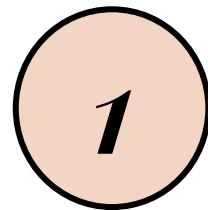


*Be emotionally
involved.*

Brand Sentiment Monitor for Criteo's Account Strategists

Table of Contents



Context

Challenges of account strategists



The Solution

Brand Sentiment Monitor explained



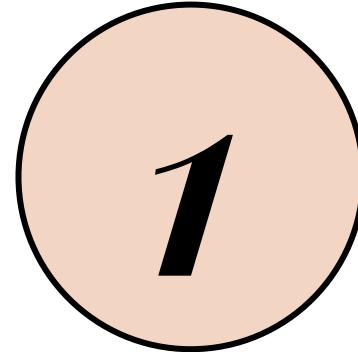
Demo

Data X Brand X Recent Event



Making-of

More discussions on the technical
and business aspects



Context

Challenges of account strategists

A screenshot of a web browser window displaying a job posting for an Account Strategist Intern at Criteo. The browser has a green header bar with a tab labeled "Account Strategist Intern job in X". The address bar shows the URL "careers.criteo.com/job/r14604/Account-Strategist-Intern". The main content area features the Criteo logo and navigation links: "Careers Home", "Who We Are", "Working At Criteo", "Engage With Us", and "Criteo Life Blog". Below this, a large blue banner displays the job title "Account Strategist Intern" in white, along with the location "Paris, France | Sales" and four social media sharing icons (envelope, Facebook, LinkedIn, Twitter). To the right of the banner are two buttons: "Save Job" and "Apply Now".

Who we are

At Criteo, our culture is as unique as it is diverse. With offices around the world, our incredible team of 2,600 Criteos collaborates to create an open & inclusive environment. We work together to achieve our goals, push boundaries, and be impactful. All of this supports us in our mission to power the world's marketers with trusted & impactful advertising.

Get notified for similar jobs

Sign up to receive job alerts

your@email.com

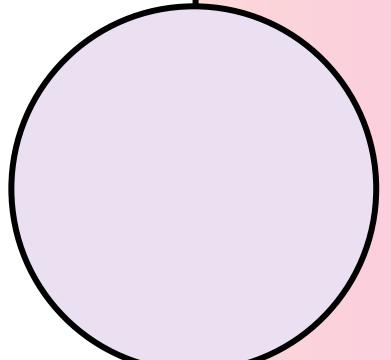


Account Strategists (AS)

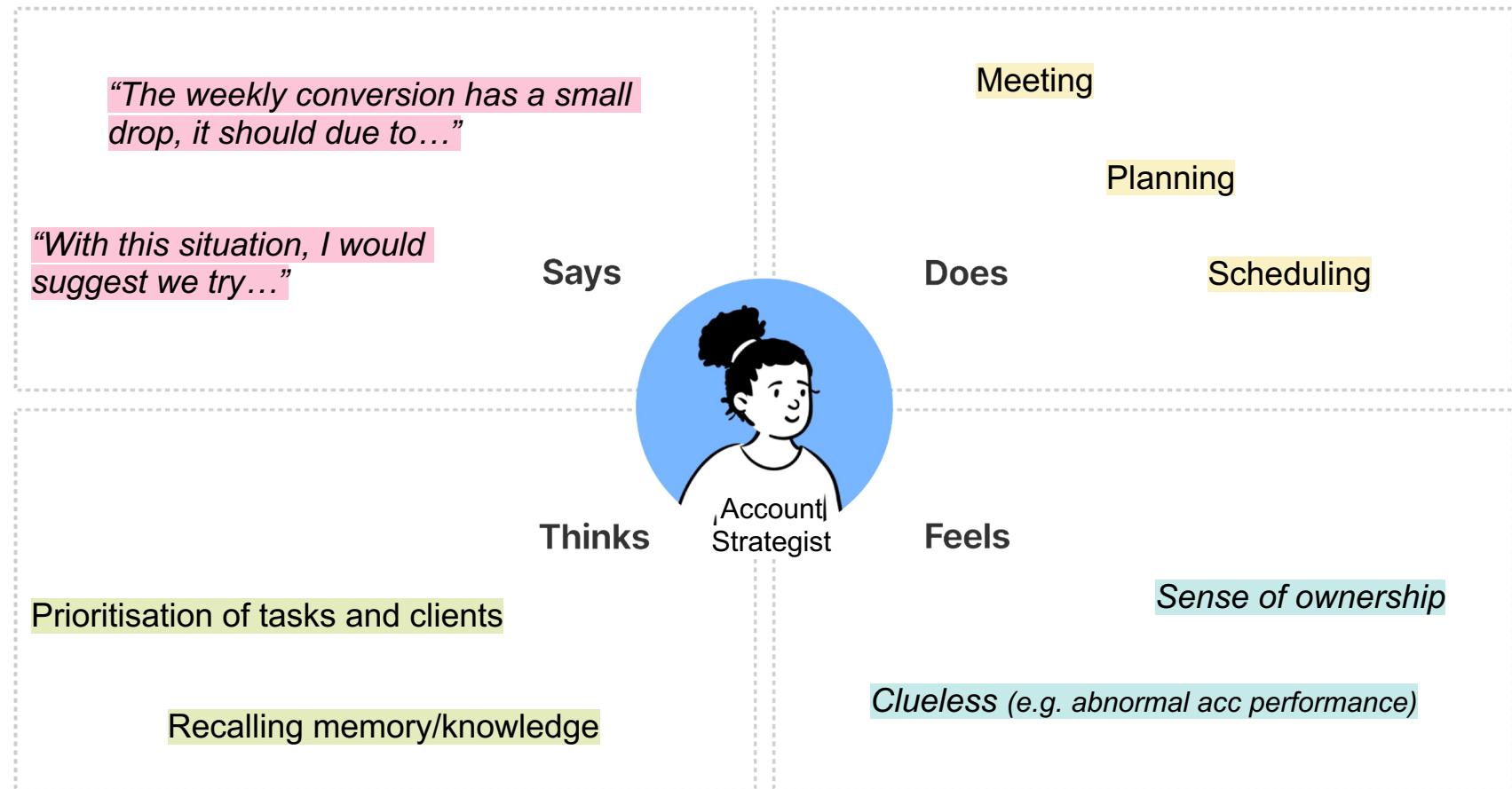
Managing the day-to-day **client relationships**

Digging deep into the **campaign data** to build client strategy

Lead regular business reviews and communicating **optimizations**



Empathy Map

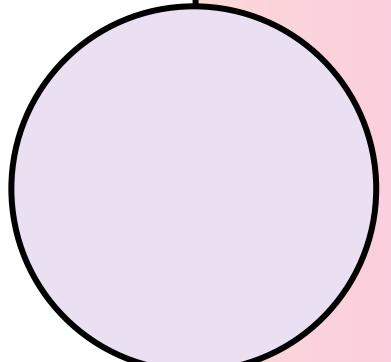


How account strategist can...

Swiftly know the brand/client status? Other than click rates?
(behavioral + **attitudinal**)

Have a CLUE of what the brand happened/happening?
(Inside-out + **outside-in**)

Draw actionable insights from a holistic view?



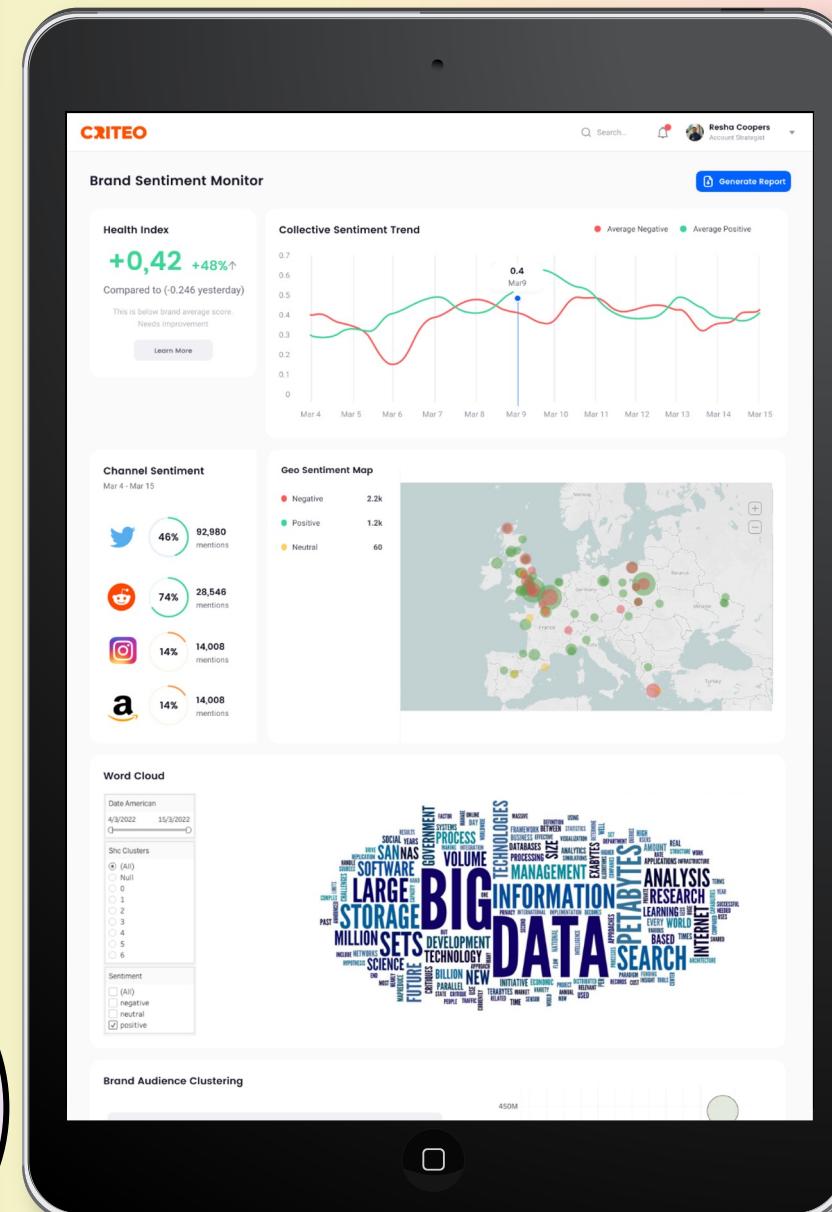


*Brand sentiment
monitor*

Brand sentiment monitor

Dashboard for account strategists

1. monitoring brand healthiness from various social channels over time
2. providing contexts of what is happening/affecting the brand audiences

