

Project Cobalt - Social Media Listening

September 2018



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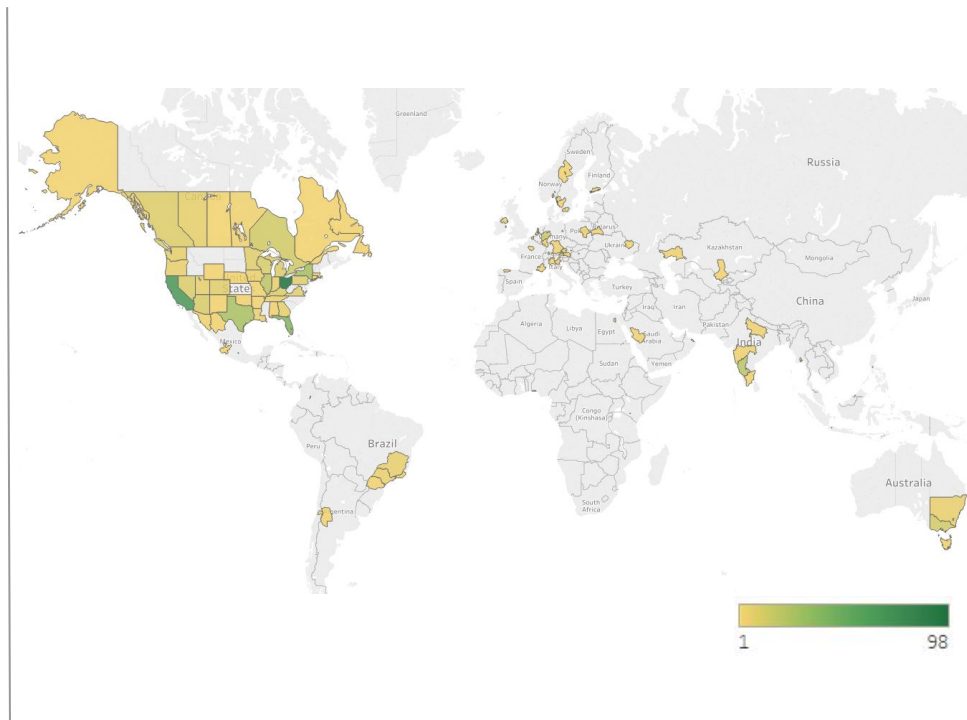
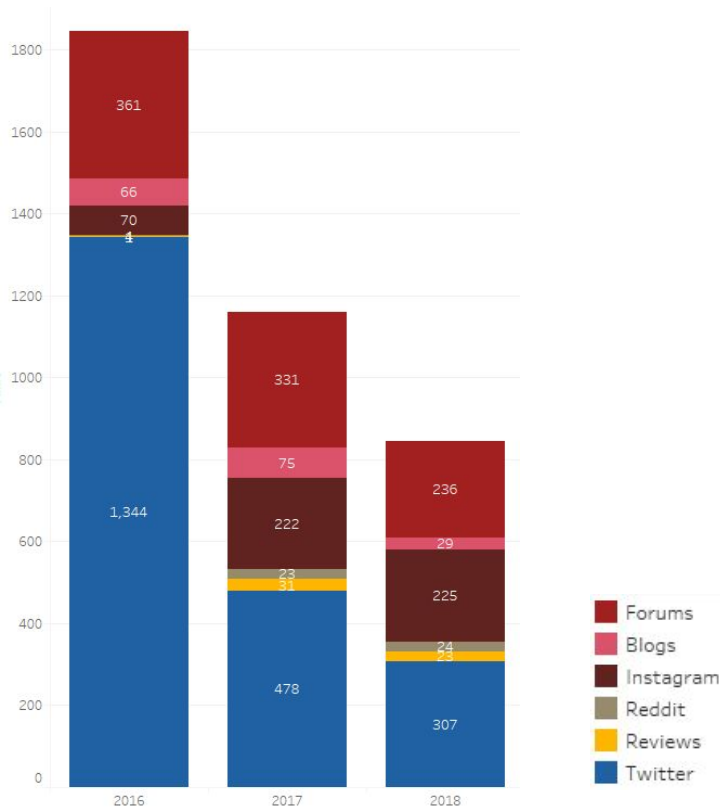
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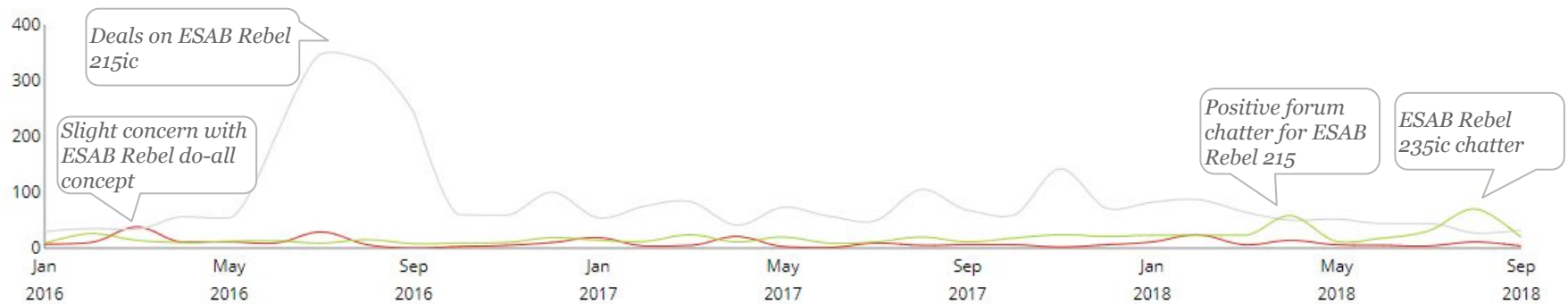
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Background

