太空人
ASTRONAUT

Audi e-tron
Social monitoring

© Astronaut 2014

太空人
ASTRONAUT

Today

- Data monitoring structure and sources
- Data learnings
- The Audi platform
- Data sourcing

© Astronaut 2014

Data monitoring structure and sources

Owned media

Campaign social media
- Weibo
- WeChat

Mobile app
- AR app

External media

Search
- Baidu
- Google
- Bing
- 360
- Soso
- Sogou

News portal
- Tencent
- Sina
- Sogou

BBS
- Tianya
- Baidu tieba
- Renren

Social media
- Sina Weibo
- Tencent Weibo
- Nice

Sentiment (by hand)

KOL

KOL
- Social media
- Timeline related

© Astronaut 2014

太空人
ASTRONAUT

Data learnings

太空人
ASTRONAUT

Important issues

1. Big data needs to be made understandable
2. Data is formed into valuable data clusters
3. Well visualised data is easier to understand

© Astronaut 2014

How we use data

Owned media

External media

KOL

Campaign social media

Search

KOL

Data learning algorithm

Categories

Demographics

Interactions

Conversations

Benchmarks

© Astronaut 2014

Main data learnings

Demographics	Interactions	Conversations	Benchmarks
Gender engagement	e-tron topic sensitivity	Conversation sentiment	Competition comparison
Gender social interest	Charging station preferences	Social interest development	Campaign performance
Demographic engagement	Brand interests	Platform trends	Topic awareness
Demographic interest		Weixin communication	Platform buzz
		Social exposure	App performance
			Demographic analysis

© Astronaut 2014

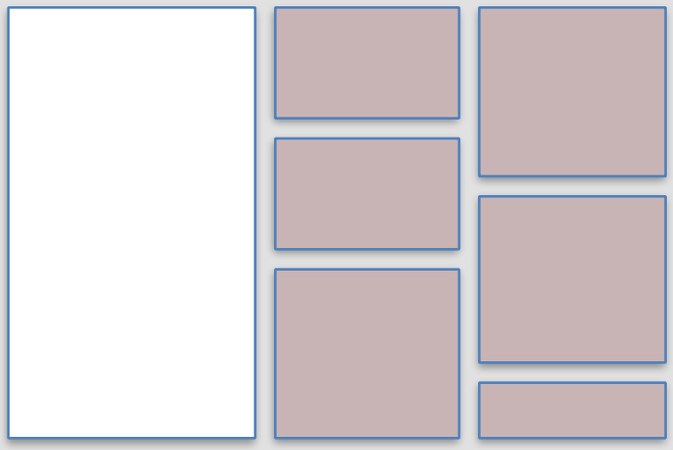
太空人
ASTRONAUT

The Audi platform

The Audi platform

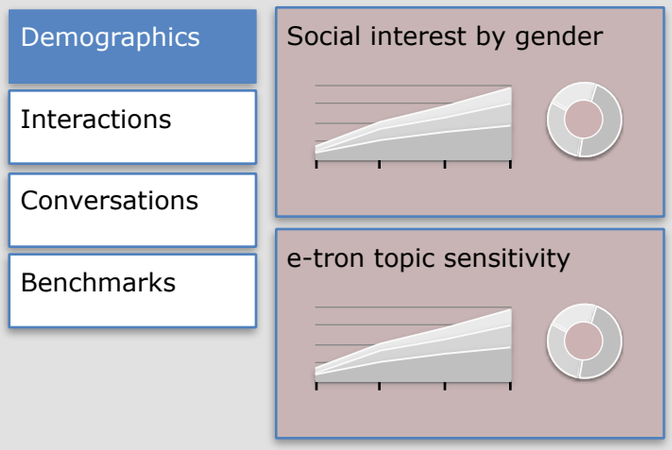
Generation 1

Live view panel



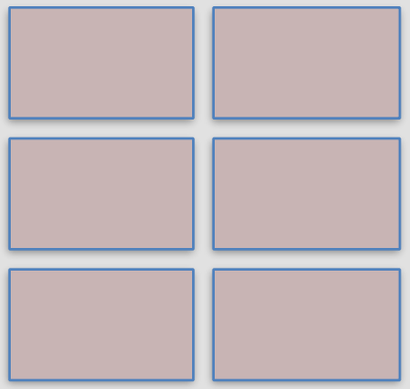
Users and live feed panel

Analysing pannel



Data learnings and visualisations

Set up panel



Setting up keywords and users

© Astronaut 2014

The Audi platform

Planned upgrades for generation 2

- Multiple access to user panel
- Publishing panel

© Astronaut 2014

The Audi platform - design

© Astronaut 2014

Users

Search input with button

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Live Feed

Chanel

Mood

Search input with button

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Users

Search input with button

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Live Feed

Chanel

Mood

Search input with button

All

Weixin

Weibo

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Users

Search input with button

Name in Full

342 / 123

Job:	astronaut
email:	email@thisdomain.com
Mobile:	12290 812398
Gender:	Male
Age:	32
usernam:	useruser
Address:	12 Chaoyangmen Wai
Real name:	Philip Robert Wang

INFLUENCE GRAPH

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Name

Mauris iaculis porttitor posuere. Praesent id metus massa, ut blandit odio. Proin quis.

Live Feed

Chanel

Mood

Search input with button

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Name

2014-01-07 14:15:50

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

太空人
ASTRONAUT

Data sourcing

Spayz

Astronaut owned monitoring platform

- Followers
- Social media conversations on owned channels
- Social media conversations on outside channels

© Astronaut 2014

太空人
ASTRONAUT

App

In-app monitoring application

- User data
- User interactions

© Astronaut 2014

太空人
ASTRONAUT

Outside sourced data

Aggregating data from

- Search engines
- News portals
- BBS

© Astronaut 2014

太空人
ASTRONAUT

Data publishing

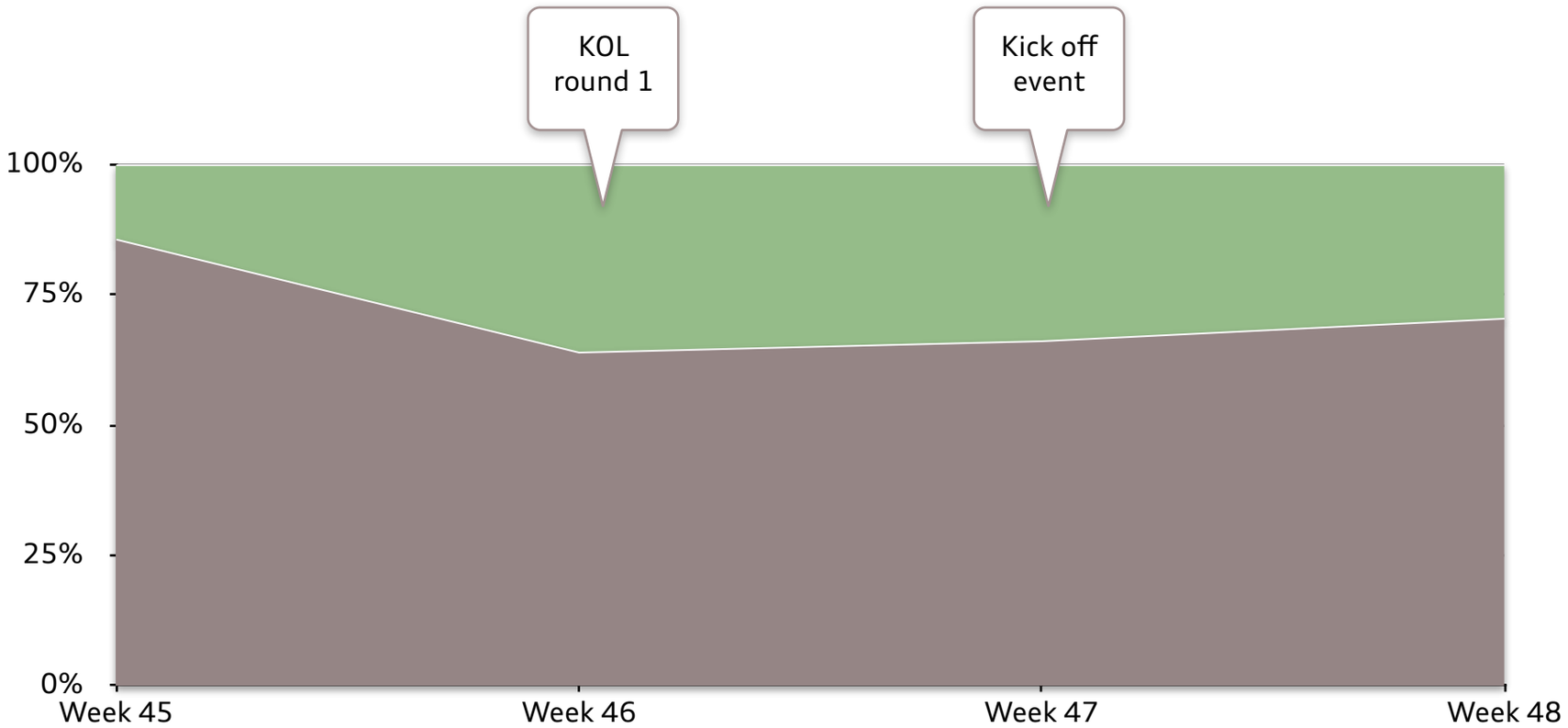
太空人
ASTRONAUT

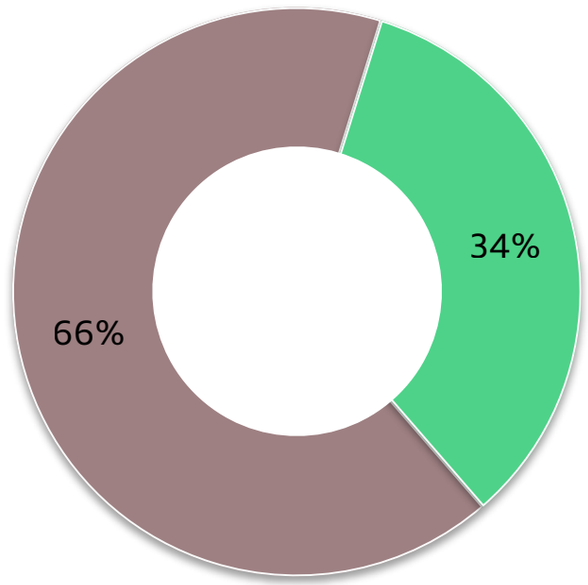
Data publishing: **Demographics**

Demographics | Interactions | Conversations | Benchmarks

Gender engagement

Audi Truth in Engineering





Filter: All | Weibo | Weixin

Week: 48

Type:

Female | Male

Measure:
Interactions split by gender on Weibo and Weixin

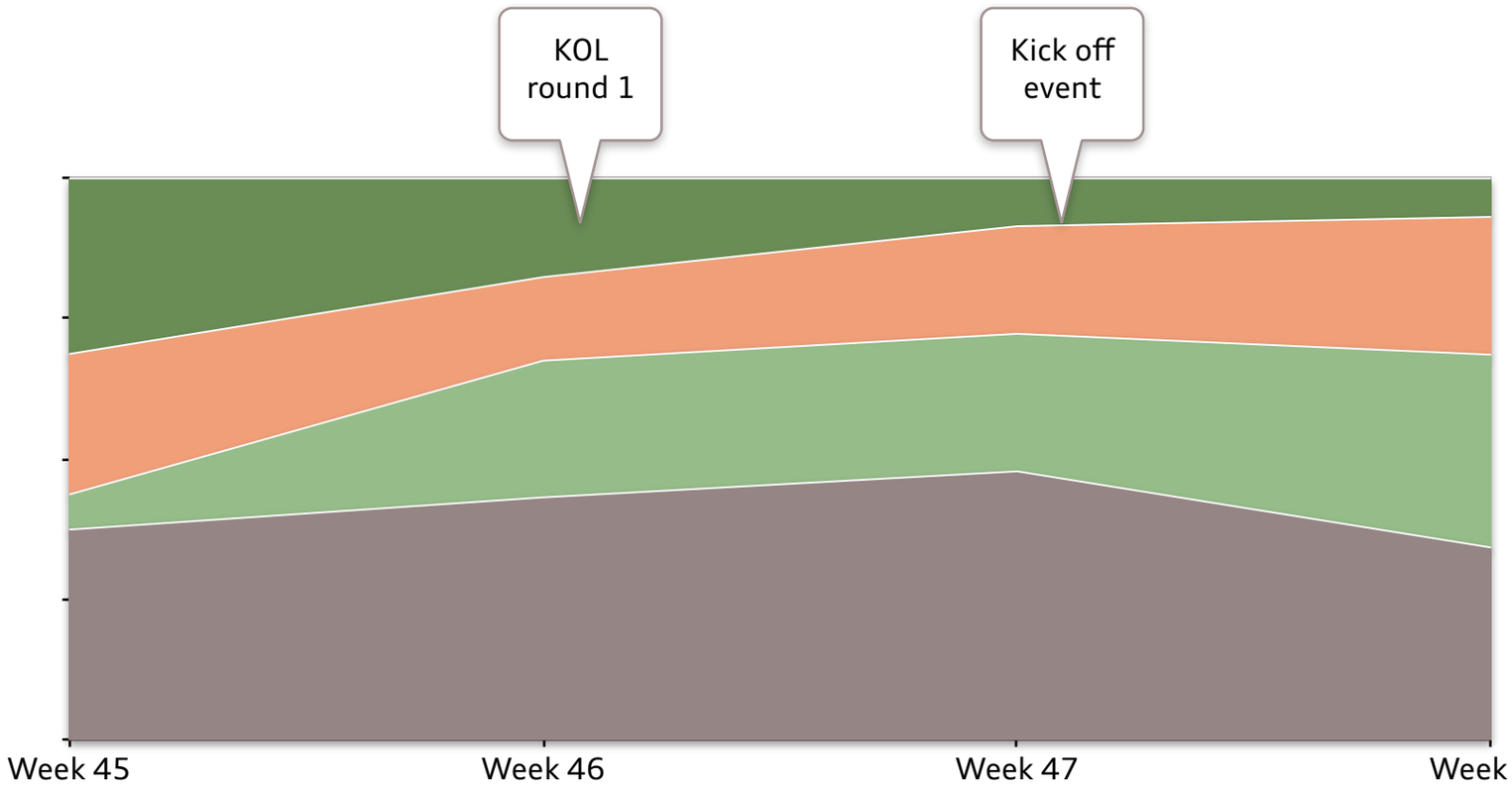
© Astronaut 2014

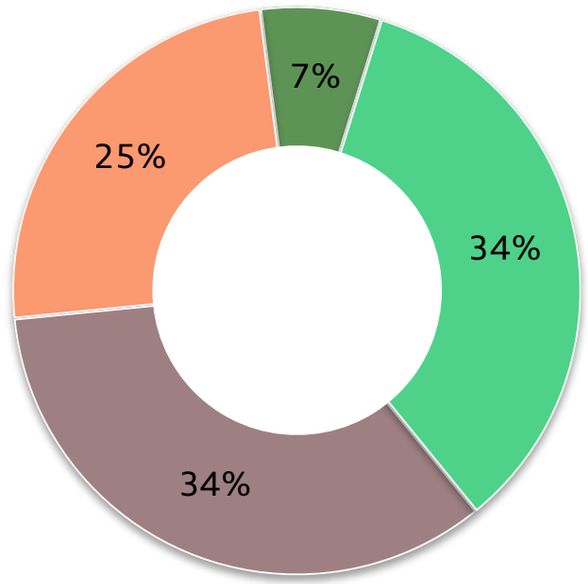
太空人 ASTRONAUT

Demographics | Interactions | Conversations | Benchmarks

Social interests by gender

Audi Truth in Engineering





Gender: All | Female | Male

Week: 48

Topic:

Reach | Charging | Green energy | Costs

Measure:
Interest related activities on social media platforms

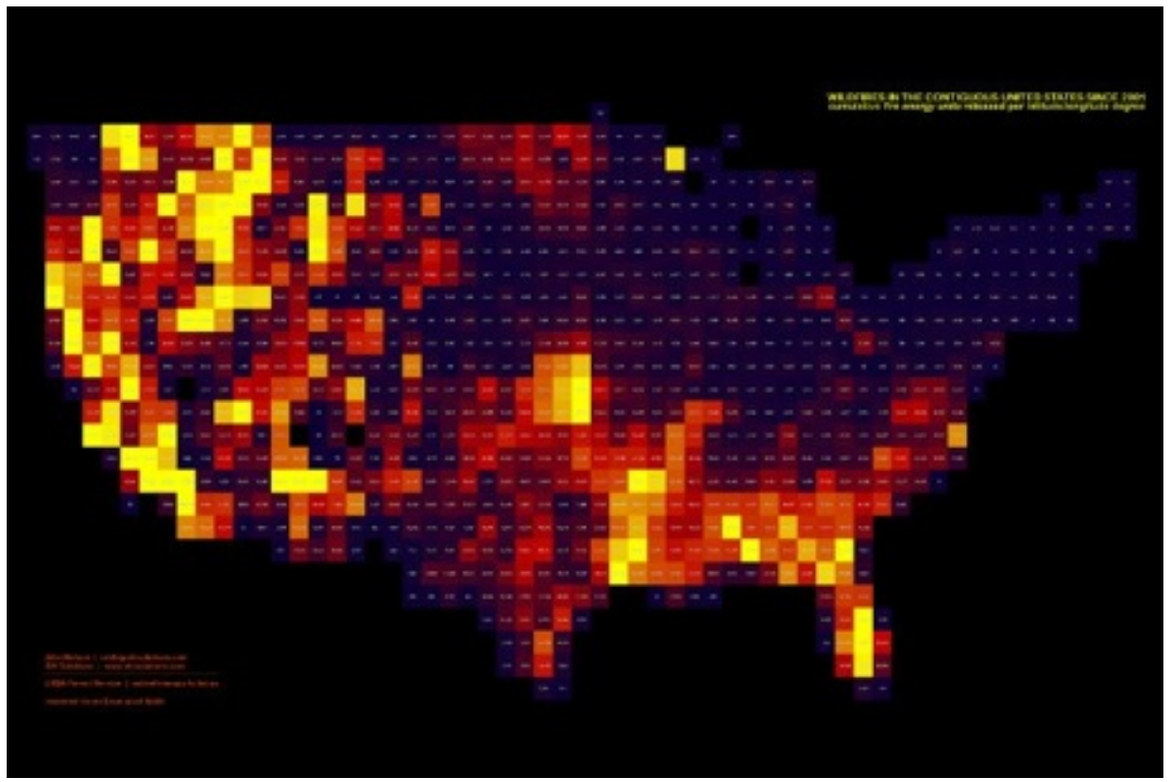
© Astronaut 2014

太空人
ASTRONAUT

Demographics | Interactions | Conversations | Benchmarks

Demographic social engagement

Audi
Truth in Engineering



Week: 48

Ranking:

Not active | | | | Active

Measure:
Owned social channel activity split by demographic areas

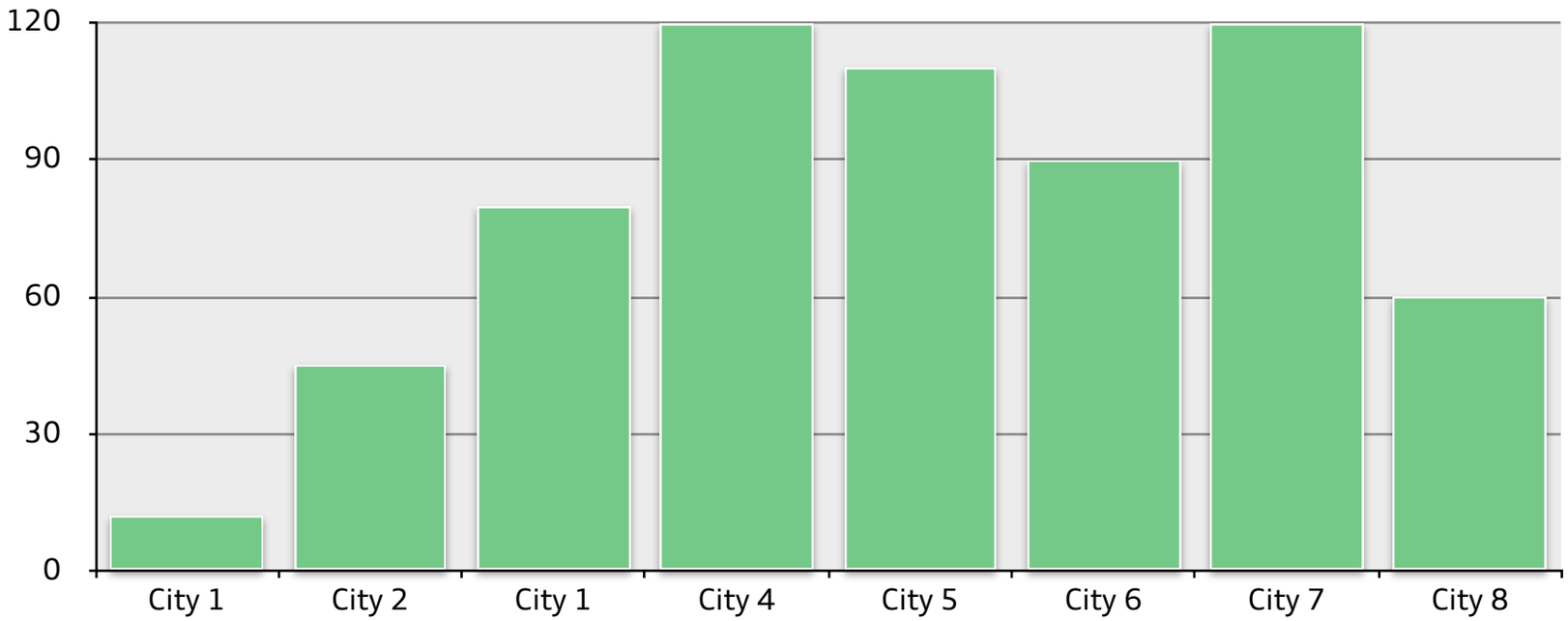
© Astronaut 2014

太空人 ASTRONAUT

Demographics | Interactions | Conversations | Benchmarks

Demographic interest

Audi Truth in Engineering



Week: 48

Measure:
Owned social channel engagement by area

© Astronaut 2014

太空人
ASTRONAUT

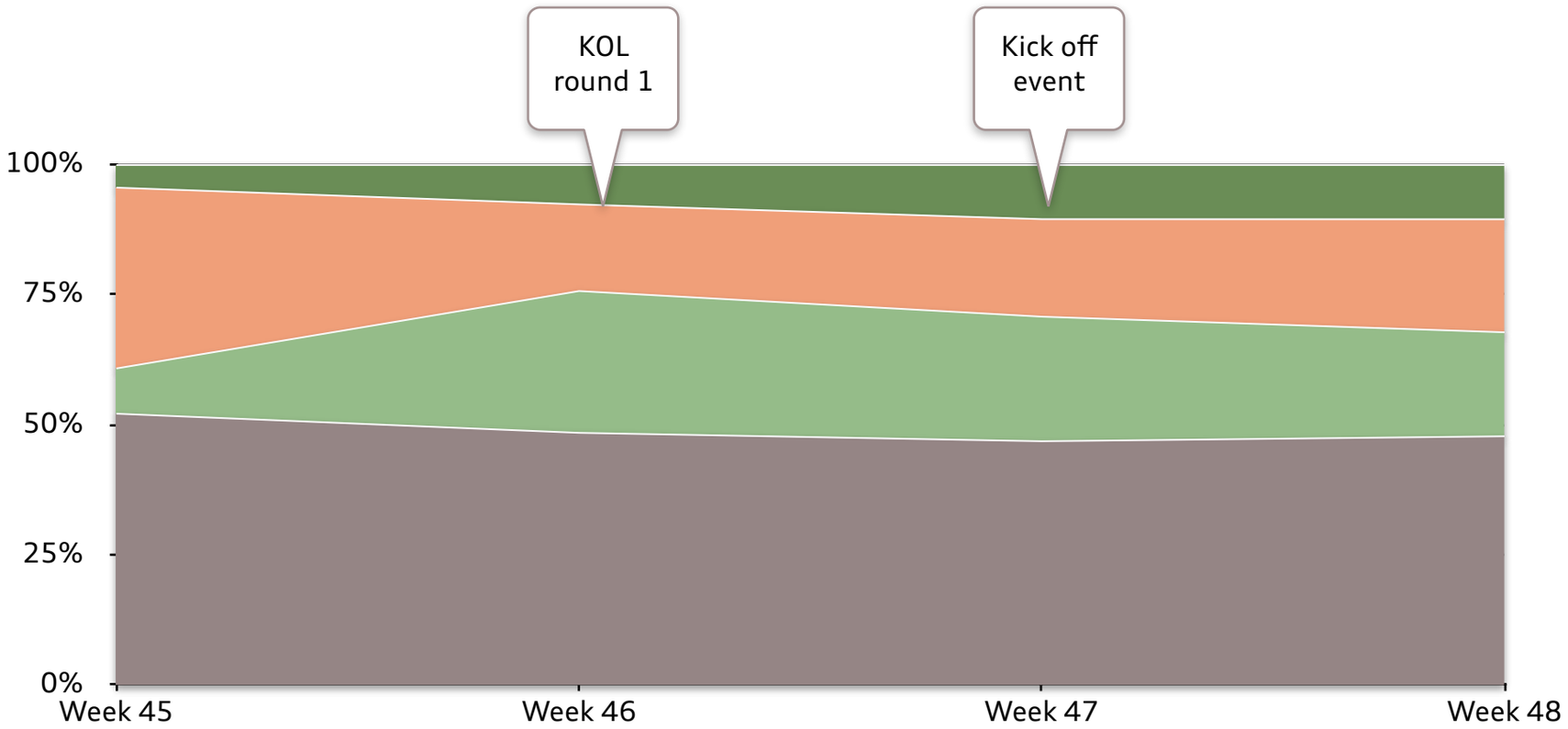
Data publishing: **Interactions**

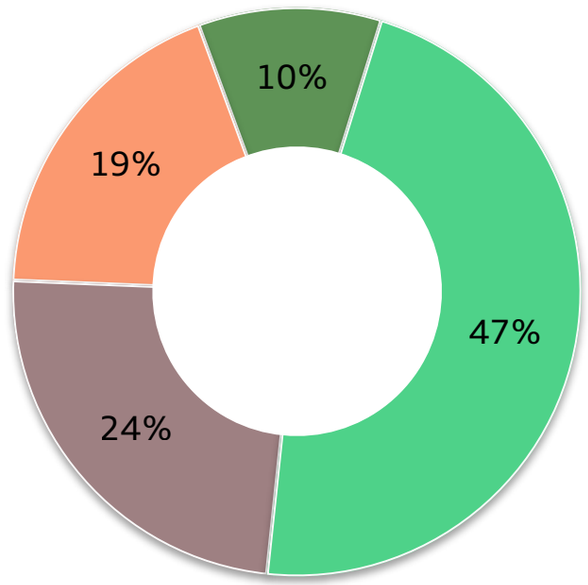
太空人 ASTRONAUT

Demographics | Interactions | Conversations | Benchmarks

e-tron topic sensitivity

Audi Truth in Engineering





Gender: All | Female | Male

Week: 48

Topic:

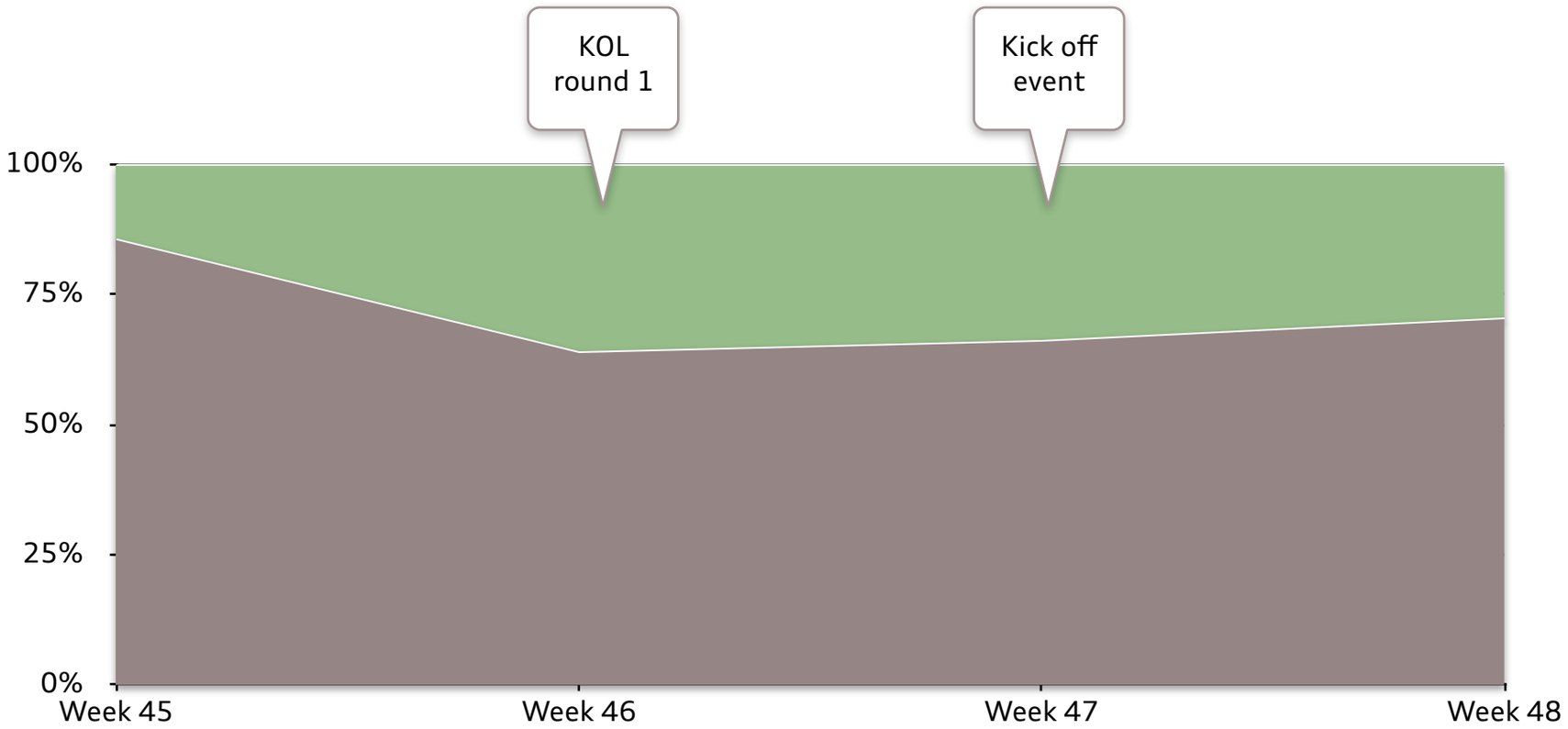
Reach | Charging | Green energy | Costs

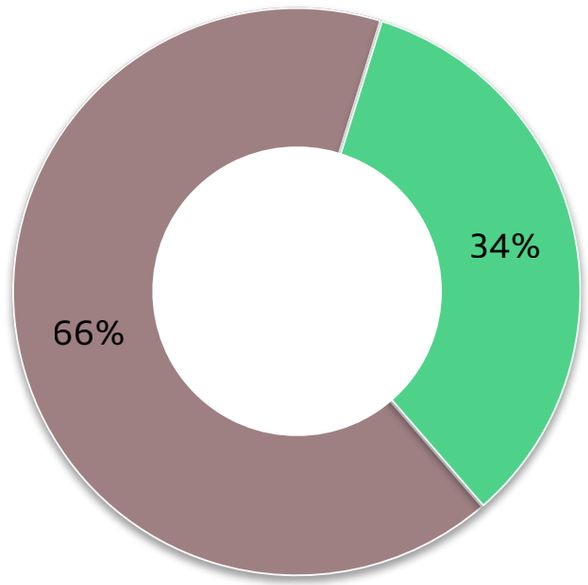
Measure:
Interactions related to topics on app and Weixin

© Astronaut 2014

Charging station preferences

Audi
Truth in Engineering





Week: 48

Topic:

Private | Public

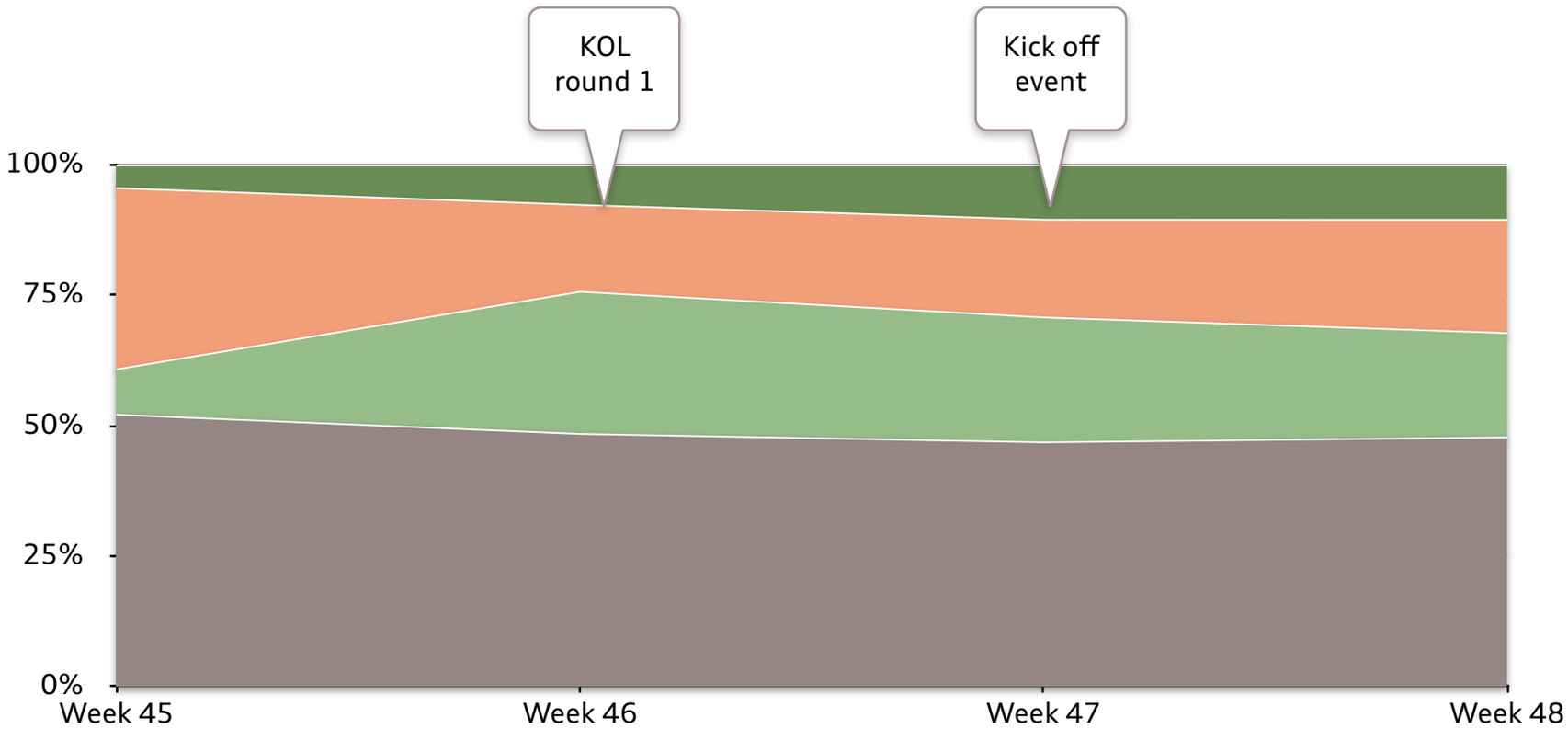
Measure:
Interactions related to private or public station preferences on app

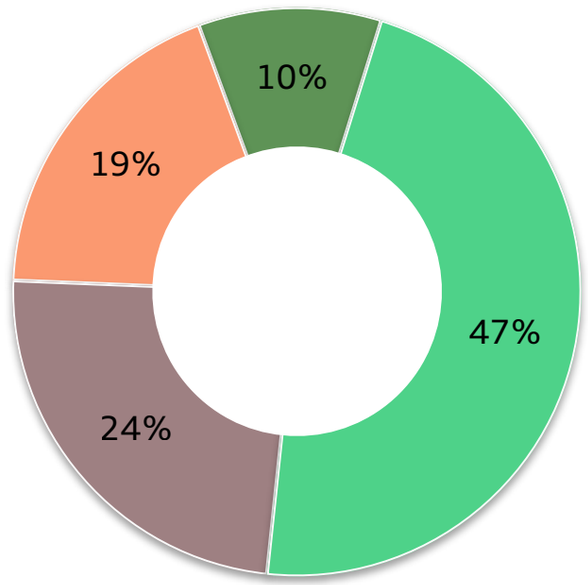
© Astronaut 2014

Demographics | Interactions | Conversations | Benchmarks

Brand interest

Audi
Truth in Engineering





Gender: All | Female | Male

Week: 48

Topic:

History | Racing | Technology | Design

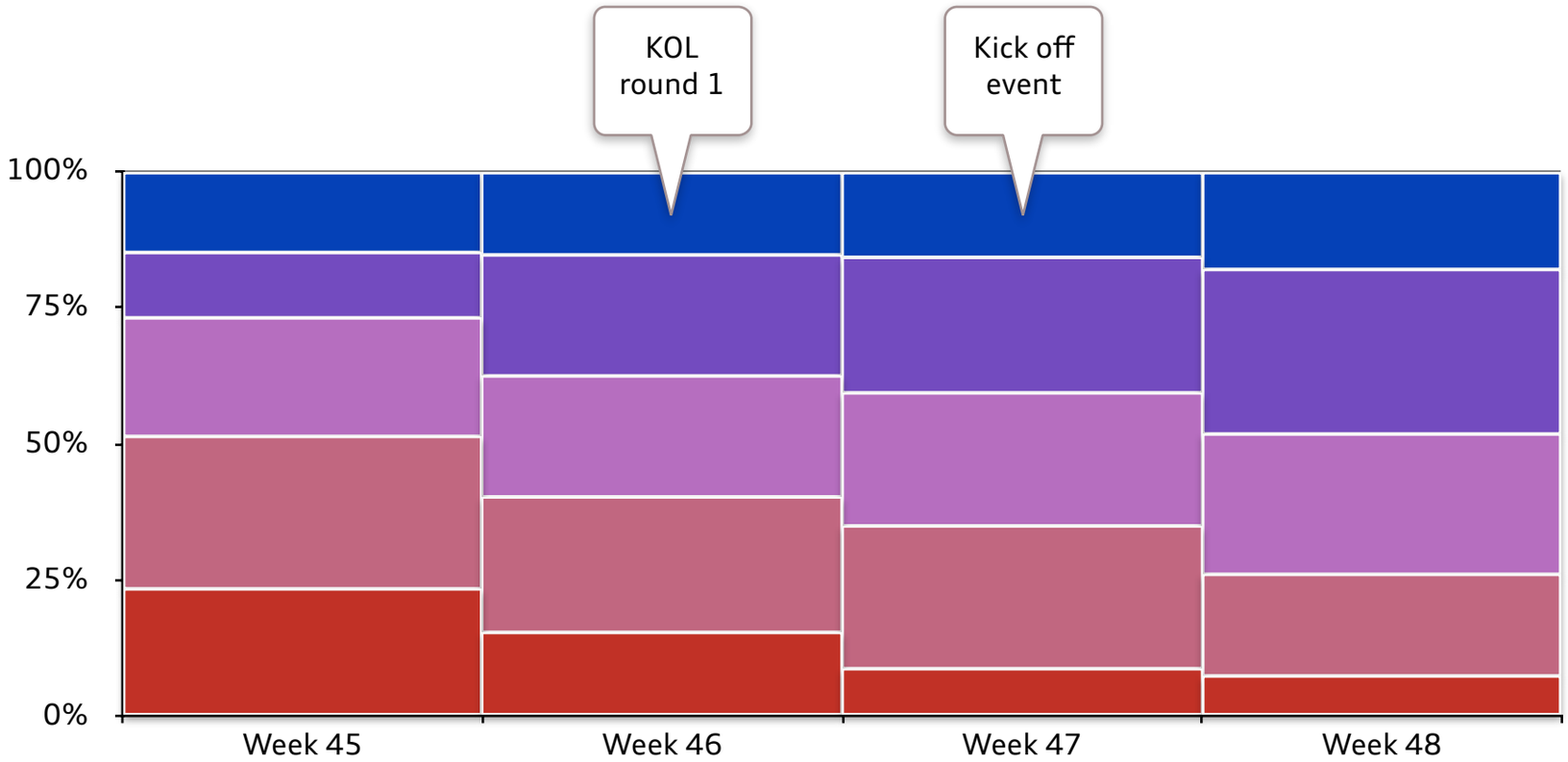
Measure:
Interactions related to Audi brand topics on app

© Astronaut 2014

太空人
ASTRONAUT

Data publishing: **Conversations**

Conversation sentiment



Topic: All | Social media | News | News | BBS

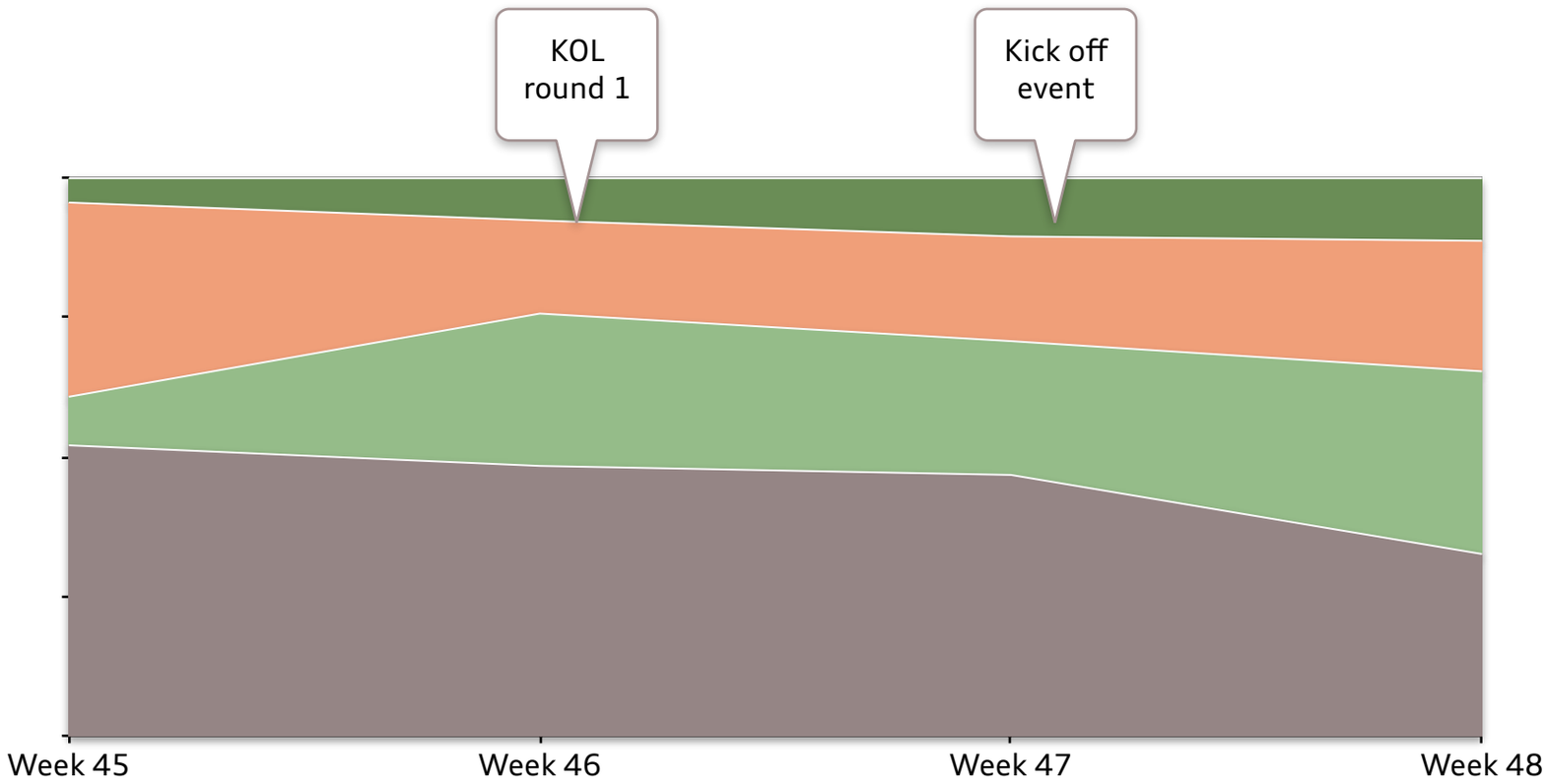
Ranking:

Positive | | | | Negative

Measure:
Conversation sentiments on owned and outside platforms, sentiments are set by hand to a same amount of messages every week.

© Astronaut 2014

Platform trends



Channel:

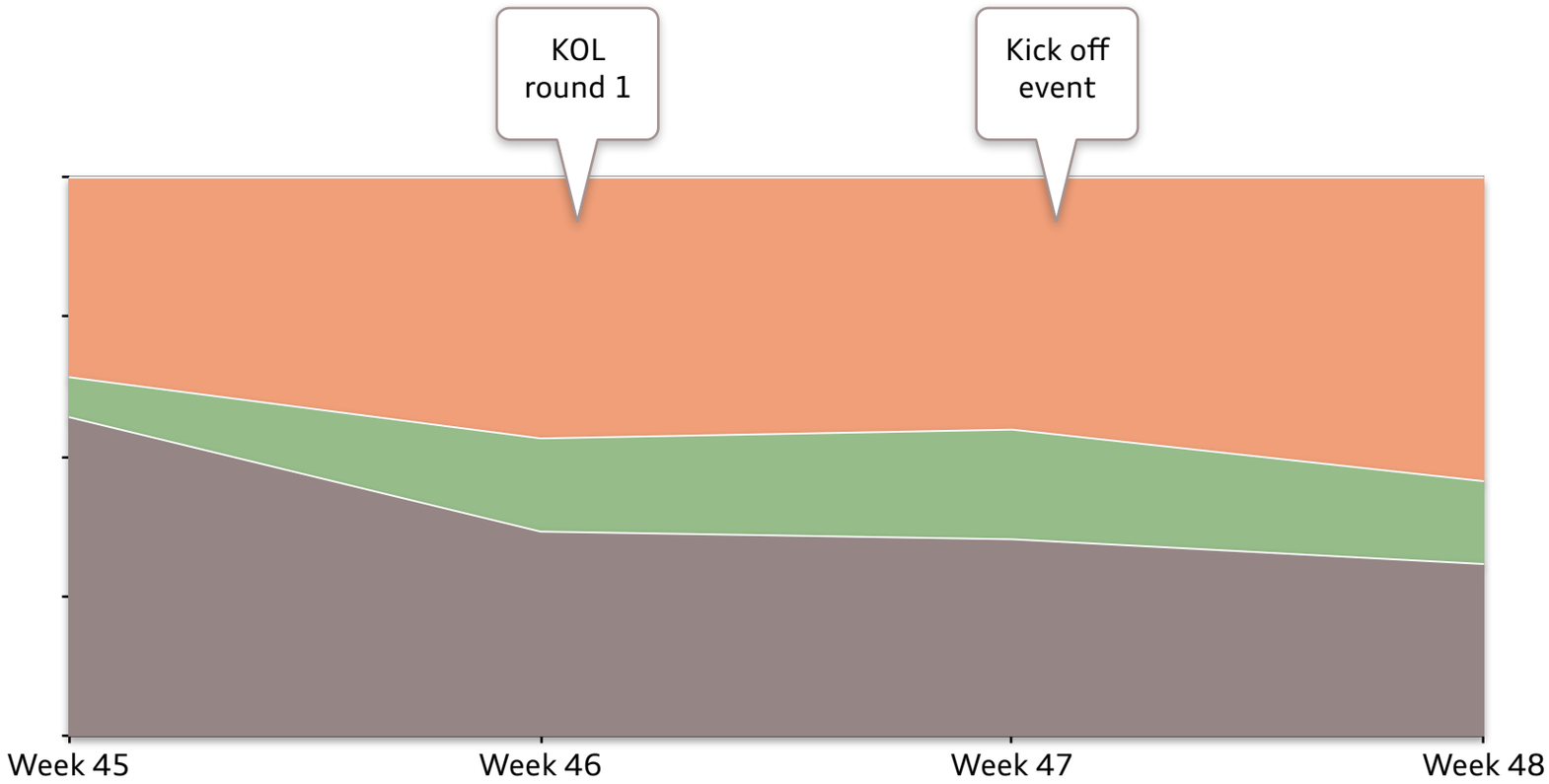
Weibo owned | Weibo outside | BBS | News