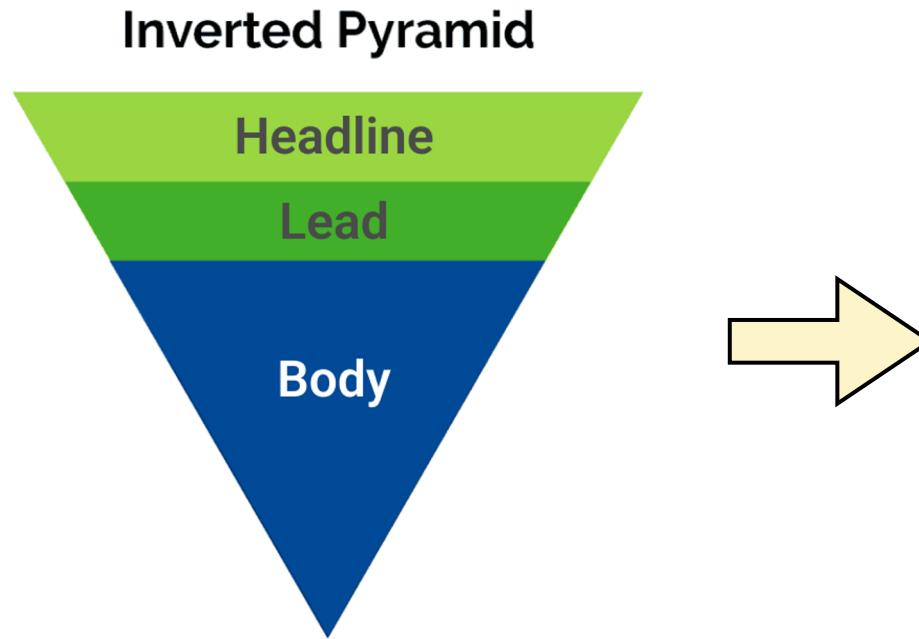


7 Major Components

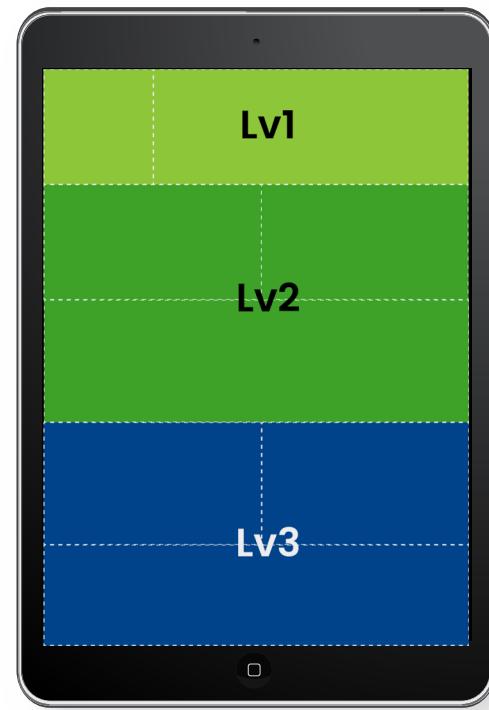
Brand Health Index, Sentiment Trend, Channel Sentiment, Geo-sentiment Map, Word cloud, Sentiment Clusters and Top Influencer List.



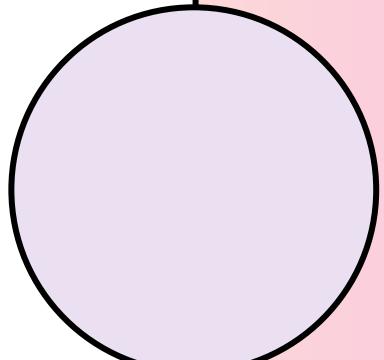
3-Level Info Structure



News



Brand Monitor



Lv1- Headline

Health Index

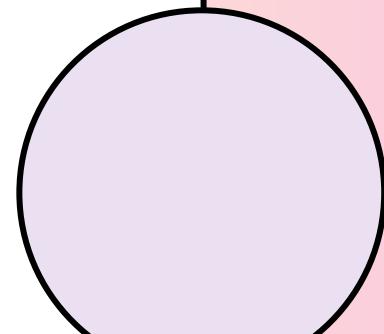
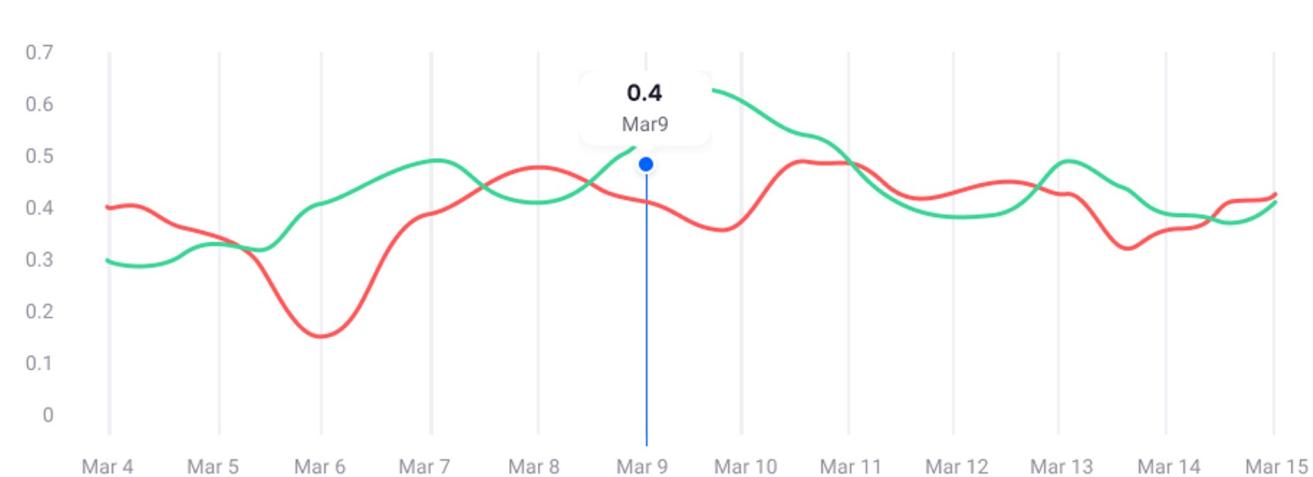
+0,42 +48%↑

Compared to (-0.246 yesterday)

This is below brand average score.
Needs Improvement

[Learn More](#)

Collective Sentiment Trend



Lv2 - Lead

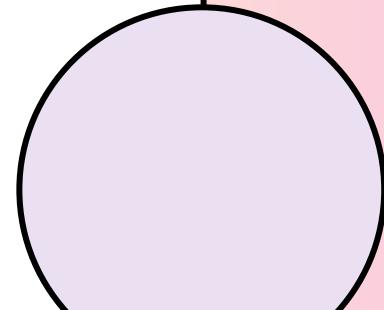
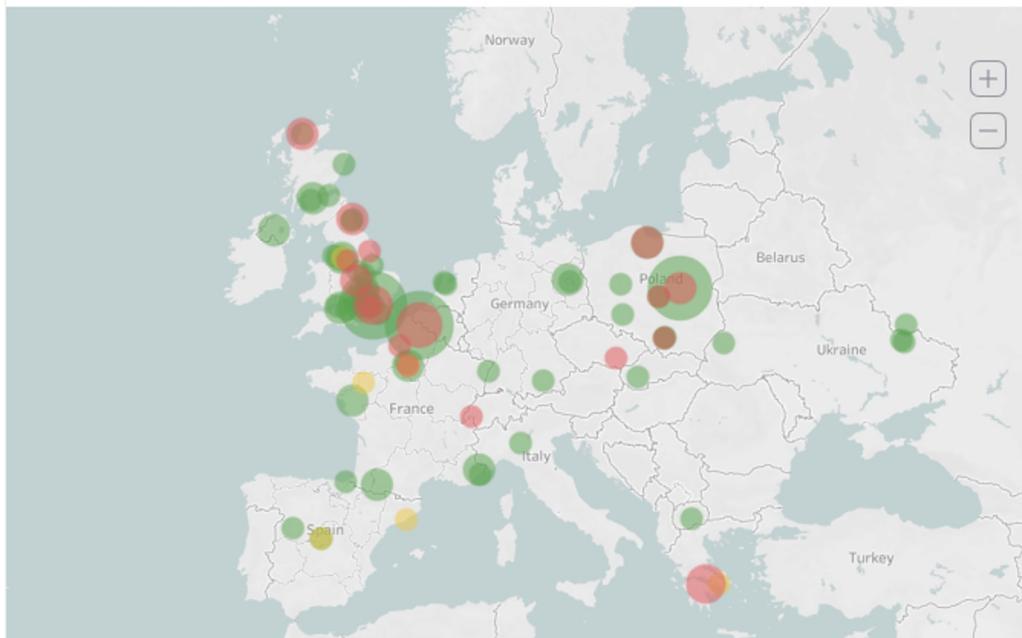
Channel Sentiment

Mar 4 - Mar 15



Geo Sentiment Map

- Negative 2.2k
- Positive 1.2k
- Neutral 60



Lv2 - Lead

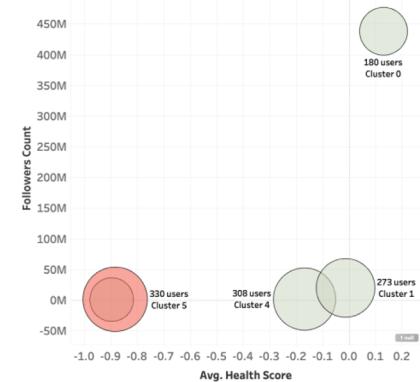
Word Cloud



Lv3 - Body

Brand Audience Clustering

CLUSTER #	NO. OF USERS	TOATL FOLLOWERS	SENTIMENT	IN COMMON
1	100	777464	Positive	Golf
2	200	610255	Positive	Driving
3	300	303333	Negative	Cooking
4	400	443822	Positive	Chess
5	500	473342	Negative	Movie



Top Positive & Negative Sentiment Influencers

Positive Sentiment Influencers

PIC	NAME	USERNAME	FOLLOWERS	VERIFIED
	Brett Drake	Paula	56000	Yes
	Agnes Armstrong	Agnesha	34667	Yes
	Roxie Ward	wwdersq	48686	No

Negative Sentiment Influencers

PIC	NAME	USERNAME	EXP	VERIFIED
	Blanche Hoffman	Jn345	48686	Yes
	Jon McCormick	Peter123	48686	Yes
	Don Norman	Catwoman	48686	No



Demo

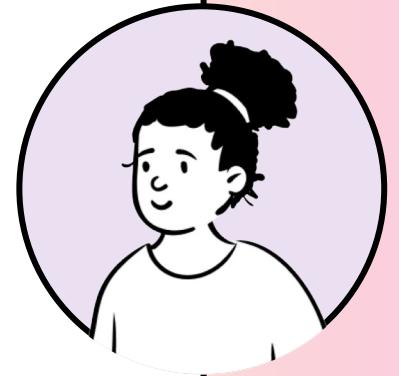
With Decathlon

Scenario



Decathlon, global sport goods retailer, is Criteo's client.