We leveraged analytics techniques and technology to perform a social media listening exercise - our analysis spanned **various social media sources** (i.e. Twitter, Facebook, Instagram, Employee reviews, Welding forums). We analysed over **4k posts** covering the last **2.5 years** - and excluded Cobalt's own social media accounts. See appendix for complete details.



Sentiment spikes around Rebel brand products are driven primarily by 215 and 235ic

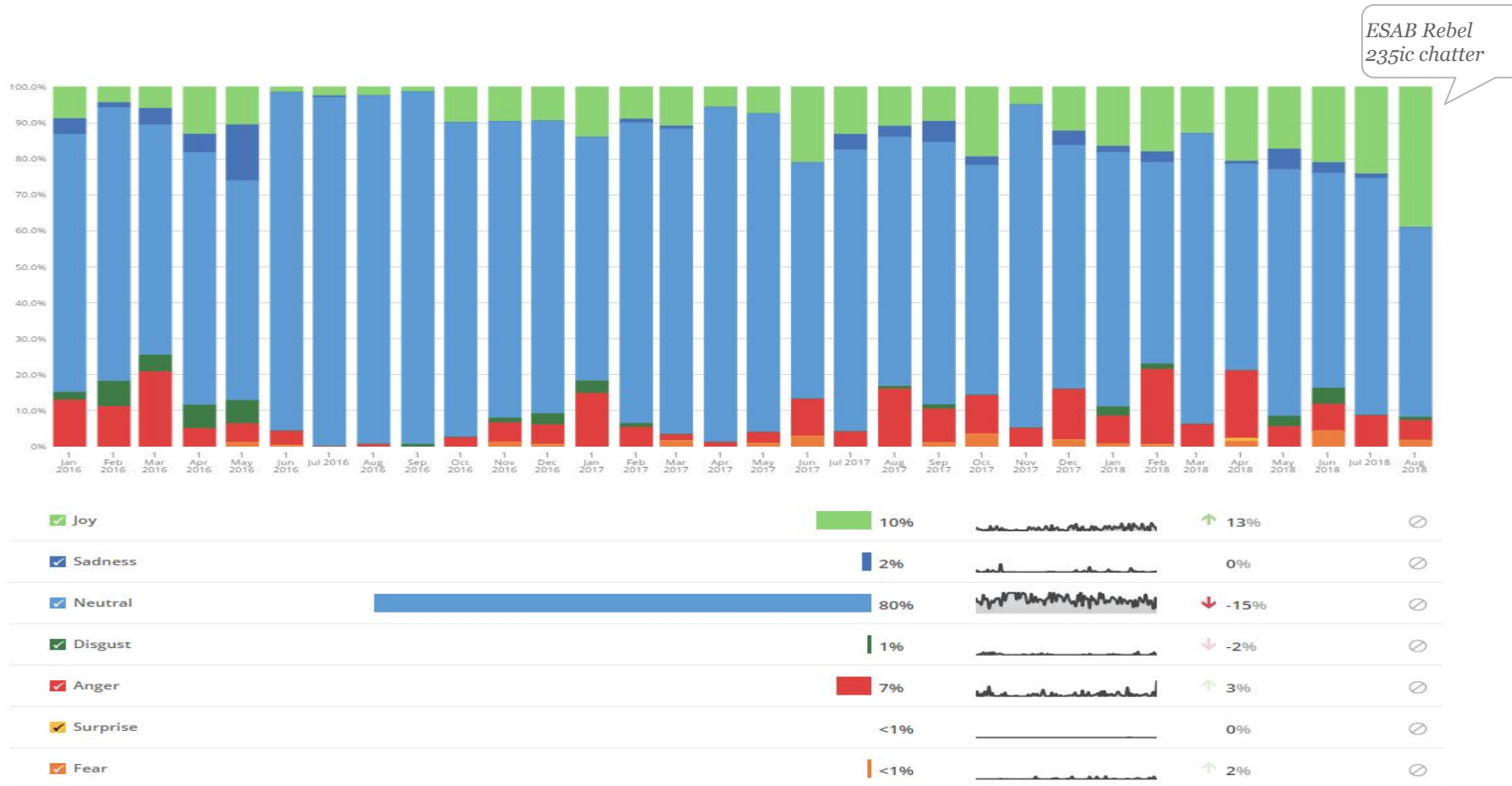


Category	Percent of total
Positive	16%
Negative	8%
Neutral	76%

- **Neutral sentiments** tend to dominate all posts but appear to be mainly focused on Rebel products. Big spike in Q3 2016 due to deals on ESAB Rebel 215ic being marketed on social media

- Last two quarters have seen positive sentiment pick up due to favorable social media chatter around Rebel 215 and Rebel 235ic

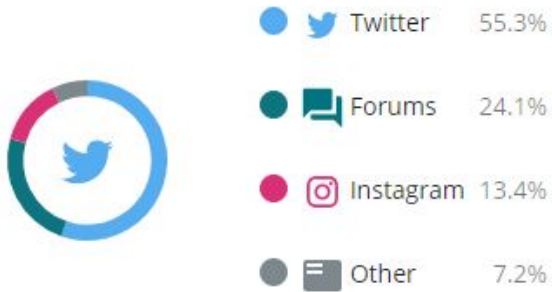
Emotion trends tend to mirror sentiment outlook



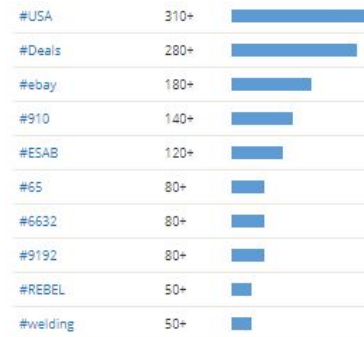
- Last two quarters have seen joy emotion pick up due to favorable social media chatter around Rebel 215 and Rebel 235ic

Twitter and Forums drive Cobalt engagement with 80/20 male to female split...

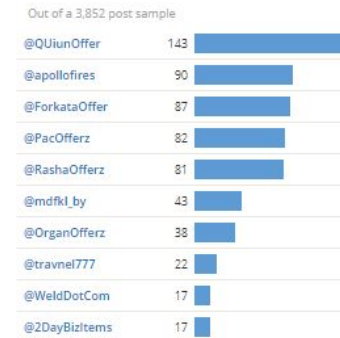
Social media sources (3.8k posts)



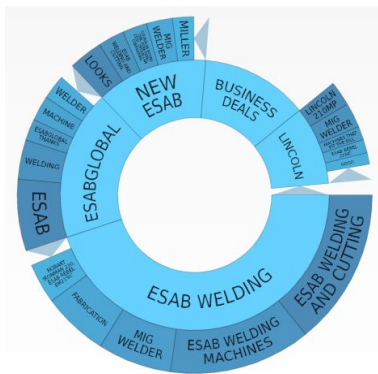
Top twitter hashtags (# of tweets)



