Optimising the Digital Consumer Journey (DCJ) through the use of Social Data
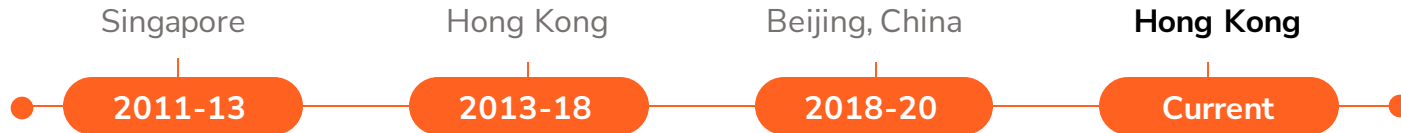
13th October 2022

About Me

- 10+ Years in Meltwater, 11 Years in Media Intelligence/ Social Insights

- Honors in Computing (Specializing in E-commerce, Minor in Technopreneurship)

- Loves keeping healthy, running, boxing, NFT enthusiast

Singapore	Hong Kong	Beijing, China	**Hong Kong**
2011-13	**2013-18**	**2018-20**	**Current**

Agenda

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Digital Trends in Hong Kong

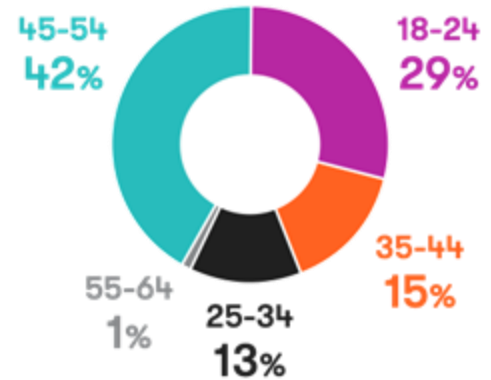97% of people in Hong Kong have a smartphone

Spend nearly 7 hours on the internet every day

Spend nearly 2 hours on social media every day

Demographic Makeup of Social Media Users in Hong Kong

45-54
42%

18-24
29%

35-44
15%

55-64
1%

25-34
13%

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Hong Kong Digital Media Trends