The account strategist is preparing for a **meeting** with Decathlon about improving digital media campaign in **this afternoon**.



Brand Sentiment Monitor

Generate Report

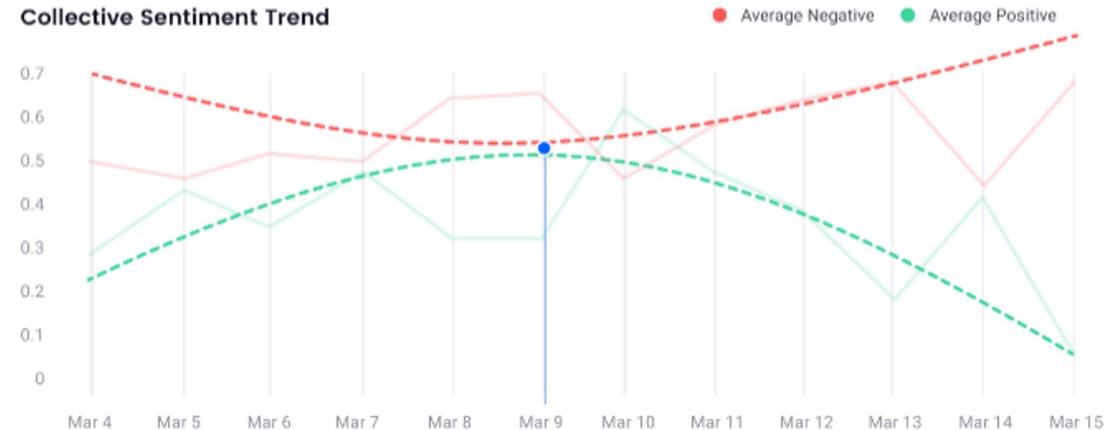
Health Index

-0,42 -48%↓

Compared to (-0.246 yesterday)

This is below brand average score.
Needs Improvement[Learn More](#)