Top twitter authors: (# of tweets)

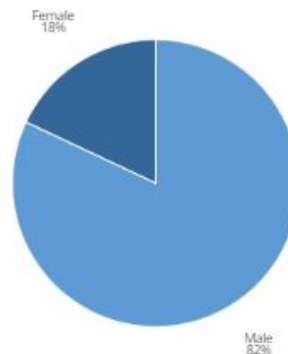


Topic Wheel



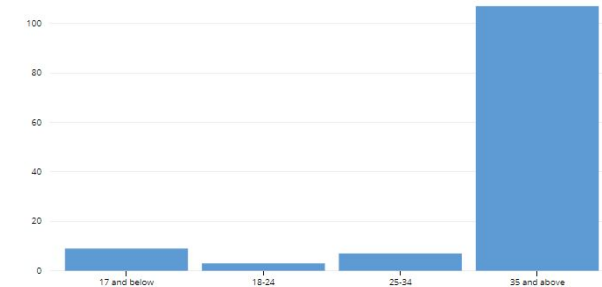
Gender: Male dominated

818 posts (21%) have identifiable gender

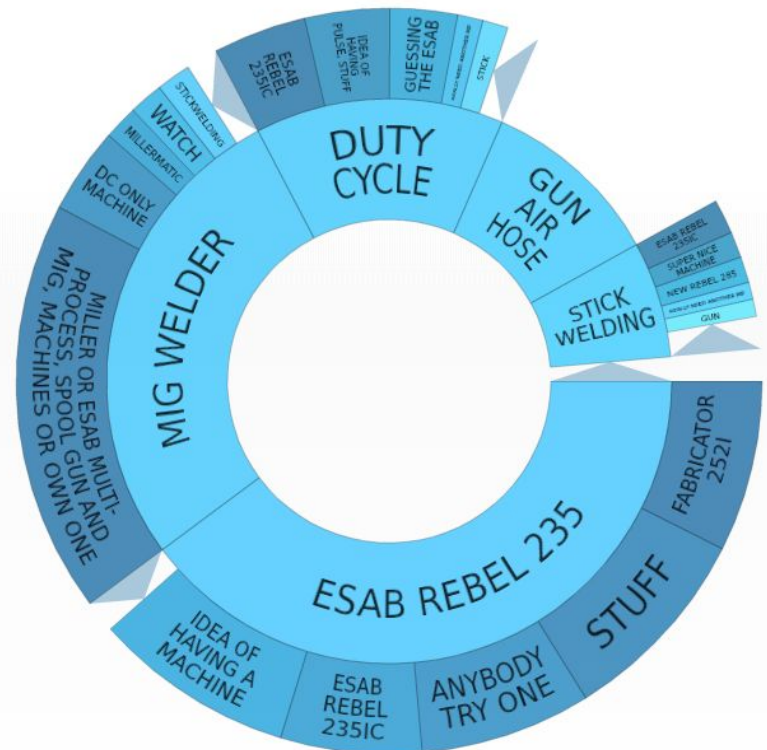
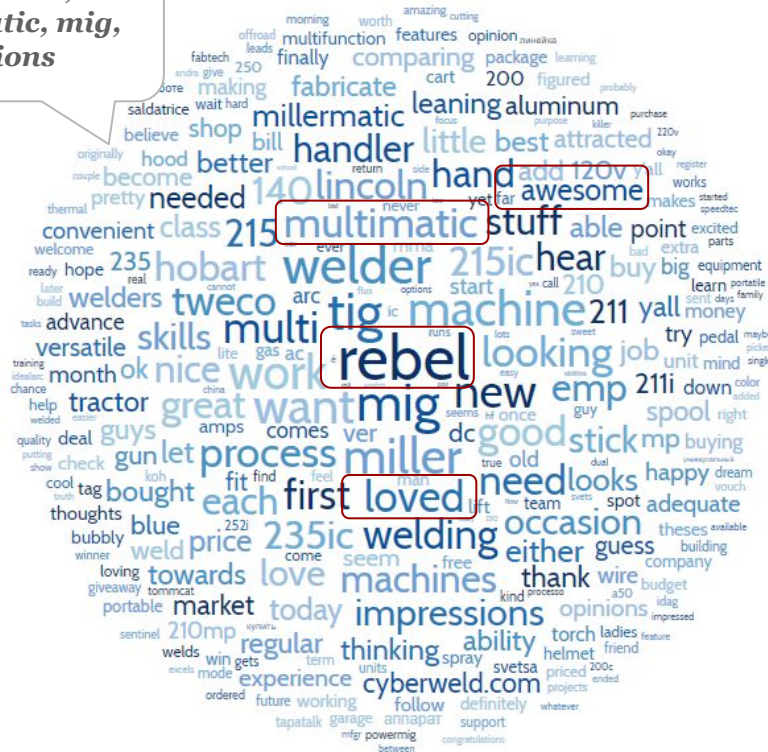