Measure:
Trends of user generated communication around e-tron on different platforms

© Astronaut 2014

Social exposure

Audi
Truth in Engineering



Channel:

Weibo owned | Weibo outside | Weixin owned

Measure:
Trends of exposure generated from users on social platforms

© Astronaut 2014

太空人
ASTRONAUT

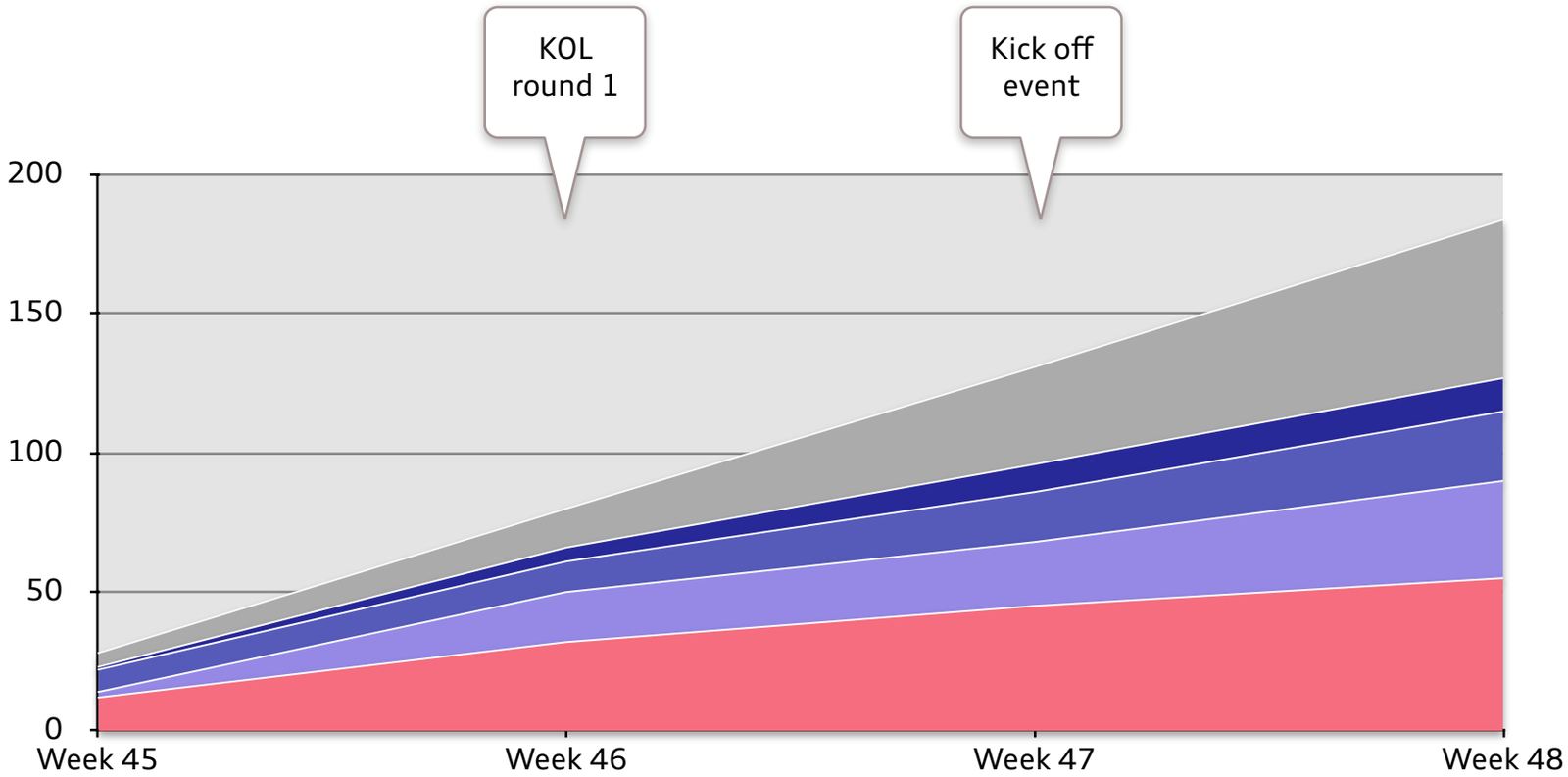
Data publishing: **Benchmark**

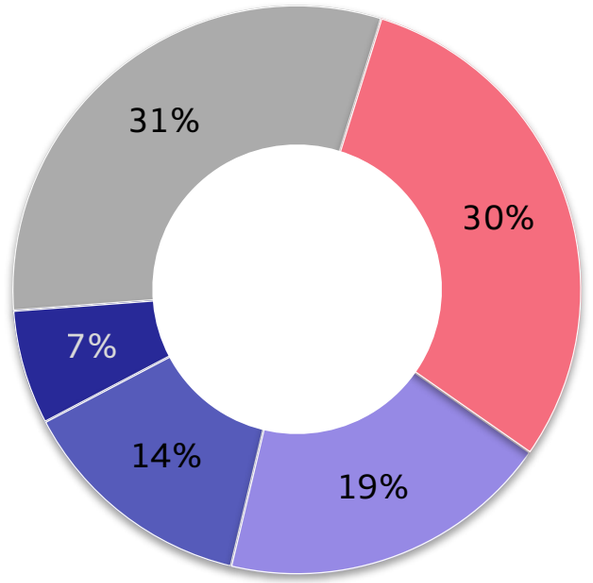
太空人 ASTRONAUT

Demographics | Interactions | Conversations | Benchmarks

Competition comparison (buzz, pos, sentiment, awareness)

Audi Truth in Engineering





Platform: Total | Search | News | Blog | Social

Week: 47

Channel:

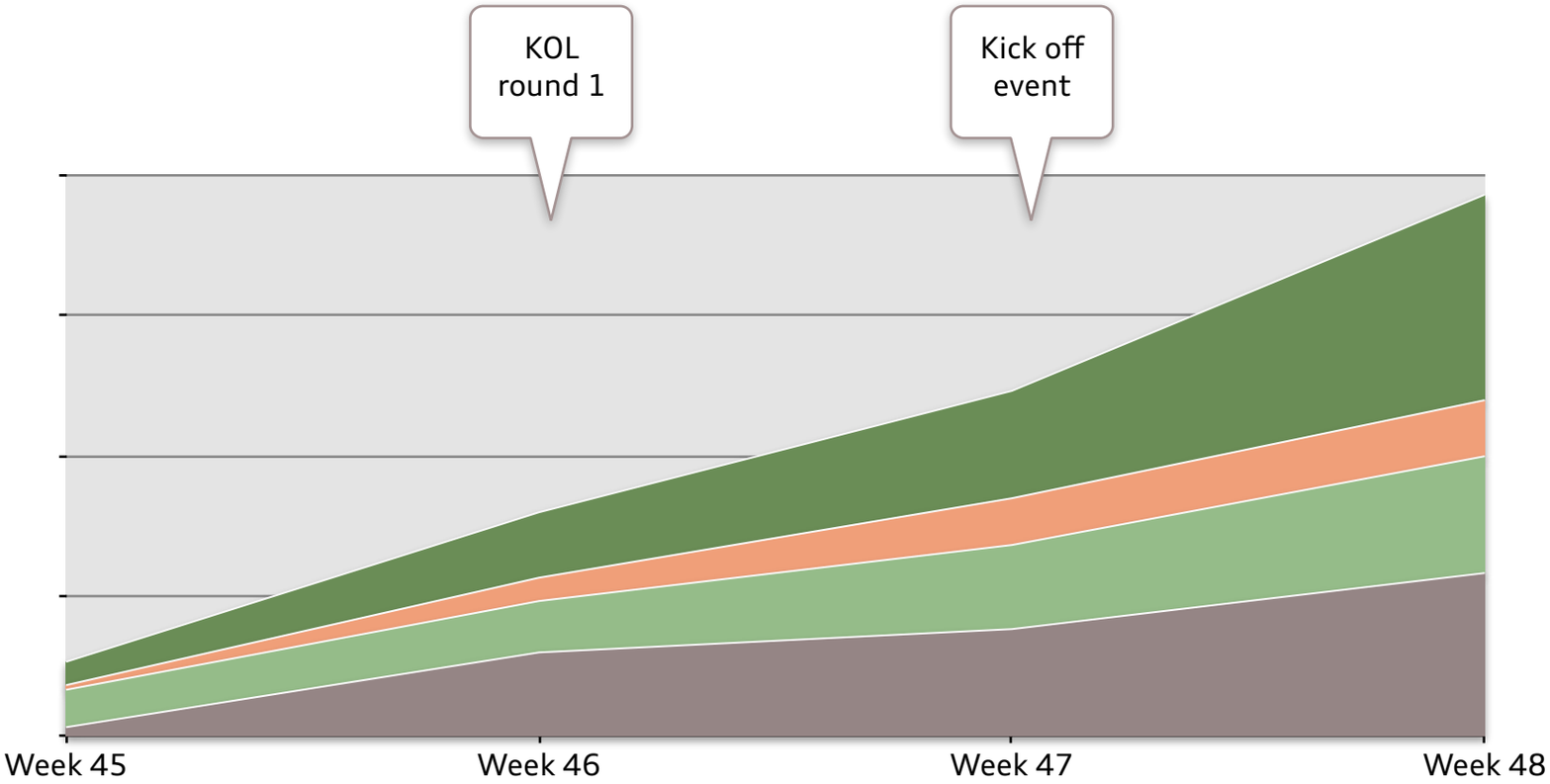
Audi | BMW i3 | VW e-up | VW e-Golf | Tesla