WhatsApp 84.3%

Facebook 83.7%

Instagram 65.6%

WeChat 55.2%

LIHKG

LinkedIn

Reddit

HKTV mall
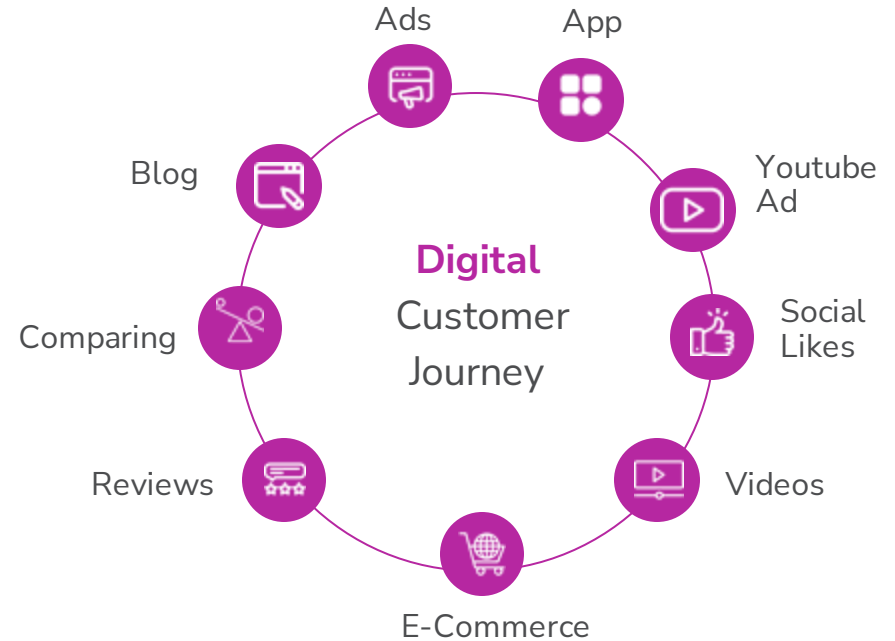
Google Reviews

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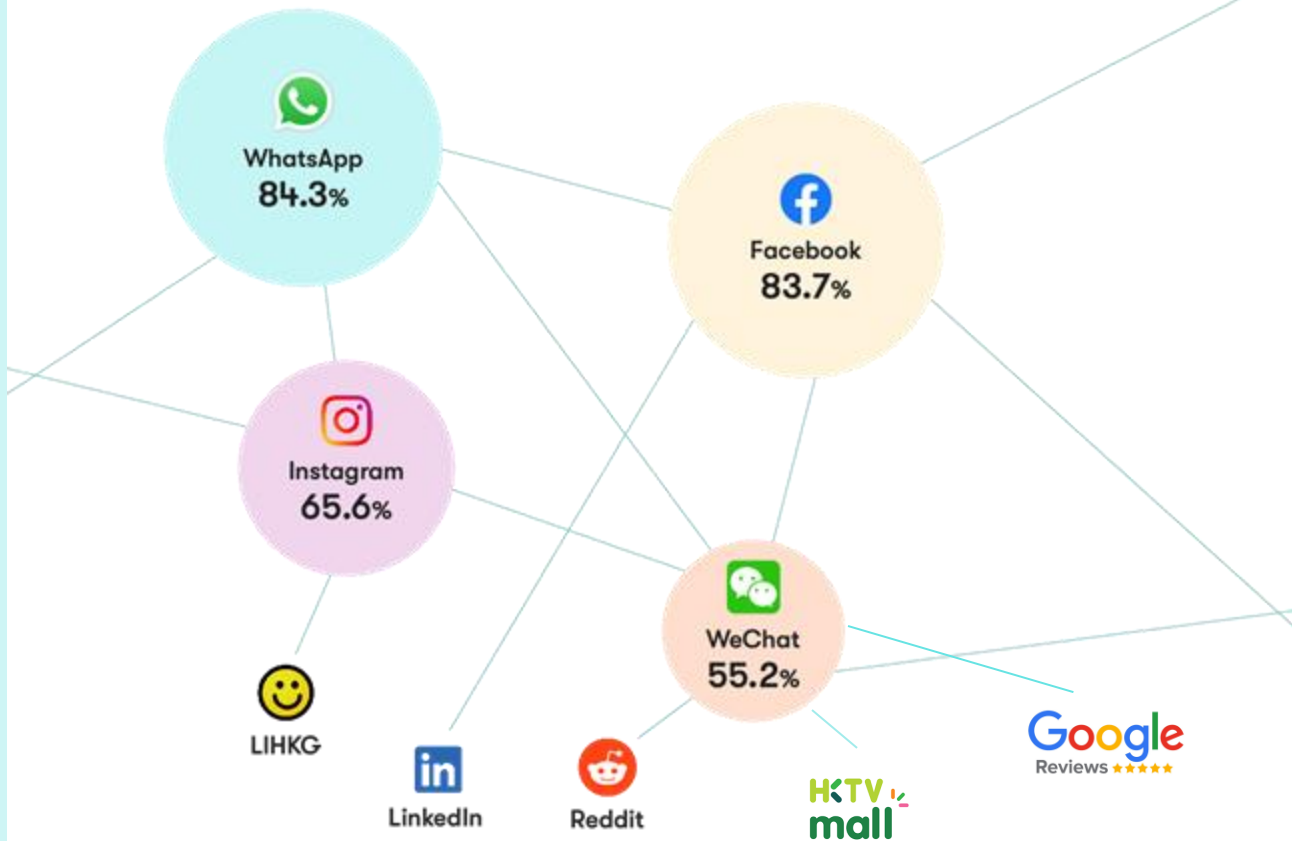
STAMFORD, Conn., September 15, 2022

Gartner Survey Reveals Marketing Analytics are Only Influencing 53% of Decisions

The challenges of "**data are inconsistent across sources**" and "**data are difficult to access**" rose to the top in this year's survey.

