came from females



REGION

The 5 top regions where the influencers were **from** were Texas, California, England, Distrito Federal, and Florida.

SUMMARY

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

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Industry Analysis

There were a total of 520.3k interactions that made up the industry WOM over the span of the past 4 days. 190,000 interactions out of the industry WOM associated animal food with a specific brand. Of those interactions, Purina (68%) drove the majority of the conversation. IAMS made up an alarmingly low 2% of the industry conversation despite their disproportionate piece of the actual market share.

Upon further analyzing the demographic data, Insightpool discovered that the conversation surrounding Purina is skewed 5% more towards females. Insightpool delivered similar insights for each brand.

Brands and Their Associated Demographic Nuances

Purina 68%- 38% 18-24

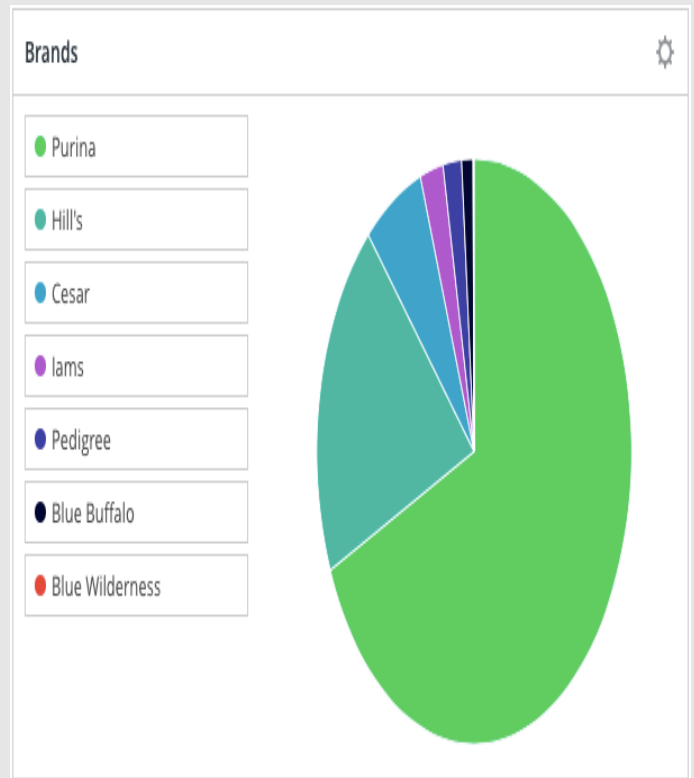
Hill's 28%- #1 Region: California

Cesar- 6%- 100% User content(as opposed to brand page)

IAMS 2%- Top Regions: NC, OR, NY, CA, OH

Pedigree 2%- N/A

Blue Buffalo- 1%- N/A

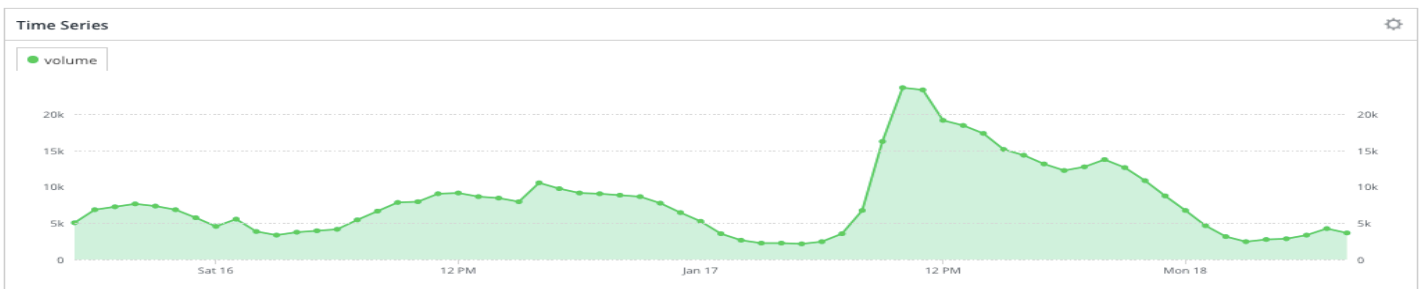


Timing of Interactions

Animal Food

INSIGHTS

Though the time range of the recording was limited, Insightpool saw some trends developing in terms of timing of interactions. The weekend saw a sudden peak in interactions at 10:00 AM EST on Sunday, Jan 17th. This peak was made up of predominantly negative sentiment around Purina coming from Mexico.