Age: Predominantly 35+ years

126 posts (3%) have identifiable age



Themes: **rebel**,
multimatic, **mig**,
impressions



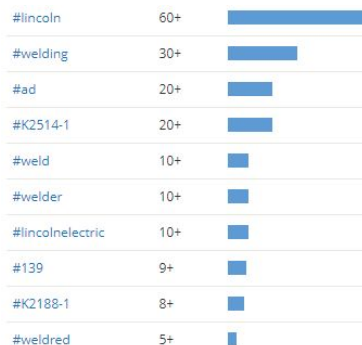
Positive (Total Posts: 627)

**Word clouds are a visual representation of text data, typically used to depict customers keywords on social media, or to visualize free form text. The words and their varying sizes represent how many times that word proportionally appears in the post set. Word clouds can be examined separately by sentiments and emotions to learn in-depth about customer perceptions.*

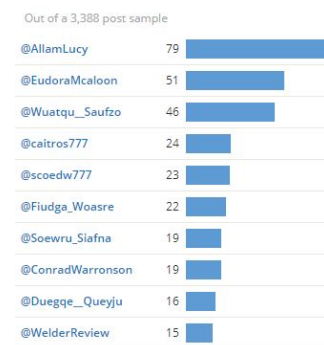
(3.3k posts)



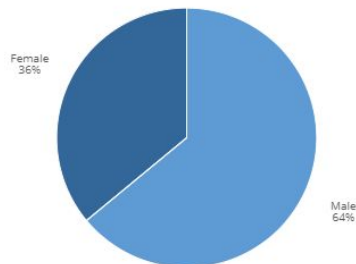
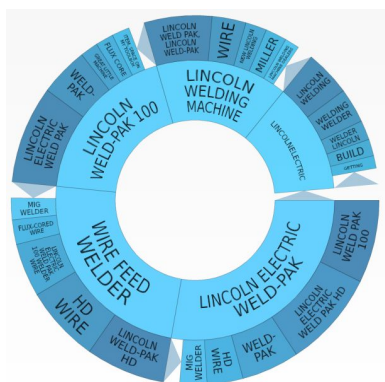
(# of tweets)



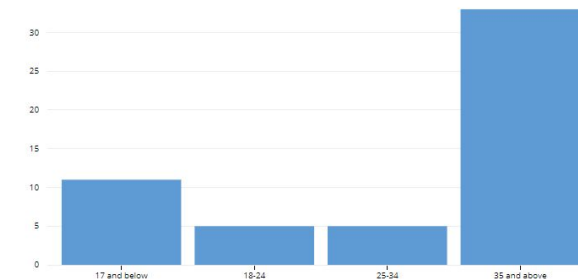
(# of tweets)