Collective Sentiment Trend



Channel Sentiment

Mar 4 - Mar 15



32%

3.5k
mentions

N/A

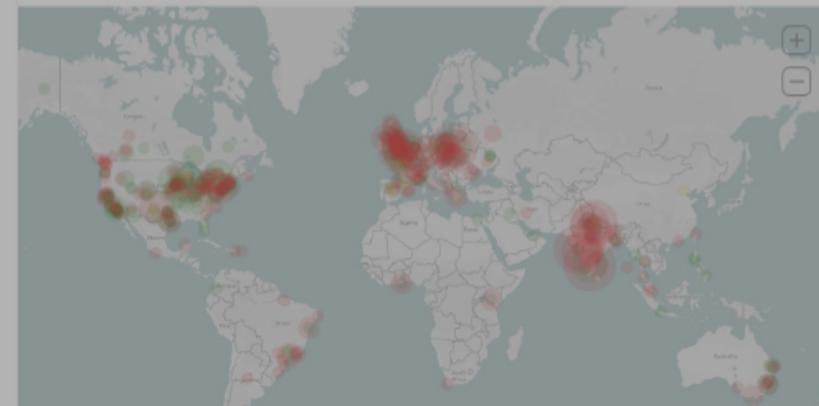
N/A
mentions

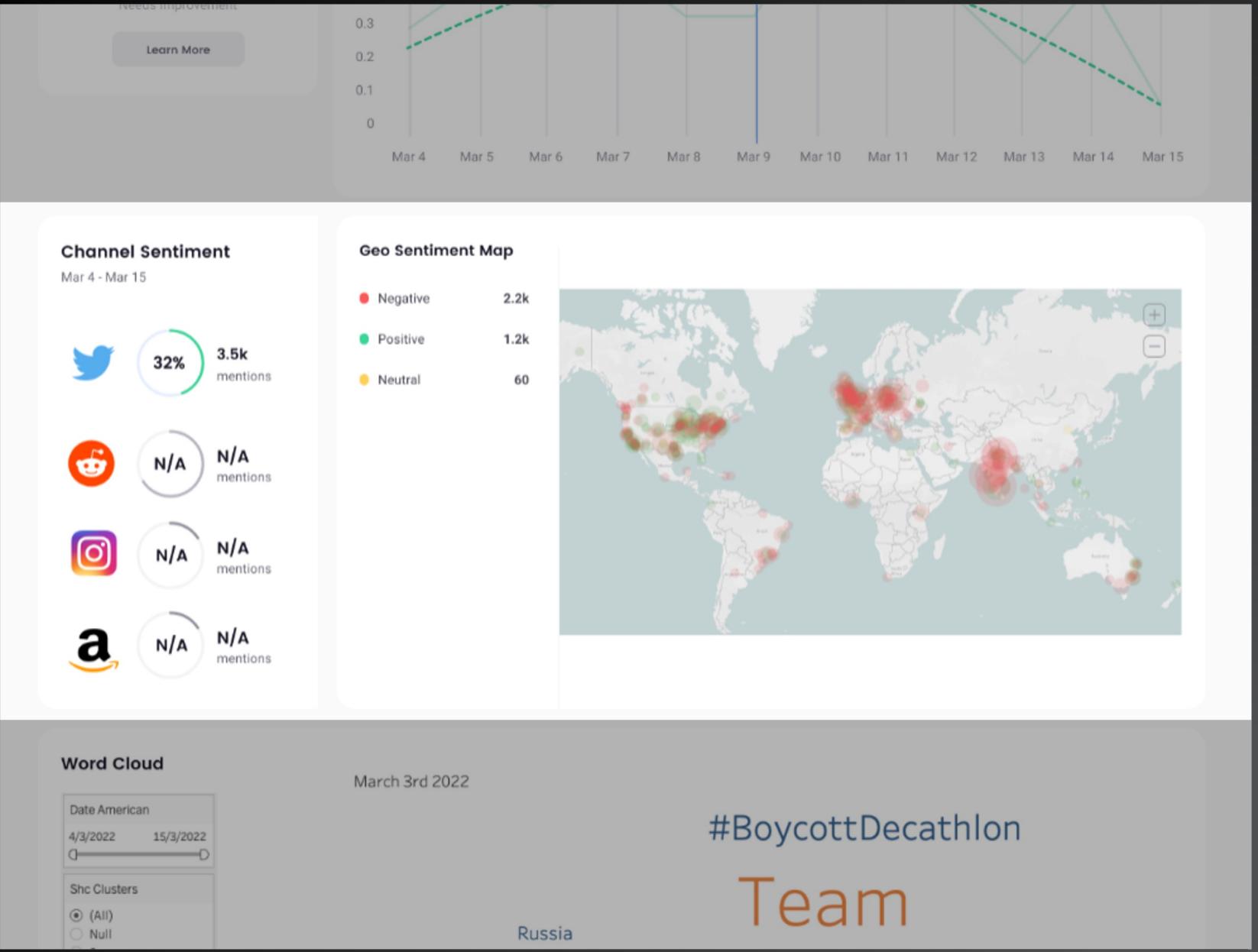
N/A

N/A
mentions

Geo Sentiment Map

- Negative 2.2k
- Positive 1.2k
- Neutral 60





Word Cloud

March 3 2022

#BoycottDecathlon

Team

Russia

buy

Family

Olympics

French

sports

Ukraine

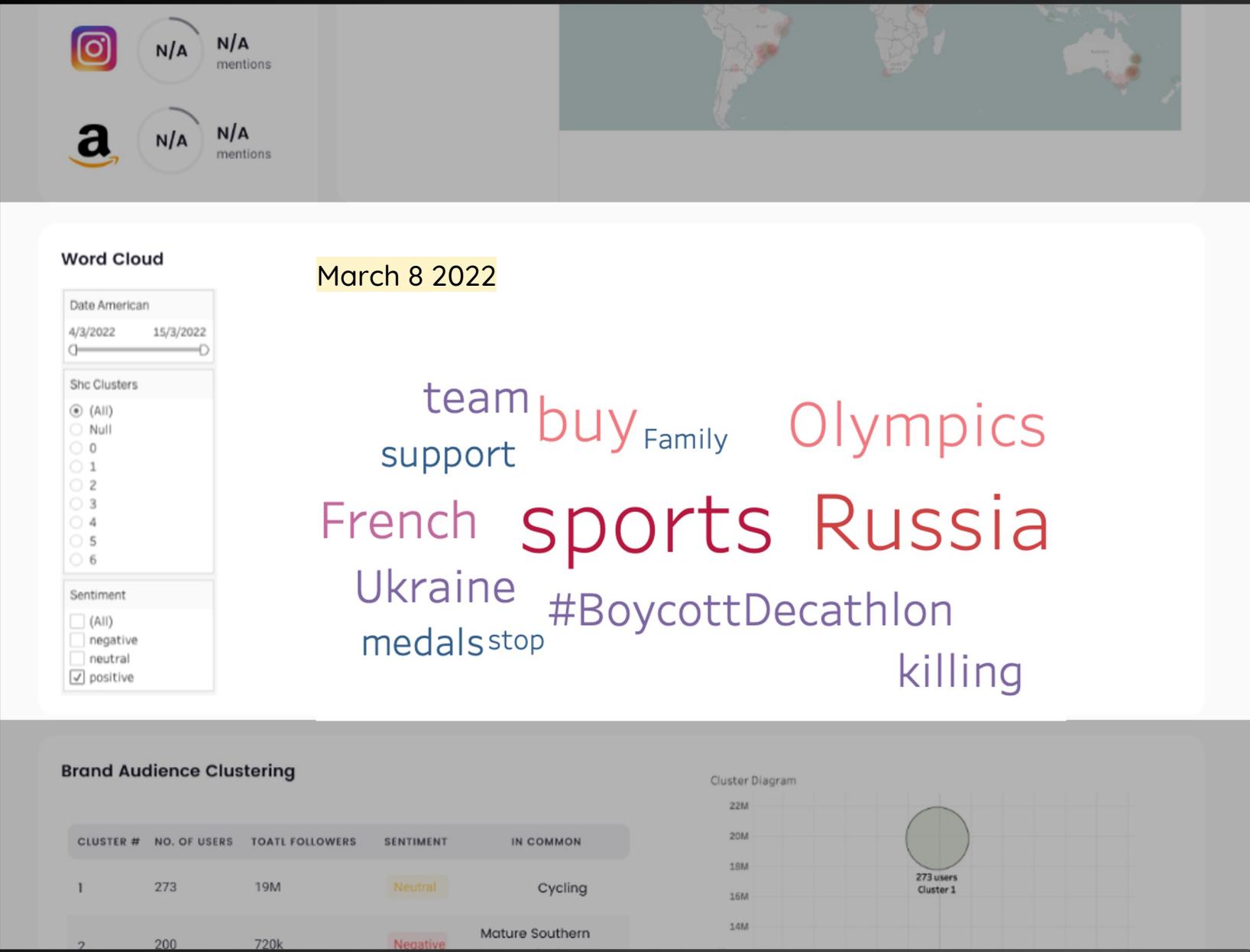
medals

Brand Audience Clustering

CLUSTER #	NO. OF USERS	TOTAL FOLLOWERS	SENTIMENT	IN COMMON
1	273	19M	Neutral	Cycling
2	200	720k	Negative	Mature Southern

Cluster Diagram

273 users
Cluster 1



Word Cloud

March 12 2022

Date American
4/3/2022 15/3/2022

Shc Clusters
 (All)
 Null
 0
 1
 2
 3
 4
 5
 6

Sentiment
 (All)
 negative
 neutral
 positive

french stop Team sports
buy#BoycottDecathlon
Olympics
Ukraine family support killing
@EmmanuelMacron
Shame

Brand Audience Clustering

CLUSTER #	NO. OF USERS	TOTAL FOLLOWERS	SENTIMENT	IN COMMON
1	273	19M	Neutral	Cycling
2	200	720k	Negative	Mature Southern

Cluster Diagram



22M
20M
18M
16M
14M

273 users Cluster 1

Olympics #BoycottRussia

Ukraine family support killing Shame

@EmmanuelMacron

Brand Audience Clustering

CLUSTER #	NO. OF USERS	TOTAL FOLLOWERS	SENTIMENT	IN COMMON
1	273	19M	Neutral	Cycling
2	200	720k	Negative	Mature Southern Hemisphere
3	305	600k	Positive	Self-improvement
4	308	1.6M	Negative	Twitter New Users
5	330	1.3M	Negative	Vocal European & US people

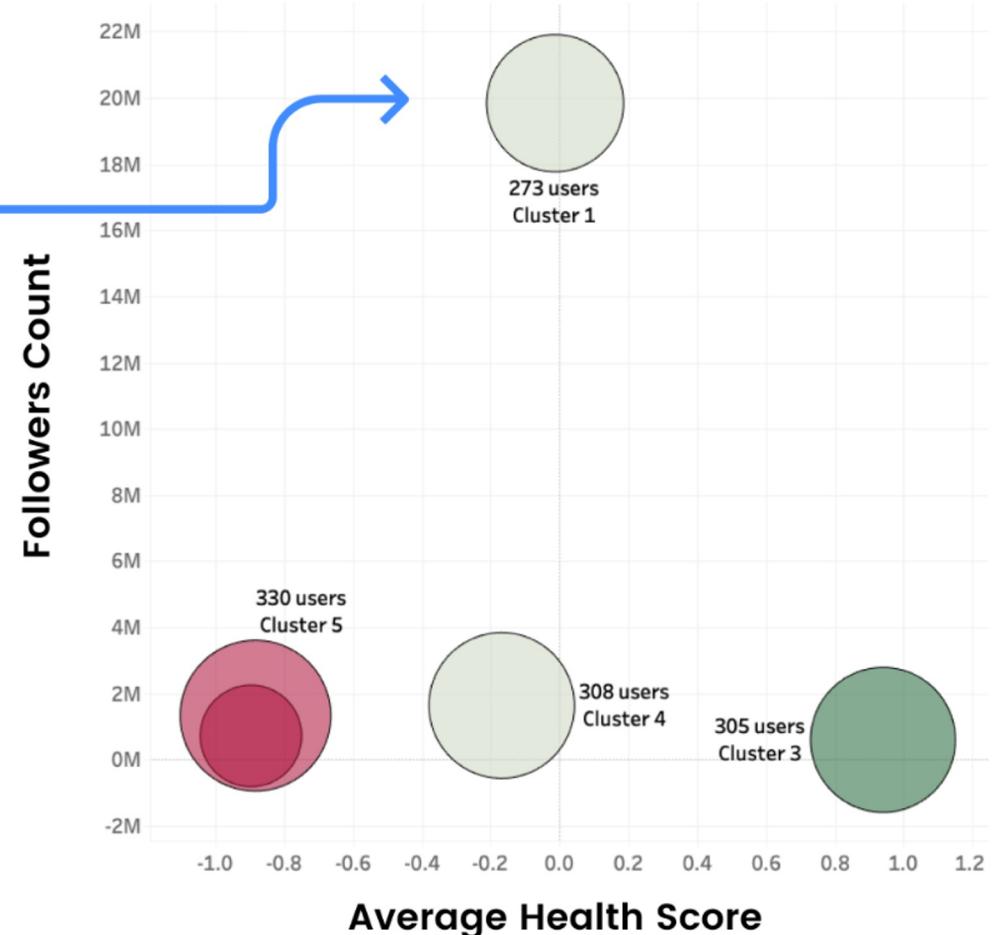
Cluster Diagram

Top Positive & Negative Sentiment Influencers

Positive Sentiment Influencers					Negative Sentiment Influencers				
PIC	NAME	USERNAME	FOLLOWERS	VERIFIED	PIC	NAME	USERNAME	FOLLOWERS	VERIFIED
	Houston Chronicle	@HoustonChron	661K	Yes		Ory Okolloh-Mwangi	@kenyanpundit	404K	No

Clustering

CLUSTER #	NO. OF USERS	TOATL FOLLOWERS	SENTIMENT	IN COMMON
1	273	19M	Neutral	Cycling
2	200	720k	Negative	Mature Southern Hemispherer
3	305	600k	Positive	Self-improvement
4	308	1.6M	Negative	Twitter New Users
5	330	1.3M	Negative	Vocal European & US people



Cluster 1 is Neutral, many followers, Into Cycling = Opportunity

Cluster 3 - in common: cycling

LeroyGood @decathlon_tech
Discover@AUCHAN_France

#DesignSystem team
transportrace @ElektrikGreen

Word Cloud

Date American
4/3/2022 15/3/2022

Shc Clusters

- (All)
- Null
- 0
- 1
- 2
- 3
- 4
- 5
- 6

Sentiment

- (All)
- negative
- neutral
- positive

Brand Audience Clustering

CLUSTER #	NO. OF USERS	TOATL FOLLOWERS	SENTIMENT	IN COMMON
1	273	19M	Neutral	Cycling
2	200	720k	Negative	Mature Southern Hemispherer

Cluster Diagram

22M
20M
18M
16M
14M
12M

273 users
Cluster 1



Top Positive & Negative Sentiment Influencers

Positive Sentiment Influencers

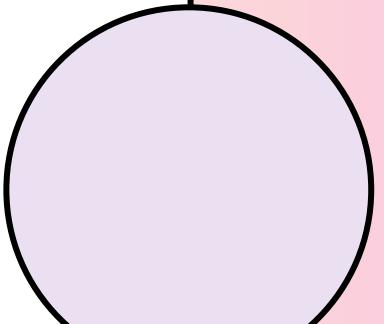
PIC	NAME	USERNAME	FOLLOWERS	VERIFIED
	Houston Chronicle	@HoustonChron	661K	Yes
	Robert Biedron	@RobertBiedron	406K	Yes
	University of Arizona	@uarizona	162K	Yes

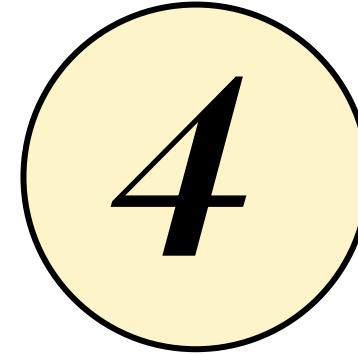
Negative Sentiment Influencers

PIC	NAME	USERNAME	FOLLOWERS	VERIFIED
	Ory Okolloh-Mwangi	@kenyanpundit	404K	No
	COFEK	@Cofek_African	135K	No
	Mickwl Adzema	@Sillymickel	51K	No

Benefits of the brand monitor

- Know who your audience is: demographics
- Listen to your audience: what are their interests
- Go where your audience is: what to say vs where to say it
- Monitor market trends: track conversation around competitors
- Track campaign impact: compare sentiment before and after campaign
- Crisis management: listen, identify, review, respond
- Zoom in on sentiment by product

