SOCIAL FANS VS. BUYERS. WHAT GIVES?

FEDERICO TREU
CEO and Founder
GET THE TOTAL VIEW OF YOUR CONSUMERS
THE BEST DATA SOURCES FUSED IN ONE ANALYTICS PLATFORM

OBSERVED SOCIAL
~150M+ DAILY INTERACTIONS

SURVEYS
DECLARED DATA FOR VALIDATION & CONSUMPTION

GfK - MRI
SIMMONS

CENSUS STUDIES
CPS AND ACS FOR CALIBRATION

PUBLIC DATA
DATA.GOV
Does consumer interest expressed through online social behavior correlate with purchase behavior?

Does this correlation vary across product categories?

Do some brands show stronger correlation than others within the same product category?
THREE SEGMENTS
SOCIAL FANS, SUPER CONSUMERS & SILENT CONSUMERS

SOCIAL FAN
Socially engaged
No purchase in the past 6 mos

SUPER CONSUMER
Socially engaged
Purchase in the past 6 mos

“I love my Nike shoes!” @nike

SILENT CONSUMER
Not socially engaged
Purchase in the past 6 mos
HOW WE MEASURE EMOTIONAL COMMITMENT SCORE

\[
\text{EMOTIONAL COMMITMENT SCORE} = \frac{\text{TOTAL # OF SUPER CONSUMERS}}{\text{TOTAL # OF CONSUMERS}} \times 100
\]
FIVE PRODUCT CATEGORIES
10 REPRESENTATIVE BRANDS PER CATEGORY

- FAST FOOD
- CONFECTIONERY
- BEER
- MASS RETAIL
- LAUNDRY DETERGENT
FAST FOOD CATEGORY LEADS EMOTIONAL ENGAGEMENT

EMOTIONAL COMMITMENT SCORE BY CATEGORY

<table>
<thead>
<tr>
<th>Category</th>
<th>Emotional Commitment Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fast Food</td>
<td>6.0</td>
</tr>
<tr>
<td>Mass Retail</td>
<td>5.4</td>
</tr>
<tr>
<td>Confectionery</td>
<td>4.0</td>
</tr>
<tr>
<td>Beer</td>
<td>3.0</td>
</tr>
<tr>
<td>Laundry Detergent</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Sources: Cubeyou, GfK MRI
Analysis conducted April 26-27, 2018
SUBWAY LEADS THE PACK
FAST FOOD

EMOTIONAL COMMITMENT INDEX
(1x = Average)

CATEGORY SCORE
AVERAGE
6.0

Sources: Cubeyou, GfK MRI
Analysis conducted April 26-27, 2018
TARGET AND WALMART LEAD THE WAY
MASS RETAIL

EMOTIONAL COMMITMENT INDEX
(1x = Average)

CATEGORY SCORE AVERAGE
5.4
SKITTLES AND STARBURST LEAD THE PACK
CONFECTIONERY: CHOCOLATES AND CANDIES

EMOTIONAL COMMITMENT INDEX
(1x = Average)

Sources: Cubeyou, GfK MRI
Analysis conducted April 26-27, 2018
BUSCH AND CORONA EXTRA TIE FOR THE TOP SPOTS
BEVERAGE: BEER

EMOTIONAL COMMITMENT INDEX
(1x = Average)

SOURCEs: Cubeyou, GfK MRI
Analysis conducted April 26-27, 2018

CATEGORY SCORE AVERAGE
3.0
SEVENTH GENERATION WINS
HOUSEHOLD: LAUNDRY DETERGENT

E M O T I O N A L  C O M M I T M E N T  I N D E X

(1x = Average)

CATEGORY SCORE AVERAGE 1.2

Sources: Cubeyou, GfK MRI
Analysis conducted April 26-27, 2018
~90,000 PEOPLE CAN’T ALL BE THE SAME
DEEP DIVE: SEVENTH GENERATION SUPER CONSUMERS

1.8 M
90 K
2.9 M

SOCIAL FANS
(Source: Cubeyou)

SILENT CONSUMERS
(Source: MRI)

SUPER CONSUMERS

GRAB & GO, DON’T FORGET LITTLE JOE
KIDS ARE CLEAN, PREPARE SOME CUISINE
CONSERVE, PRESERVE & PROSPER
“GRAB AND GO, DON’T FORGET LITTLE JOE!”

SEVENTH GENERATION: SUPER CONSUMERS

~18% of Super Consumer segment
Female  35-44 years old
Easygoing and carefree

- Children in the household
- Prefer magazines (2.3x) and radio (1.3x)
- Beauty and wellness aware (6.3x)
- Pet lovers: cat people (2.3x)
- Rye or blended whiskey drinkers (6.0x)
- Gamblers (8.2x)

Kim Kiyosaki
Heidi Powell
Michael Chiarello
Casino
Organic food
JASON
Fancy Feast
Honest Tea
Larabar
First
Tom's
“CONSERVE, PRESERVE & PROSPER”
SEVENTH GENERATION: SUPER CONSUMERS

CONSERVE, PRESERVE & PROSPER

~29% of Super Consumer segment
Female 55-69 years old
Easygoing and carefree

- No children in the household
- Household income of $100K or more
- Prefer radio (2.6x) and newspapers (1.5x)
- Home decor (1.8x) and gardening enthusiasts (4.7x)
- Art appreciators (3.0x) and avid readers (4.4x)
- Birdwatchers (3.3x) and book clubs (4.2x)
- Love biking/cycling (3.8x)
"KIDS ARE CLEAN, PREPARE SOME CUISINE"
SEVENTH GENERATION: SUPER CONSUMERS

KIDS ARE CLEAN, PREPARE SOME CUISINE

~32% of Super Consumer segment
Female 35-44 years old
Easygoing and carefree

- Children in the household
- Prefer magazines (2.5x) and newspapers (1.6x)
- Home decor (2.1x) and DIY enthusiasts (3.5x)
- Health conscious (5.0x) food lovers (2.4x)
- World travelers (2.6x)
- Wine drinkers (2.6x)
1. Benchmark emotional engagement against your own category

2. Even low-emotive categories have winners and losers

3. Interests-based personas can help you target the right message in the right tone