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Traditional vs. Digital

Traditional Customer Journey

- Discover
- Explore
- Buy
- Engage

Digital Customer Journey

- Ads
- App
- Youtube Ad
- Social Likes
- Videos
- E-Commerce
- Reviews
- Comparing
- Blog

Optimising the DCJ keeps a customer loyal to a brand, even after they perform their initial purchase

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Digital Customer Journey

PR · Radio, TV, Print · Word of Mouth · Online Ads · Email · PPC

Social Ads · Direct Email · Media · Blog · Reviews

E-Commerce · Store · Website

FAQ Knowledge Base · Community Forum

Promotions · Blog · Social Networks · Newsletter

- Awareness
- Evaluation
- Purchase
- Retention
- Loyalty

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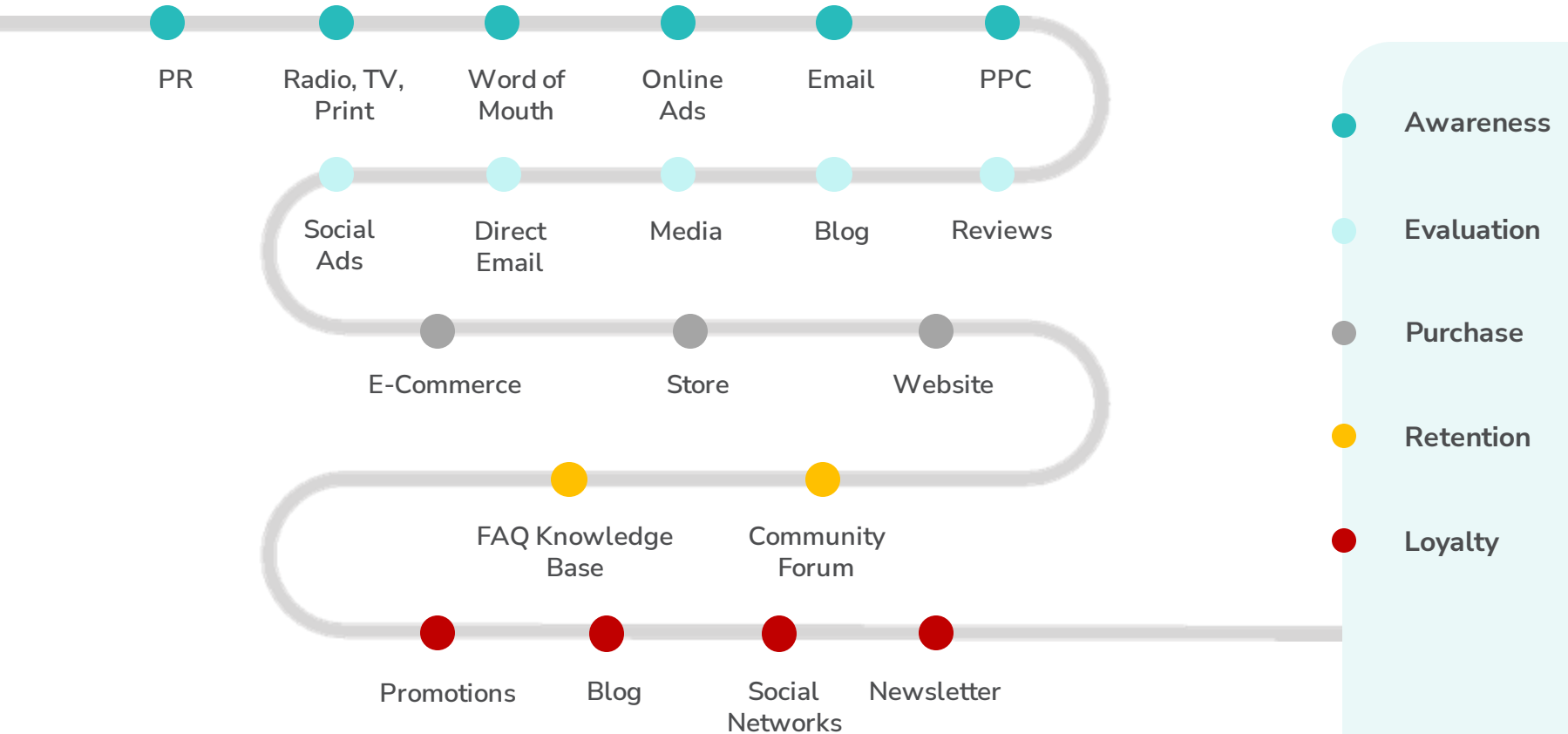
Why it Matters