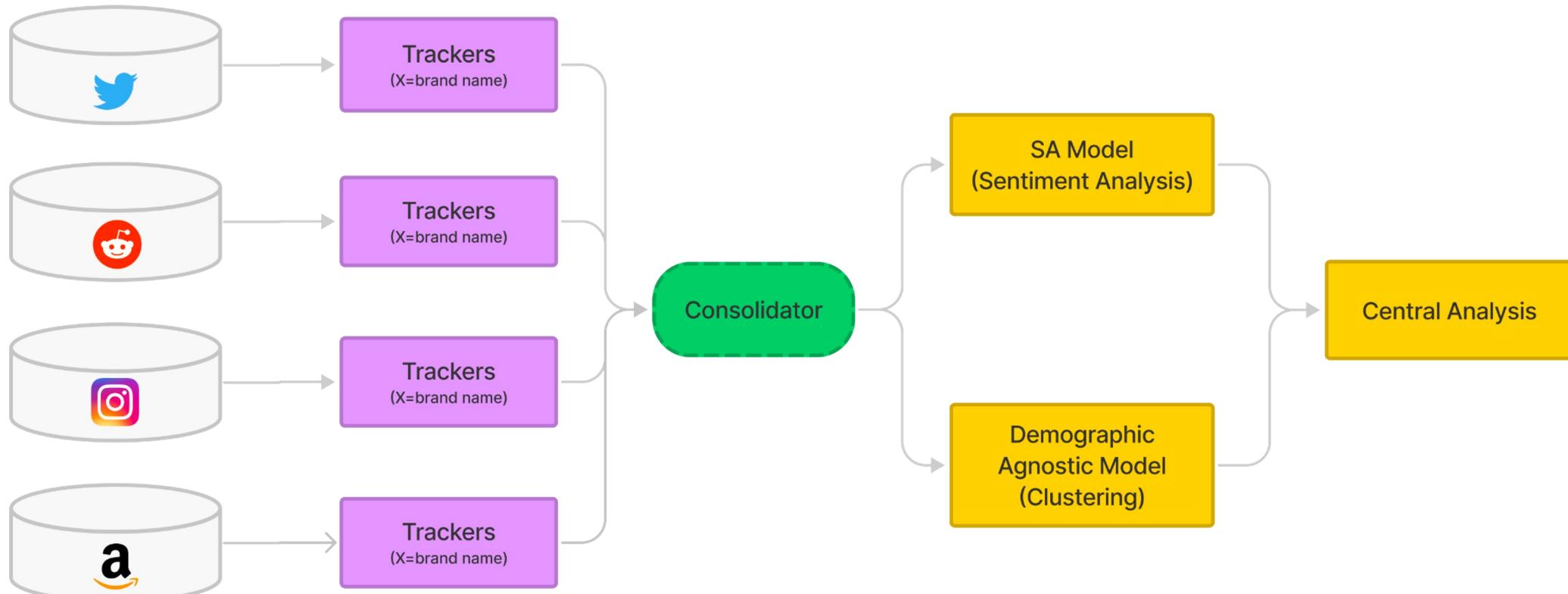




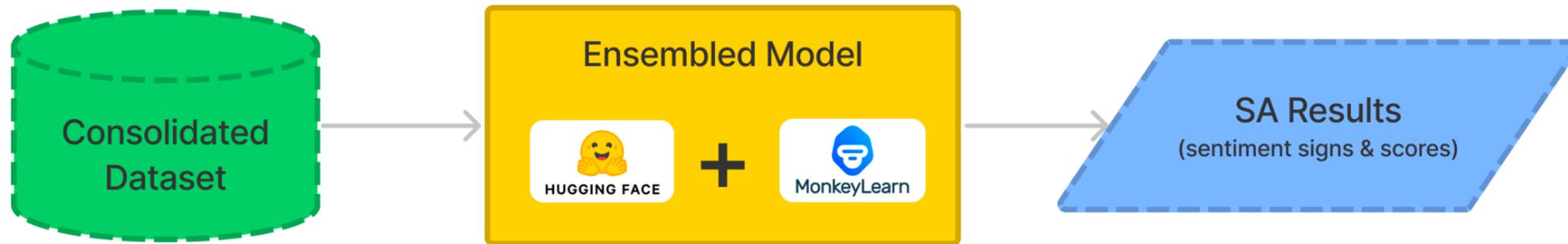
Making-of

More discussions on the technical and business aspects

Model structure



SA Model



Improvements

1. More robust keyword identification.



VS



(the sport)

2. Provide distinct generic interest-based categorisation.

Existing clustering could help us to get a better sense on the audiences, but it may not always have **actionable insights** from the clustering. Interest-based categorization may be more helpful.

3. Study the magnitude of the sentiment through retweets.

Next Steps

1. Analyse competitor audience sentiment

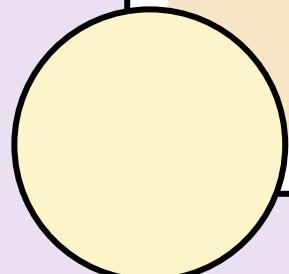


2. Zoom in on sentiment by brand (or even product)



“

Thank you



— Resha, Arya, Hanadi, Roy

Appendix

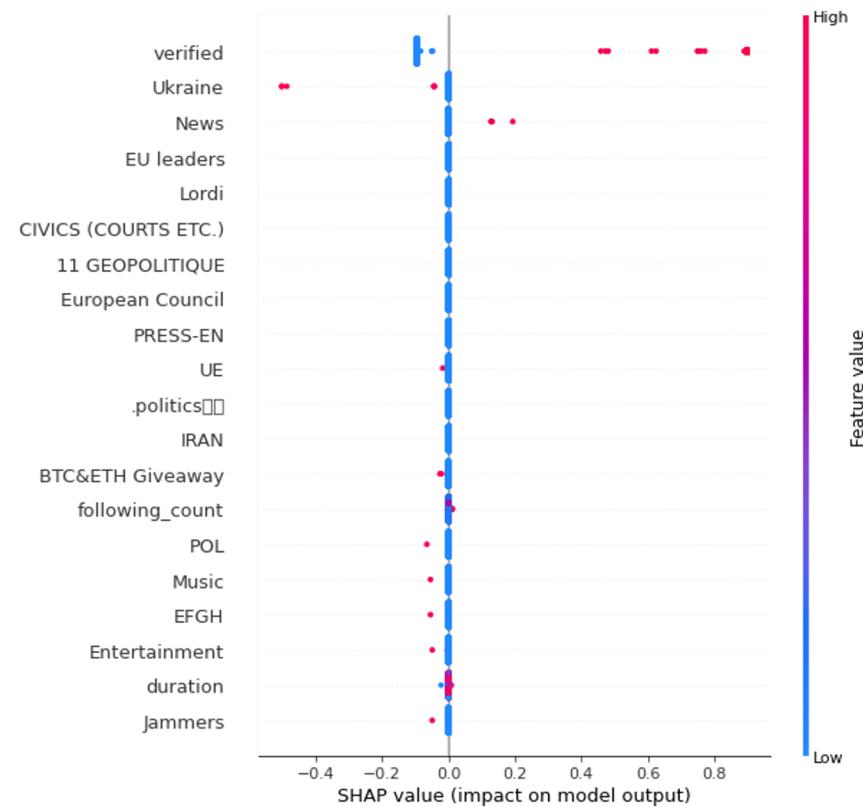
Appendix 1

Identifying variables that characterise clusters of users using
Beeswarm Analysis by SHAP