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Topical Analysis

Sentiment

#1 Sentiment

☒ Positive (53%)

Source of Negative:

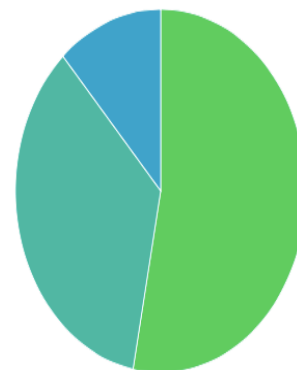
☒ Purina

Observation

☒ The negative sentiment of the industry was skewed by the negative sentiment specifically around Purina from Mexico.

Sentiment

☒ positive
☒ negative
☒ neutral



Pain Points

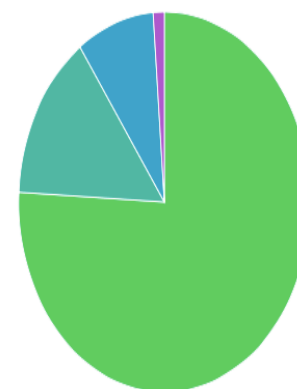
☒ #1 Pain Point (73%)

☒ Number of Mentions
24,300

☒ Observation
76% of dog food complaints came from serious ailments that occurred after eating the food.

Pain Points

☒ Serious Ailments
☒ Unexpected Symptoms
☒ Price
☒ Bad Service



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Top Link Shared

The Onion:
'Area Dog
Will Never
Live Up To
Dog On
Purina Bag'

#1 Link

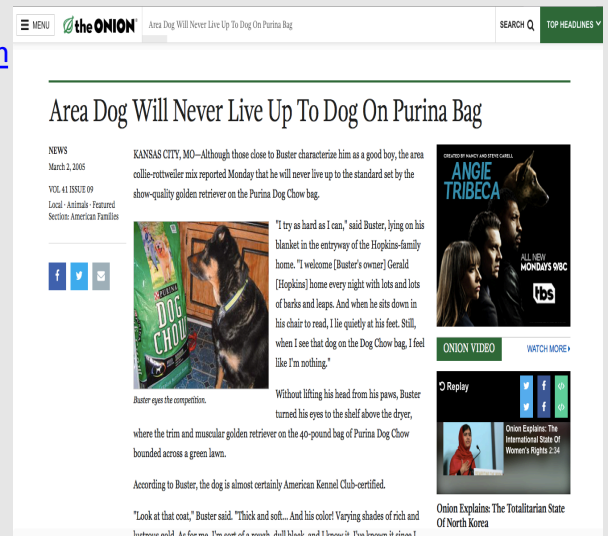
<http://www.theonion.com/article/area-dog-will-never-live-up-to-dog-on-purina-bag-1755>

Number Link Shares

400

Suggestions

In this case, humorous content is most effective for increasing WOM market share by way of brand awareness.



INSIGHT REVIEW

INSIGHT #1

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

INSIGHT #2

Purina (68%) drove the majority of the conversation. IAMS made up an alarmingly low 2% of the industry conversation despite their disproportionate piece of the actual market share. The Purina audience was predominantly 18-24 year-olds.

INSIGHT #3

Though the time range of the recording was limited, Insightpool saw some trends developing in terms of timing of interactions. The weekend saw a sudden peak in interactions at 10:00 AM EST on Sunday, Jan 17th. This peak was made up of predominantly negative sentiment around Purina coming from Mexico.

INSIGHT #4

The negative sentiment of the industry was skewed by the negative sentiment specifically around Purina from Mexico. 76% of dog food complaints came from serious ailments that occurred after eating the food.

INSIGHT #5

Humorous content was most effective for increasing WOM market share by way of brand awareness.

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