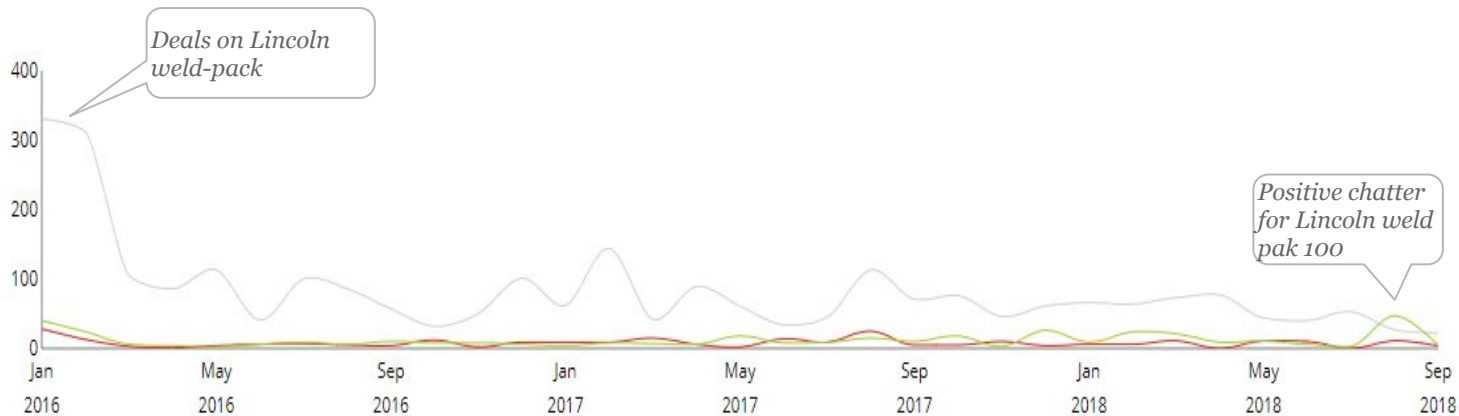
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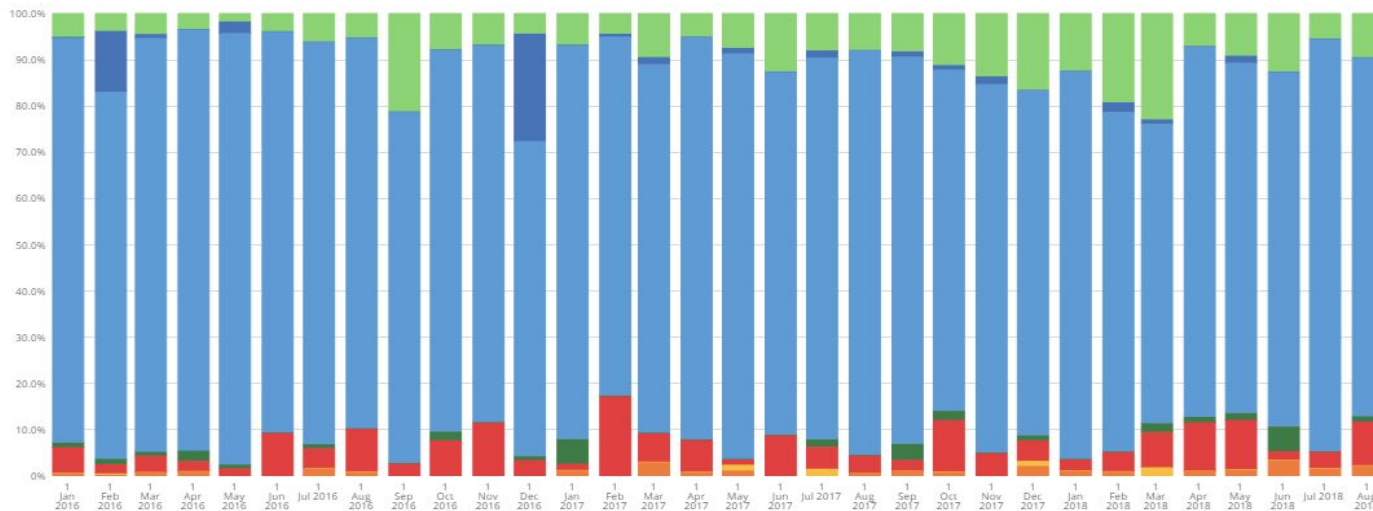
Positive chatter for Lincoln in Q3'18



- Neutral sentiment dominates through time driven by deals handles in social media

- No major negative sentiment spikes

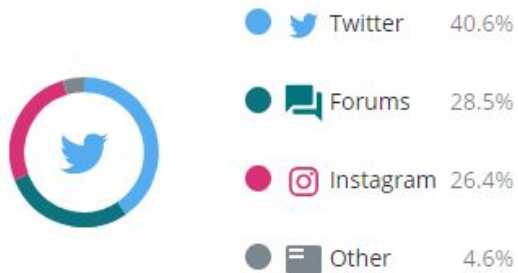
- Positive chatter in the last quarter for Lincoln weld pak 100