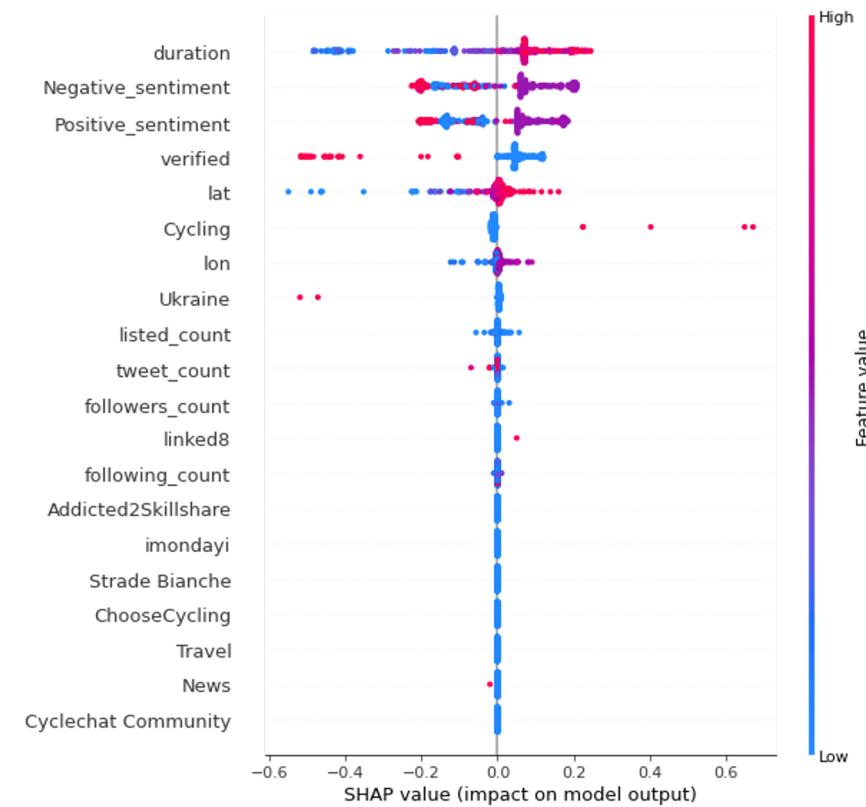


Cluster driver characteristics

Cluster - 0

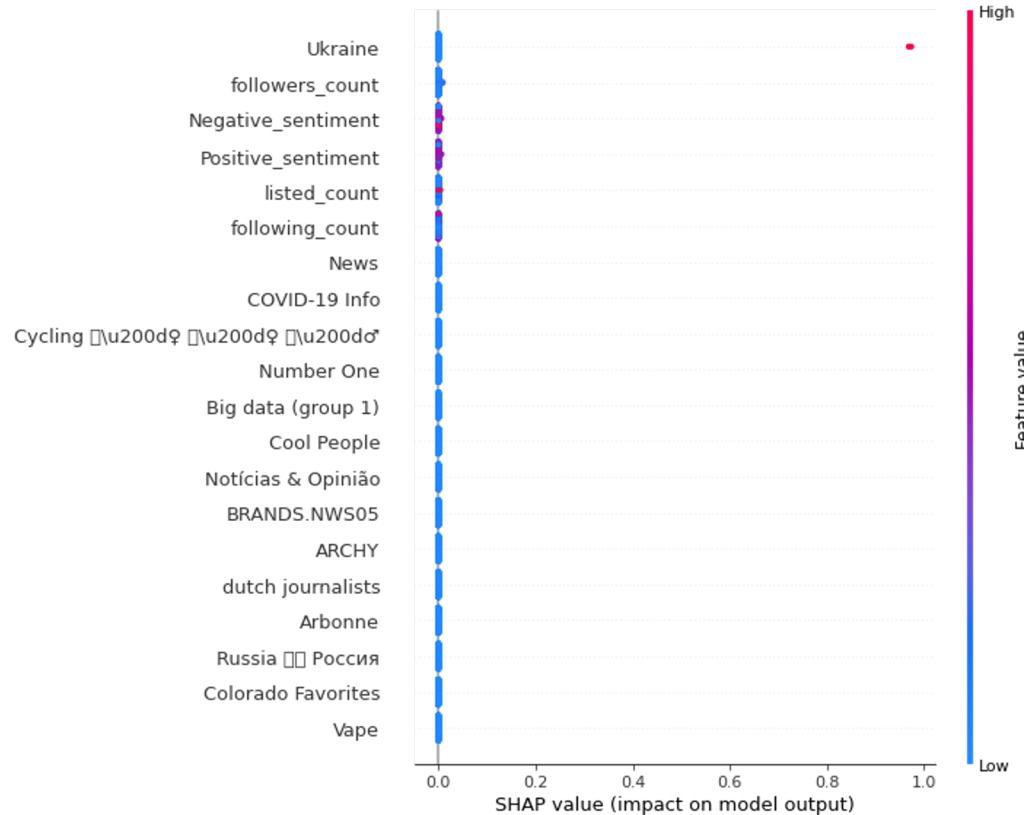


Cluster - 1

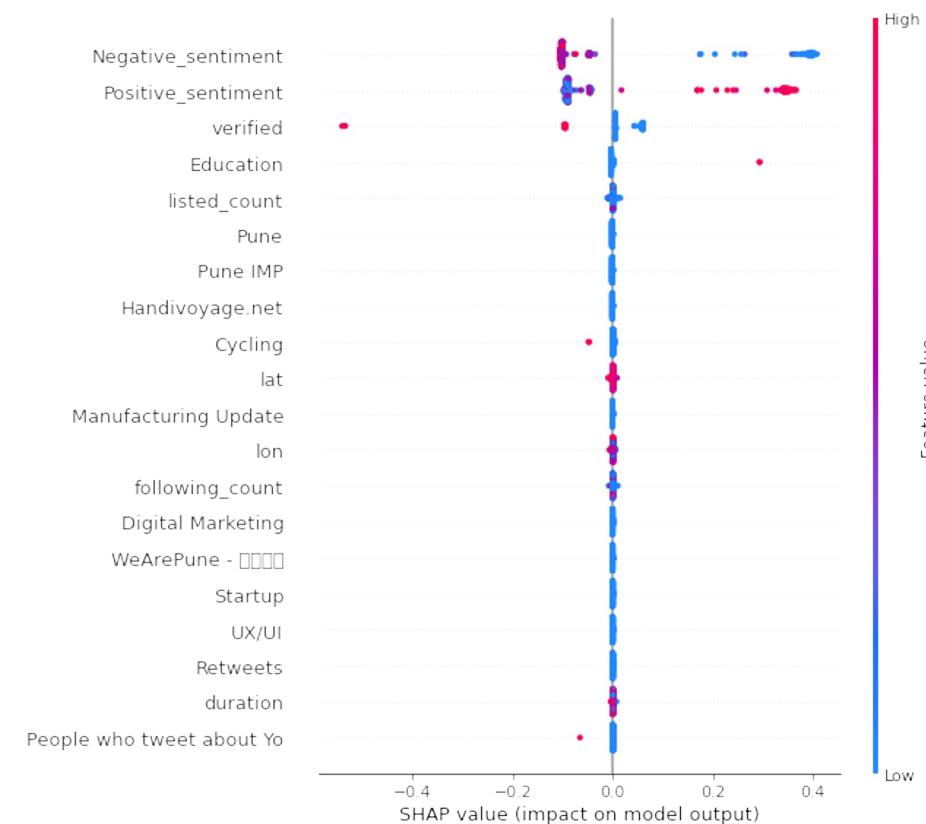


Cluster driver characteristics

Cluster - 2

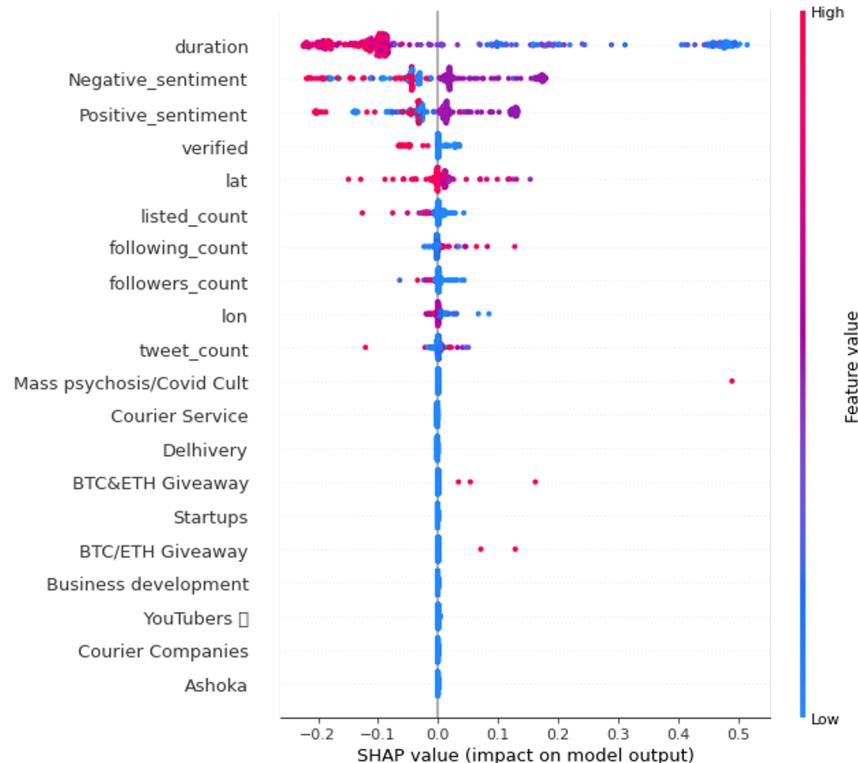


Cluster - 3

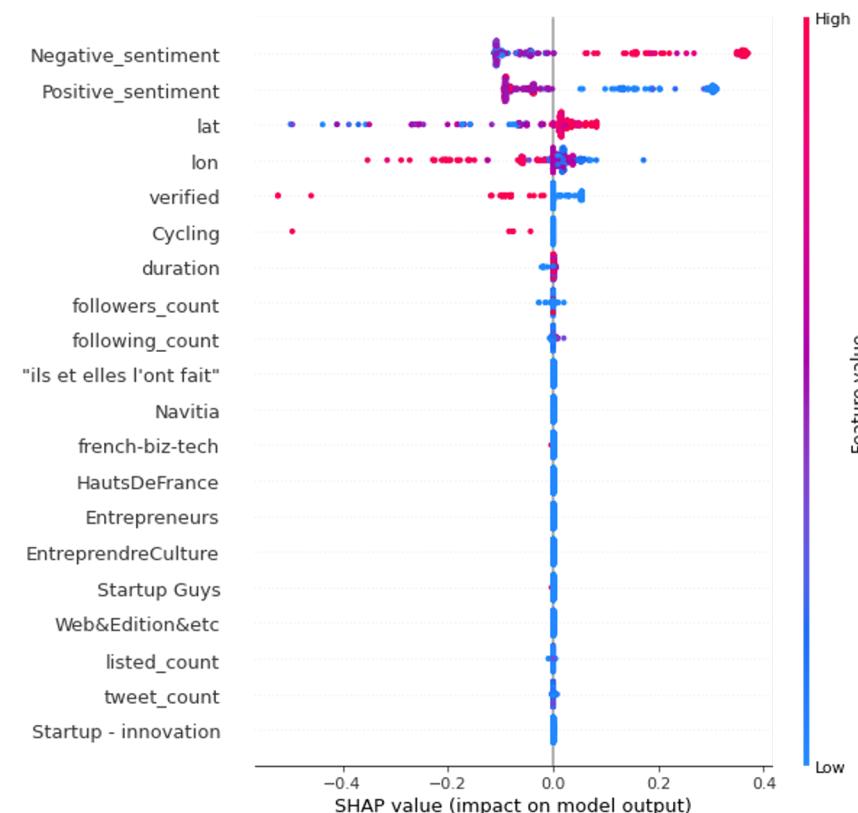


Cluster driver characteristics

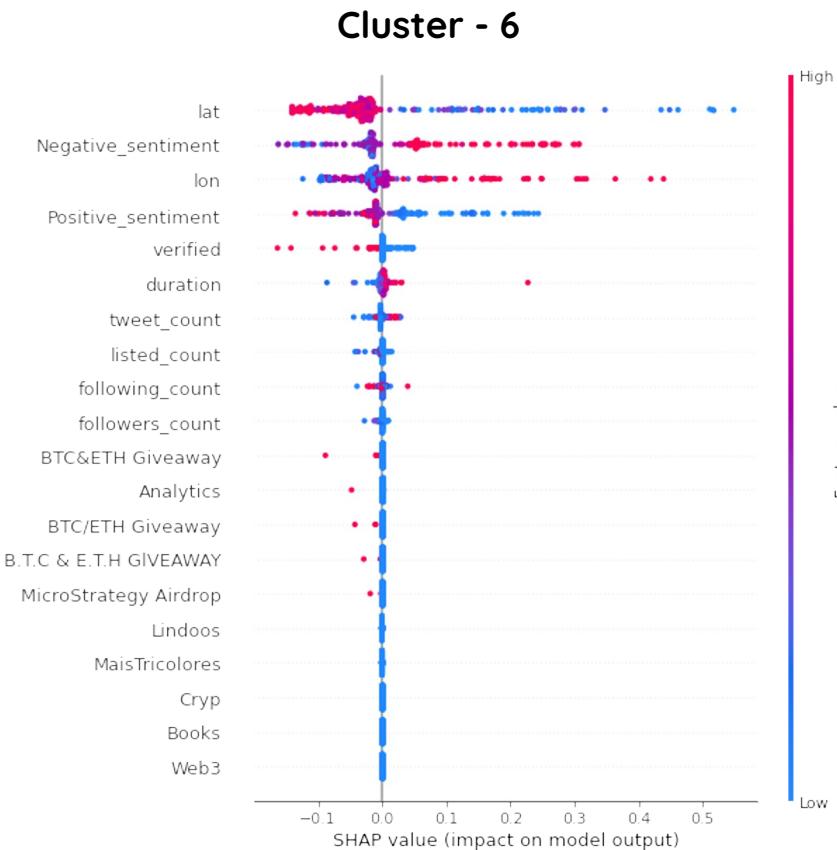
Cluster - 4



Cluster - 5

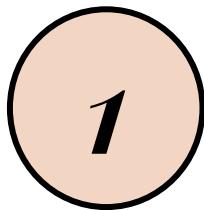


Cluster driver characteristics



Templates

Table of Contents.