For Brands

For Consumers

COVID's acceleration of digitisation
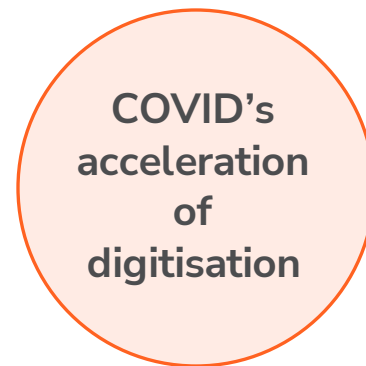
- Data driven approach to improve efficiency and track ROI
- Rise of Social commerce

- Multifaceted ways of getting to a consumer
- More tech savvy and require higher quality of experience

- More and more digital channels emerging
- Change in consumer behaviour

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Awareness:

Brand Impressions

Media Volume

Earned Media

Owned Media

Paid Media

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Example: All-in-one awareness metrics across (Paid/Owned/Earned)

Total mentions ⓘ
Compared to previous 30 days

294
↓49%

Total posts ⓘ
Compared to previous 30 days

151
↑25%

Est. impressions ⓘ
Compared to previous 30 days

17.9M
↑156%

Total engagements ⓘ
Compared to previous 30 days

5.64M
↓75%

Ad impressions ⓘ
Compared to previous 30 days

17.2M
↓2%

| CPM ⓘ | $ 12.99 | ↑7% |

Total actions ⓘ
Compared to previous 30 days

1.63M
↑6%

| CPA ⓘ | $ 0.14 | ↓1% |

Clicks ⓘ
Compared to previous 30 days

1.57M
↑12%

| CPC ⓘ | $ 0.14 | ↓6% |

Web conversions ⓘ
Compared to previous 30 days

1.42M
↑2%

| CPCON ⓘ | $ 0.16 | ↑2% |

Spend ⓘ
Compared to previous 30 days

$223k
↑5%

| FREQ ⓘ | 8.11 | ↓4% |

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Evaluation

Engagement Rates

Social Sentiment

Social Echo

Influencer Campaigns

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Evaluating your audience's feedback about your brand/campaigns

What are the main considerations for evaluating XXX model?

Overview

Buying criteria - Ranking
Last 30 days | Posts

1	Performance		409	+57.9%	(7.5%)
2	Price		379	−55.6%	(6.9%)
3	Design		301	+72%	(5.5%)
4	Consumption		249	+15.3%	(4.5%)

Environment - Ranking
Last 30 days | Posts

1	Reduced Emissions/Pollut...		21	=	(0.4%)
2	Climate Change		17	+21.4%	(0.3%)
3	Alternative Energy		14	=	(0.3%)
4	Environmental Impact		14	−33.3%	(0.3%)

ESG Topics - Ranking
Last 30 days | Posts

1	Environment		48	−5.9%	(0.9%)
2	Social		32	+68.4%	(0.6%)
3	Governance		12	−53.8%	(0.2%)

Purchase

Conversion Rate:
How often do leads
convert to sales?
(CPC, CPM, CPE)

Campaign Budget:
Social ROI of budget spent
on campaign

Measure Sales:
Integrate your eCommerce
to measure sales driven by
your influencers

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Example: Influencer Campaigns Sales Tracking