- **Emotions** are skewed towards joy (excluding neutral) that have peaked in Q1'18

Twitter and Instagram drive Lincoln engagement with 90/10 male to female split

Social media sources (6.9k posts)

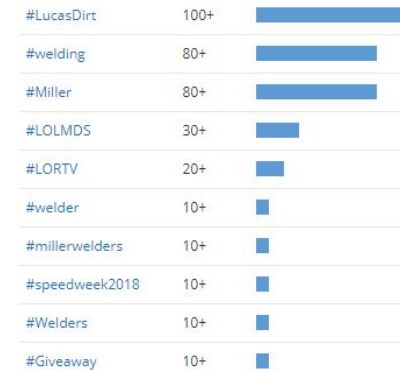


Top twitter hashtags (# of tweets)

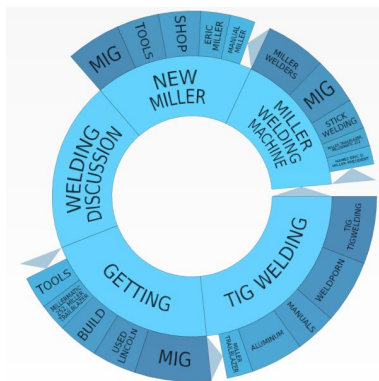
Out of a 6,920 post sample



Top twitter authors: (# of tweets)