Dogs

We will talk about this first.



Cats

We will talk about this second.



Elephants

Then, we will talk about this.



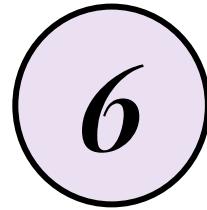
Kangaroos

After that we will talk about this.



Pandas

We will also talk about this.



Koalas

And we will talk about this last.



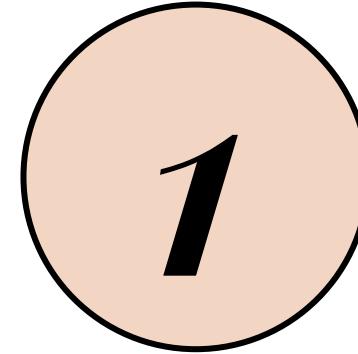
Hello! I'm...

Here is where you introduce yourself.

You can add your name, title and a little background. Right click the image and replace it with your own.

Table of Contents v2.

We will talk about this first	5
We will talk about this second	8
After that we will talk about this	11
After that we will talk about this	14
We will talk about this too	16
And we will talk about this last	19



*We will talk about
this first.*

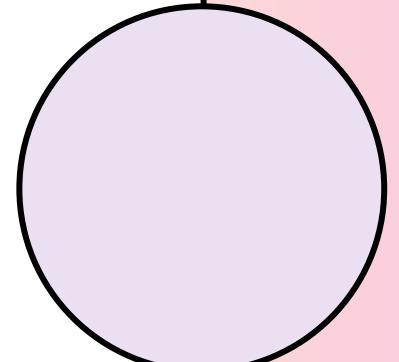
Add a brief introduction of your section here: Let's dive in and get to know some interesting facts about animals!

Did you know?

Elephants and storms.

Did you know that elephants can sense storms?

Elephants may be able to detect a thunderstorm from hundreds of miles away, and will head towards it, looking for water.



Did you know?

A man's best friend...

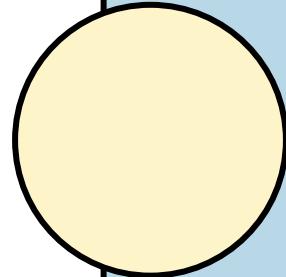
Did you know that dogs can smell your feelings?

Dogs can pick up on subtle changes in your scent, which can help him figure out how you are feeling, such as by smelling your perspiration when you become nervous or fearful.

Mmm, can I fit in?...

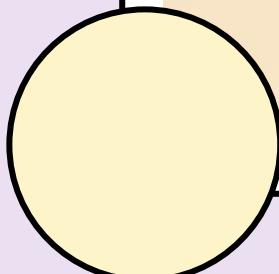
Did you know that a cat uses its whiskers as feelers to determine if a space is too small to squeeze through?

Also, cats love to sleep. A fifteen-year-old cat has probably spent ten years of its life sleeping.



“

*Clearly, animals know
more than we think, and
think a great deal more
than we know.*



— Irene M. Pepperberg

Did you know?

Pandas don't hibernate.

When winter approaches, they head lower down their mountain homes to warmer temperatures, where they continue to chomp away on bamboo!

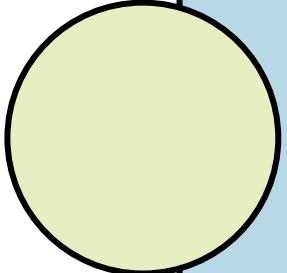
There are more kangaroos than humans in Australia.

It is estimated that more than 50 million kangaroos live there. They are Australia's national symbol and appear on postage stamps, coins, and airplanes.

Koalas are even more lazy than cats.

Koalas don't have much energy and, when not feasting on leaves, they spend their time dozing in the branches. Believe it or not, they can sleep for up to 18 hours a day!

Very interesting facts!



This is where your section ends. Duplicate this set of slides as many times as you need to go over all your sections.



*Now will talk about
this first.*

Add a brief introduction of your section here: Let's dive in and get to know some interesting facts about animals!

Dogs can smell your feelings.

Dogs can pick up on subtle changes in your scent, which can help him figure out how you are feeling, such as by smelling your perspiration when you become nervous or fearful.

Pandas don't hibernate.

When winter approaches, they head lower down their mountain homes to warmer temperatures, where they continue to chomp away on bamboo!





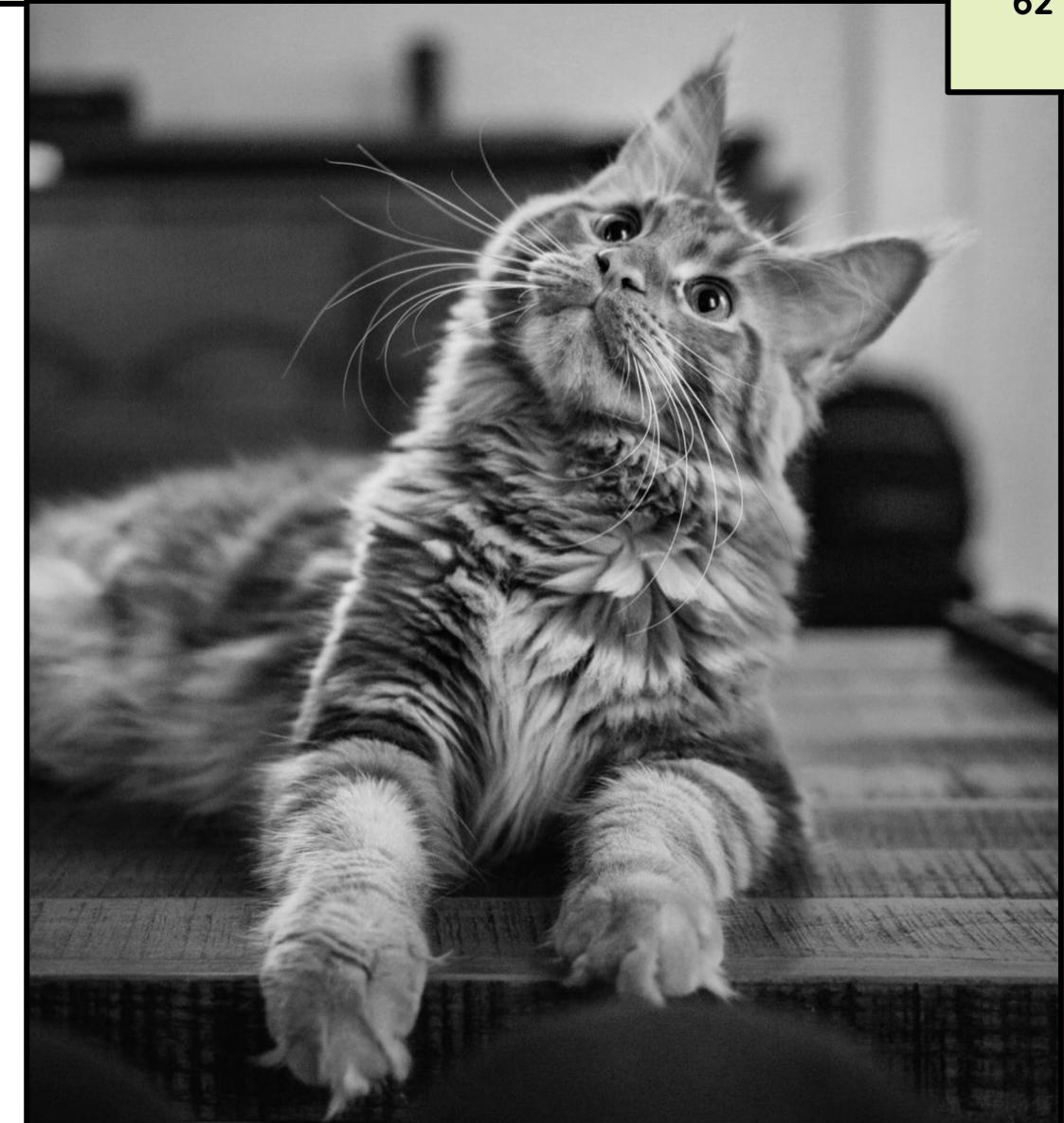
*Koalas are
even more
lazy than cats.*

Koalas don't have much energy and, when not feasting on leaves, they spend their time dozing in the branches. Believe it or not, they can sleep for up to 18 hours a day!

Cats love to sleep.

A fifteen-year-old cat has probably spent ten years of its life sleeping.

Also, cats use their whiskers as feelers to determine if a space is too small to squeeze through.



Some facts about my cats.

100%

Of my cats are
adorable.

25%

Traveled by plane.
Twice!

75%

Are females.

Let's review some facts.

Elephants

Elephants can sense storms.

Pandas

Pandas don't hibernate.

Cats

Cats use their whiskers as feelers

Dogs

Dogs can smell your feelings.

Kangaroos

There are more kangaroos than humans in Australia.

Koalas

Koalas are even more lazy than cats.

This is our team.



Erika V.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.



John S.