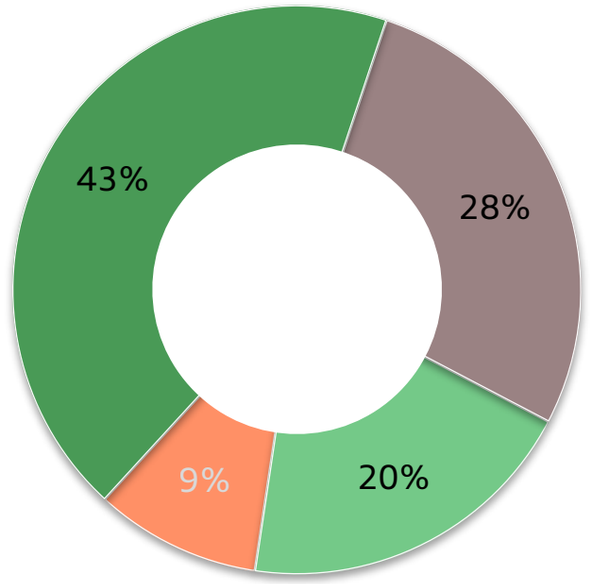
Measure:
Amount of posts and audience interactions on different platforms related to different brands

© Astronaut 2014

e-tron campaign performance

Audi
Truth in Engineering





Platform: Total | Buzz | Pos. sentiment | Awareness

Week: 47

Channel:

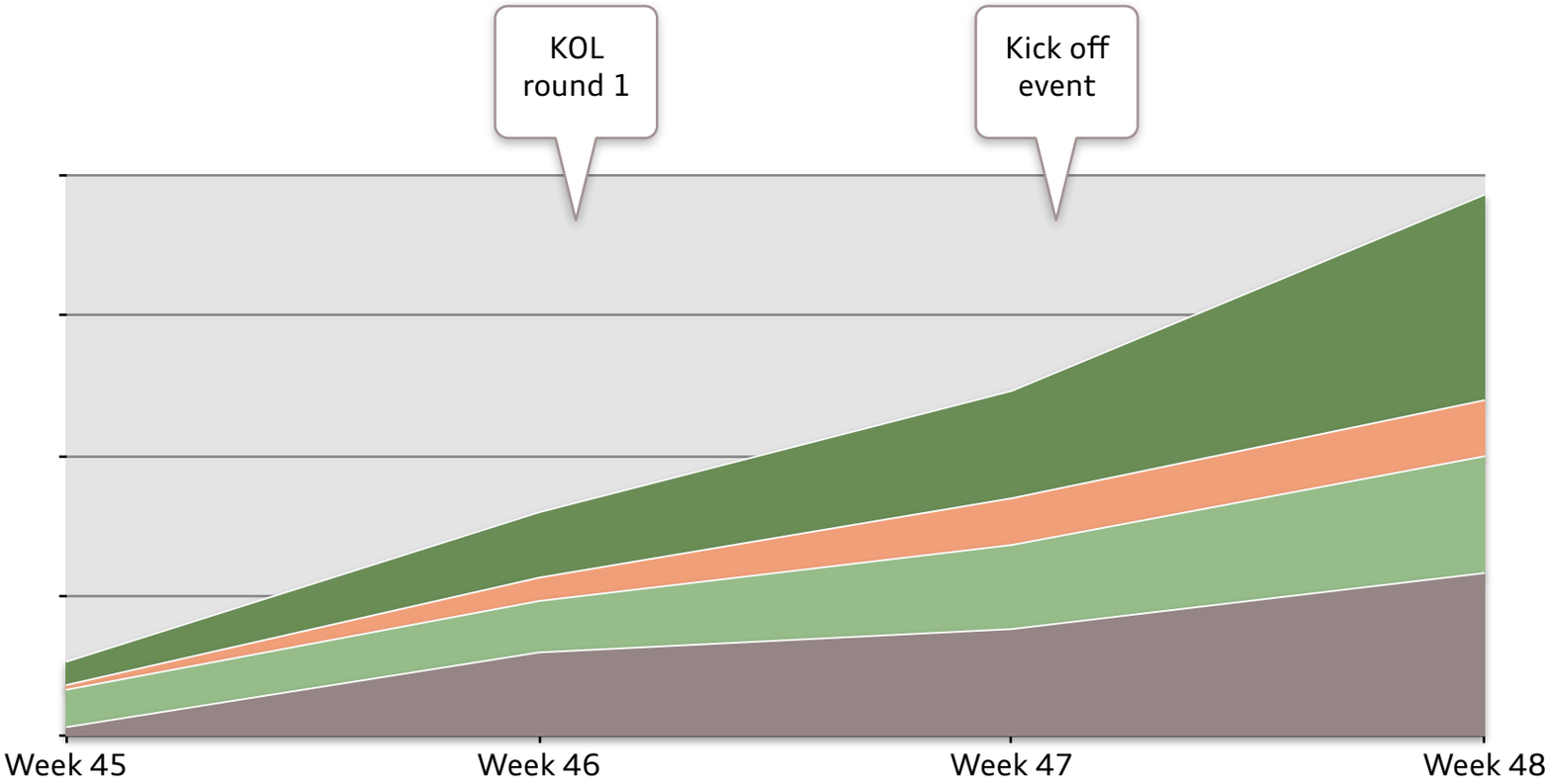
Search | News | BBS | Social

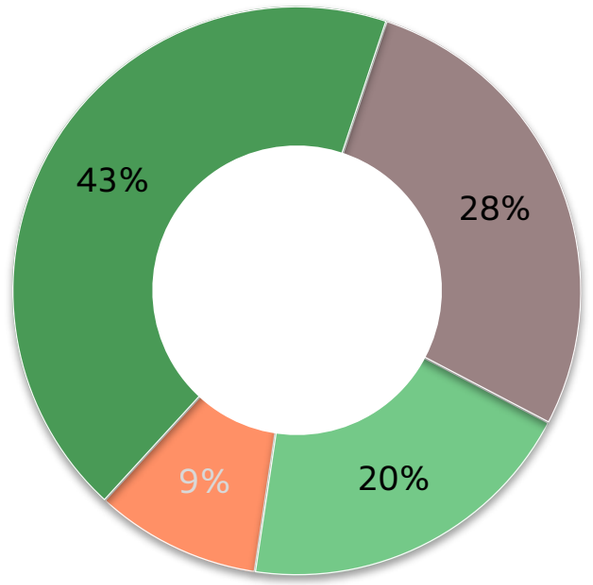
Measure:
Amount of posts and audience interactions on different platforms

© Astronaut 2014

Topic awareness

Audi
Truth in Engineering





Week: 47

Channel:

Search | News | BBS | Social

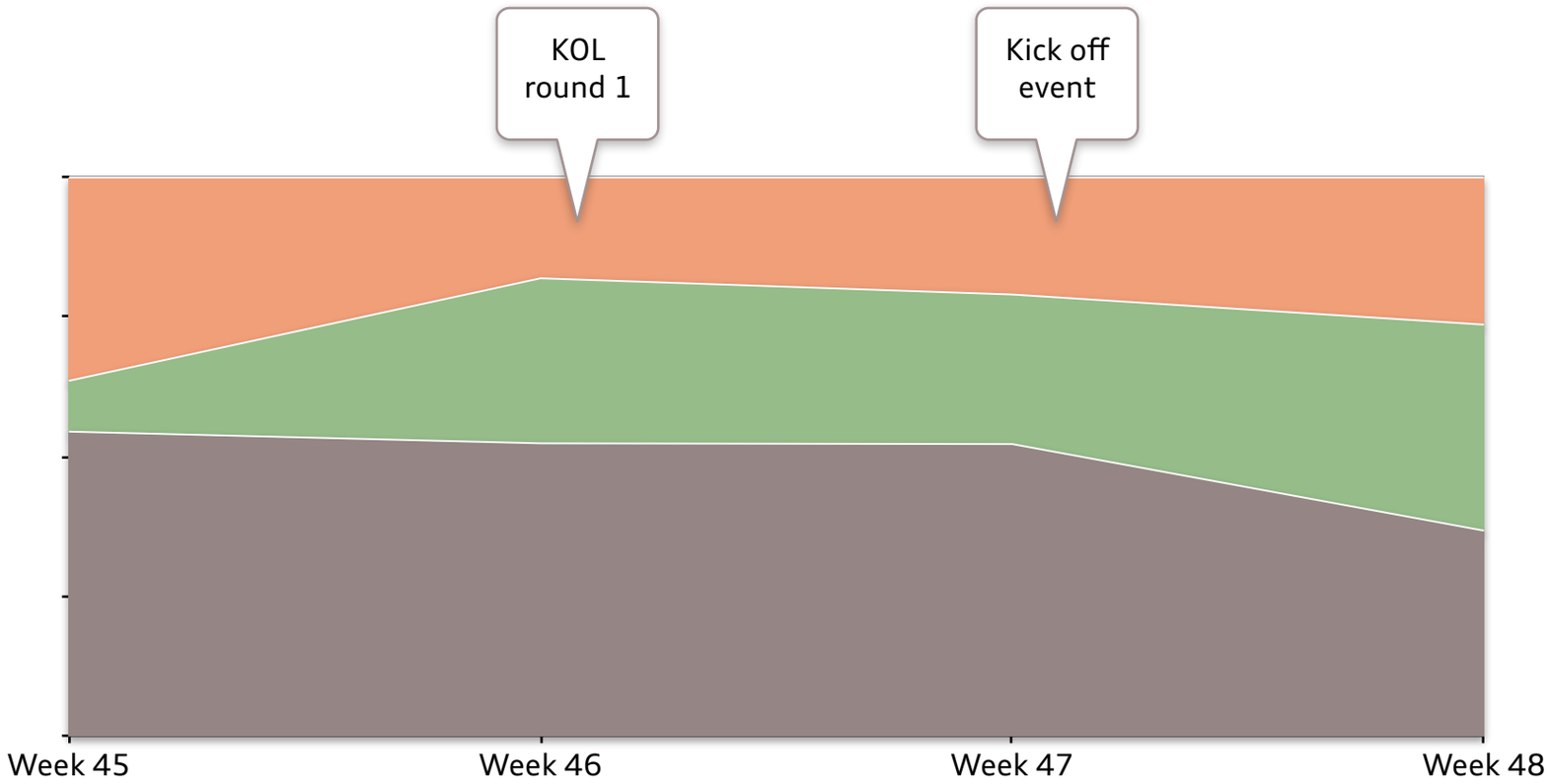
Measure:
Amount of posts to the general key word ‘electric car’