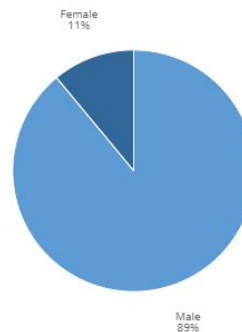


Topic Wheel



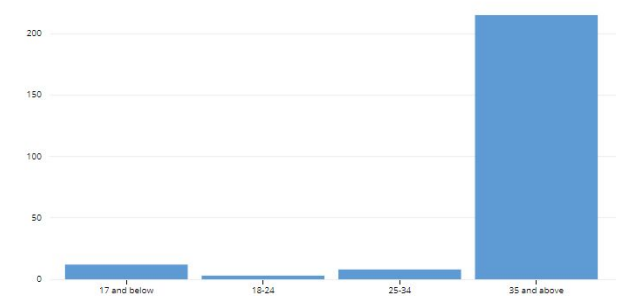
Gender: Male dominated

2442 posts (35%) have identifiable gender

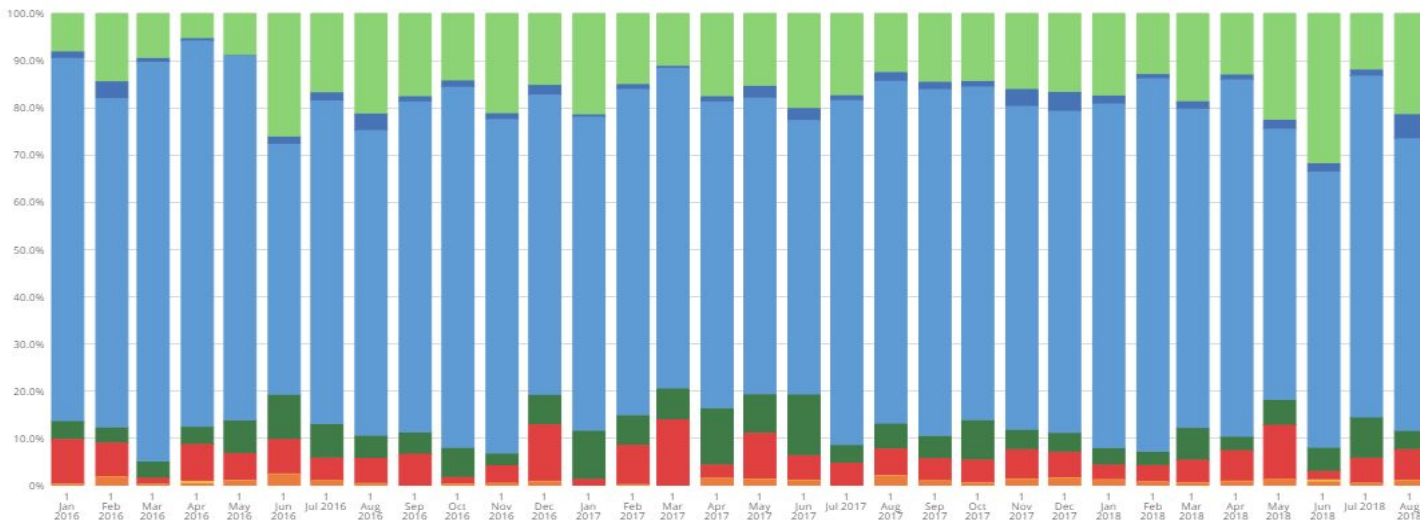
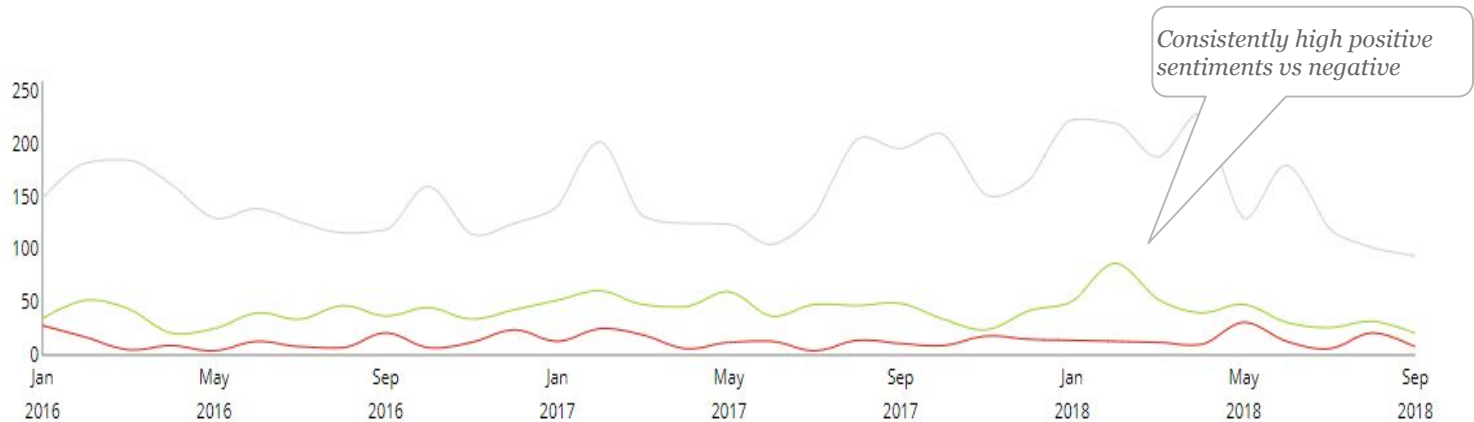


Age: Predominantly 35+ years

238 posts (3%) have identifiable age



Consistently high positive sentiments through time for Miller



Appendix

Social Media Listening Source

Keywords - (engagingWith:@ESABGlobal OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235" OR title:"ESAB.Global.Welding.Cutting" OR (site:glassdoor.com AND ("ESAB" OR itemReview:("ESAB")))) OR (site:weld.com/welding-forum AND ("esab" OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235")) OR (site:forum.weldingt看tipsandtricks.com AND ("esab" OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235")) OR (site:weldingweb.com AND ("esab" OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235")) OR (site:mig-welding.co.uk/forum/forums/esab.70 AND ("esab" OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235")) OR (site:weldtalk.hobartwelders.com/forum/equipment-talk/general-welding-questions/31314-who-uses-esab AND ("esab" OR "esab weld" OR "esab welding" OR "esab rebel" OR "rebel 235" OR "esab 235"))) AND -RT

Exclusions - Retweets and Company Twitter Handles (@ESABGlobal) and RTs - This helps paint an accurate picture of customer responses for the brand

Sources - Twitter, Instagram, Facebook, Reddit, Blogs, Forums, Reviews

Time Period - Jan 1, 2016 to Sep 20, 2018

Total Posts - Approx. 3.8k

Forums -

- garagejournal.com
- weldingt看tipsandtricks.com
- competitiondiesel.com
- tractorbynet.com
- werkzeug-news.de
- practicalmachinist.com
- yellowbullet.com
- index.hu
- pirate4x4.com
- thefarmingforum.co.uk
- heavyequipmentforums.com