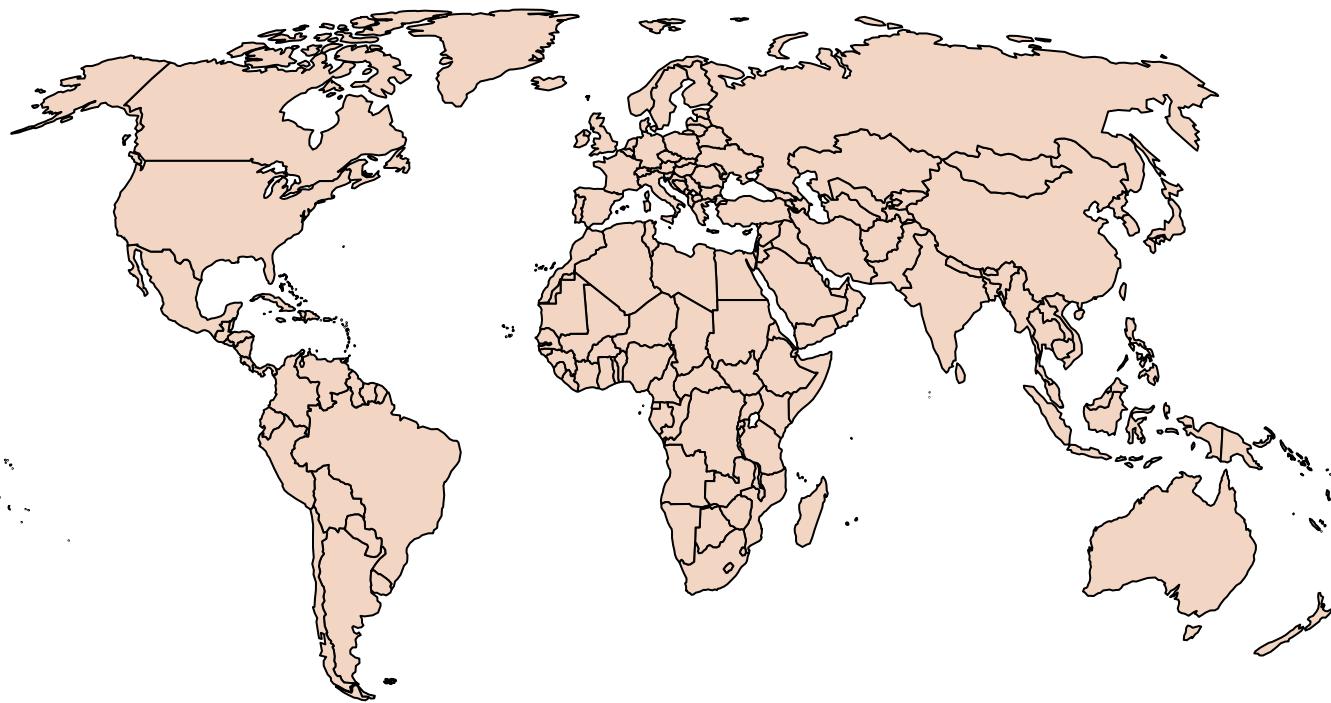
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.



Marie M.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

This is an editable world map.

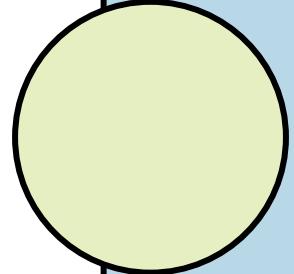


Showcase places

You can use maps to show your offices or markets. Or as charts, highlighting the countries and adding your data.

100% Editable

You can double click on the desired country and change fill color.



And this is a timeline.

1999

Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

2005

Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

2015

Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

2019

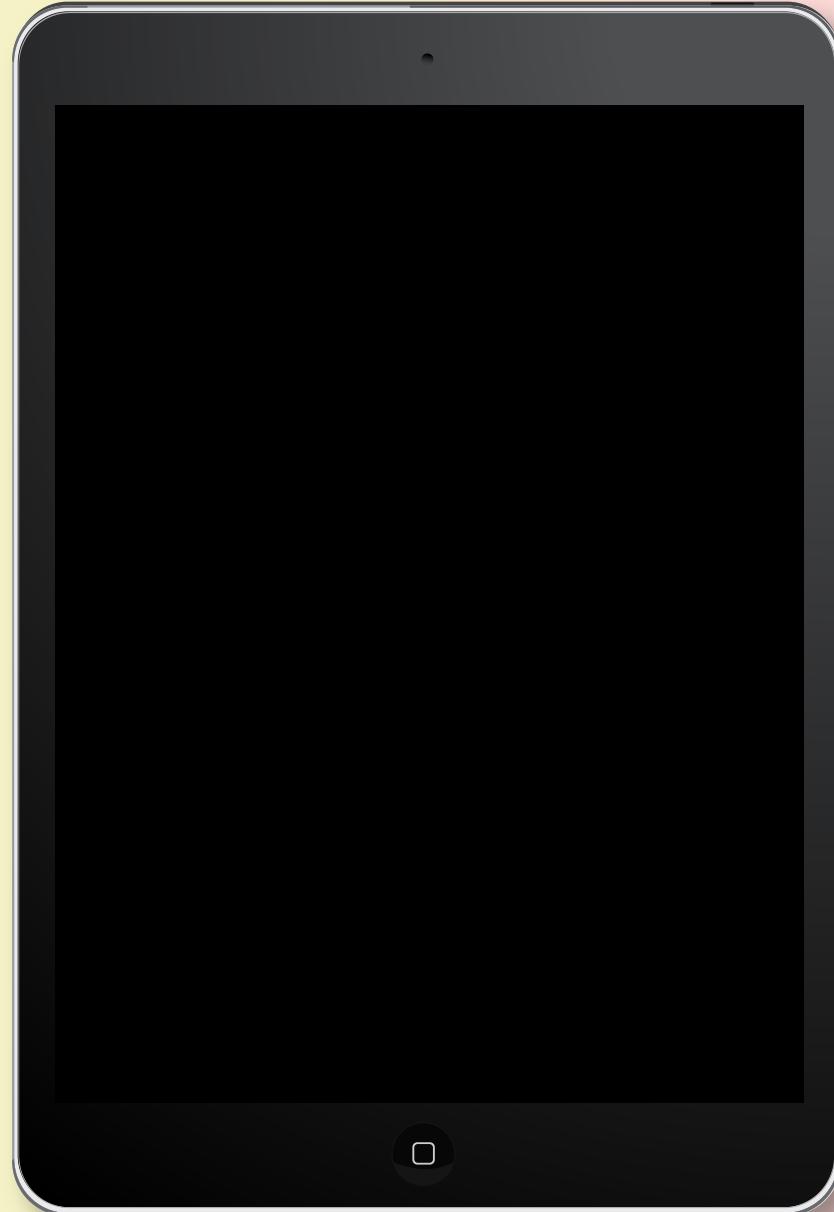
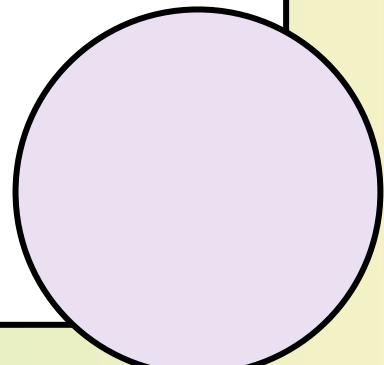
Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

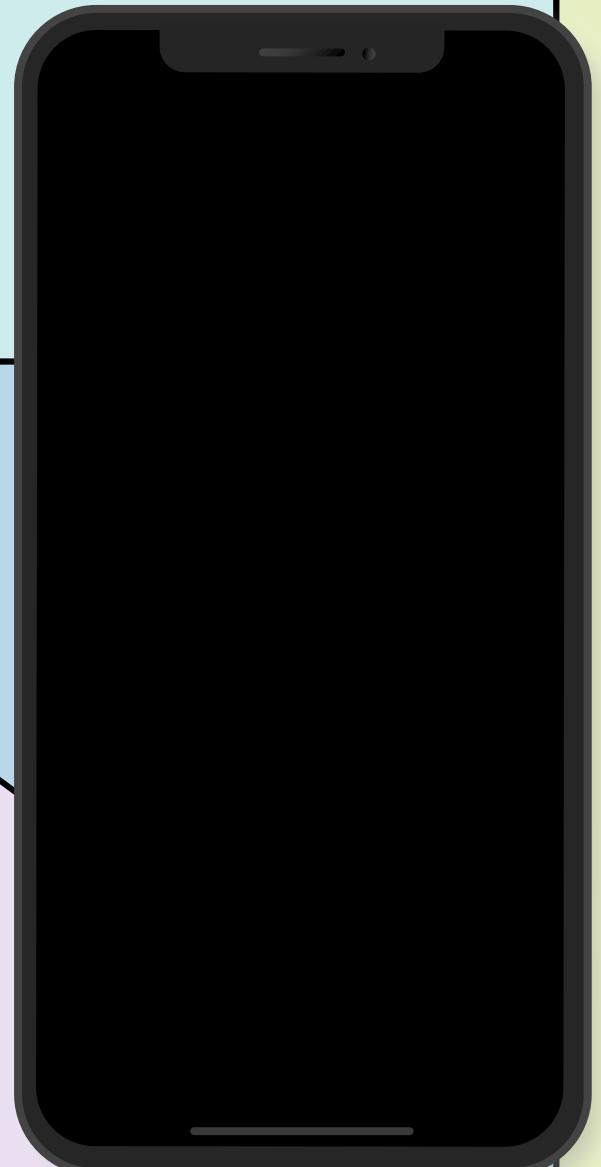
2022

Lorem ipsum
dolor sit amet,
consectetuer
adipiscing elit.

Presenting a website or an app?

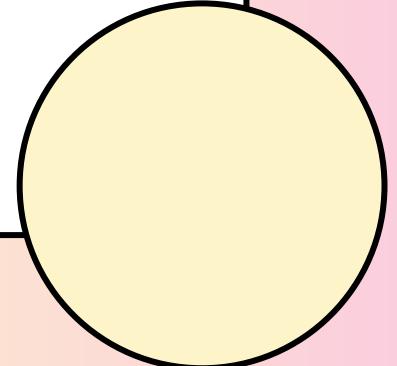
If you are presenting a website, an internet product or an app, you can place a screenshot of it here.





Presenting a website or an app?

If you are presenting a website, an internet product or an app, you can place a screenshot of it here.



Credits.

Presentation Template:
[SlidesMania](#)

Sample Images: [Unsplash](#)

Fonts used in this presentation: Quicksand
and Playfair Display.

Editable Icons



Thank you!

Do you have any questions?

hello@mail.com
555-111-222
mydomain.com