© Astronaut 2014

Demographics | Interactions | Conversations | Benchmarks

Parameters used:

Platform buzz



Channel:

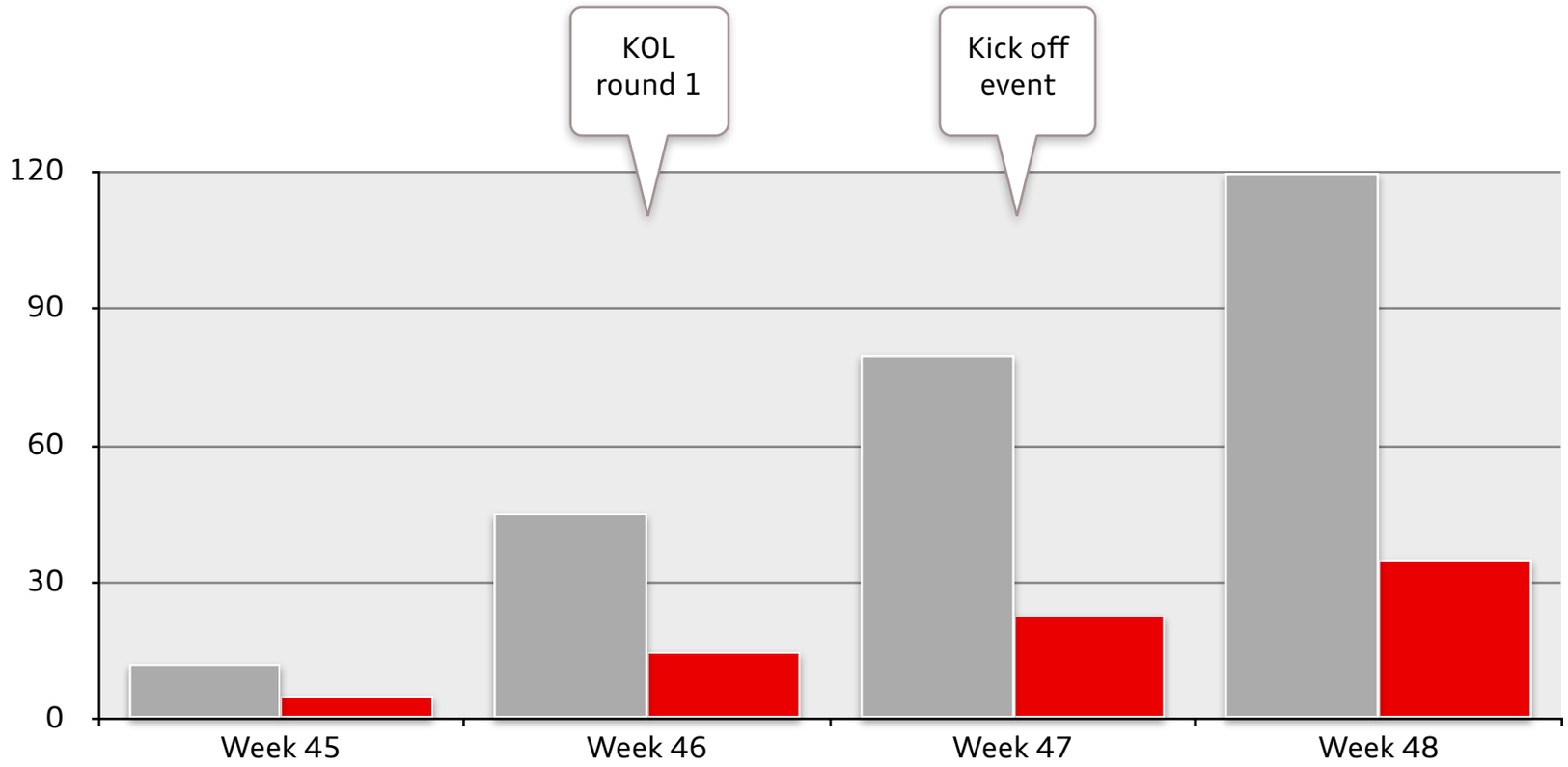
App | Owned media | External media

Measure:
Activity on app, owned and external media

© Astronaut 2014

Parameters used:
BM-APP-ACTI-TO,MA,FE
BM-APP-NEW-TO,MA,FE

App performance - Users



Gender: All | Female | Male

Type:

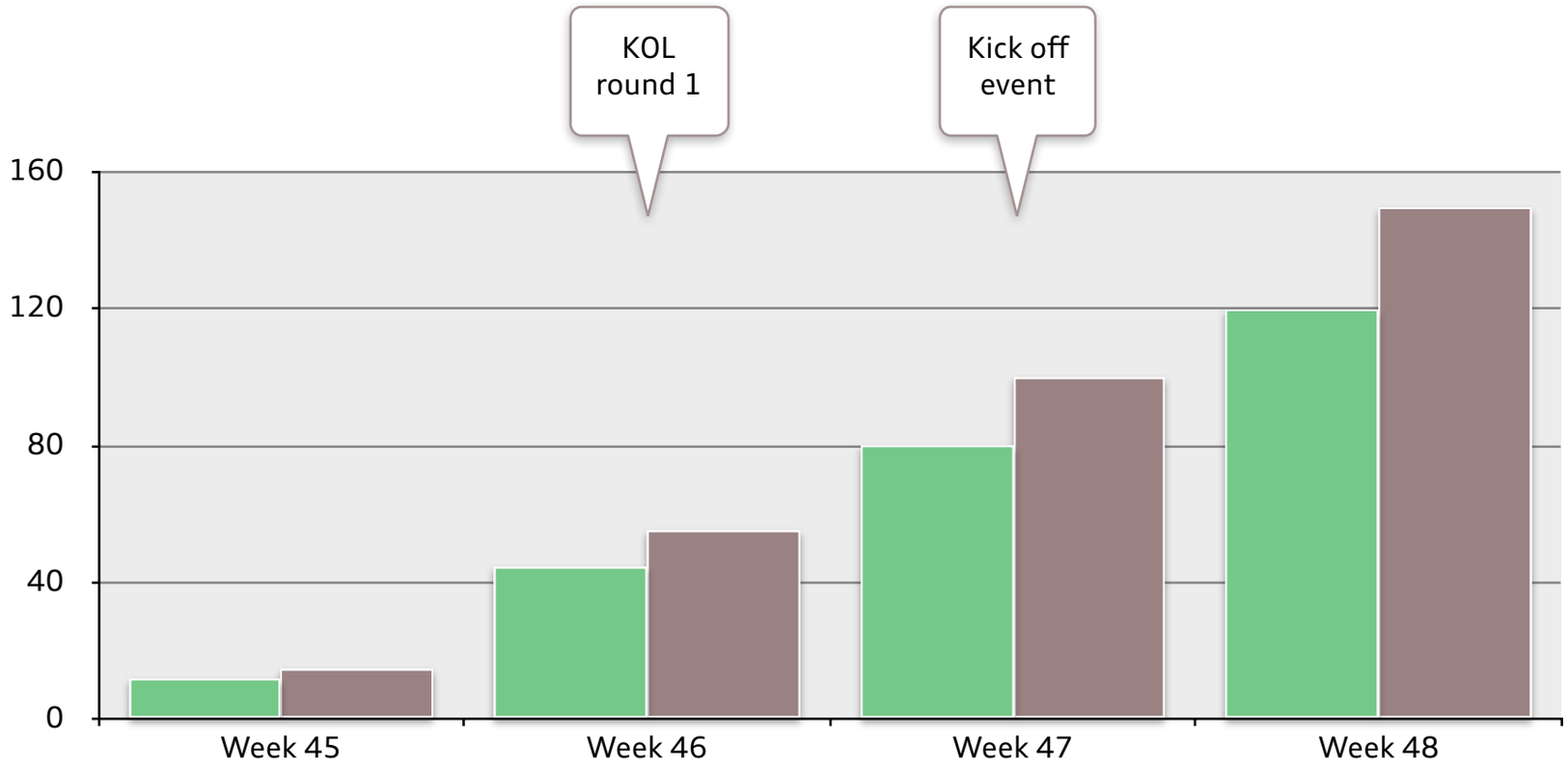
Active users | New users

Measure:
New and repeating users on app

© Astronaut 2014

Parameters used:
BM-APP-ENGA-MA,FE

App performance - Engagement



Type:

Female | Male

Measure:
Time spent on app

© Astronaut 2014

太空人
ASTRONAUT

谢谢

Thanks

太空人 **Astronaut**

Room3106，Tower11，West District，jianwai SOHO，Chaoyang District
Beijing 100020
China

北京市朝阳区建外SOHO西区11号楼3106室

Tel +86 (0) 10 5869 4889
info@astronautchina.com

© Astronaut 2014