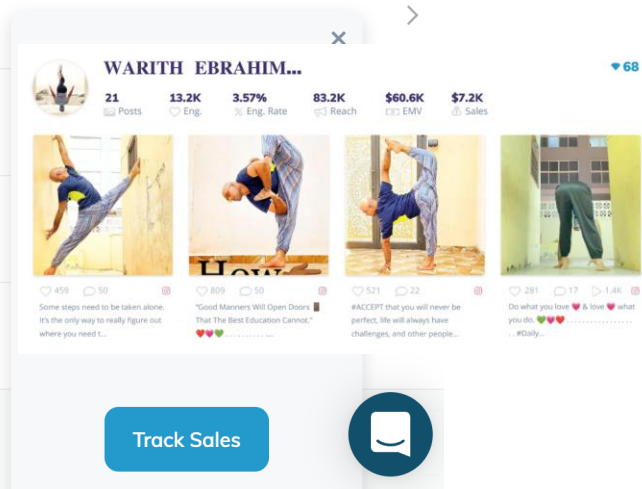| Influencers	Budget	Posts	Eng.	Eng. Rate ⌄	CPE	Reach	CPM	EMV	Social ROI	Clicks	CPC	Sales
78	**$4.4M**	**257***	**268***	**0.02%***	**$16.5K**	**72.8K***	**$60.9K**	**$3.8K***	**-x1**	1202	0.25	$5300
James Bucket	$ 3901	5	44	0.5%	$88.66	7.8K	$497.8	$828.56	-x0.79	21		
DemonRebuilt	$ 500	60	65	0.22%	$7.69	5K	$99.44	$410.46	-x0.18	163		
Beard	$ 9201	190	66	0.04%	$139.41	35K	$263.15	$1.2K	-x0.86	5		
Stumpt @ TwitchC...	$ 2495	1	3	0.03%	$831.67	3.9K	$640.18	$56.49	-x0.98	47		
Alexandre Ottoni	$ 1002	1	90	0.01%	$11.13	21K	$47.67	$1.3K	x0.31	4		

WARITH EBRAHIM...

21 Posts	13.2K Eng.	3.57% Eng. Rate	83.2K Reach	$60.6K EMV	$7.2K Sales

Some steps need to be taken alone. It's the only way to really figure out where you need t...

"Good Manners Will Open Doors That The Best Education Cannot."

#ACCEPT that you will never be perfect, life will always have challenges, and other people...

Do what you love & love what you do. ... #Daily...

Track Sales

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Retention

Ecommerce Ratings

Product Feedback

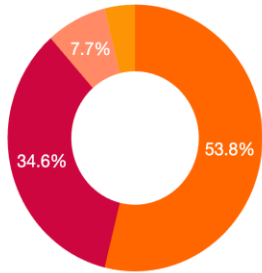Customer Experience

Net Sentiment

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How are my customers rating their post purchase experience?

What drives store reviews for worst to best ranked stores?

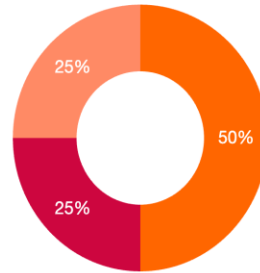## POINT OF SALE - worst rated stores - 1* or 2*
Last 90 days | Posts

● Accessibility ● Atmosphere ● Hygiene ● Pop-up Stores **+3**

53.8%
34.6%
7.7%

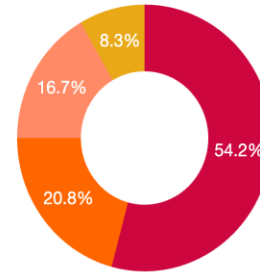## POINT OF SALE - stores rated - 3*
Last 90 days | Posts

● Accessibility ● Atmosphere ● Hygiene ● Architecture **+3**

50%
25%
25%

POINT OF SALE - best rated stores - 4* to 5*
Last 90 days | Posts

● Atmosphere ● Accessibility ● Hygiene ● Architecture **+3**

8.3%
16.7%
54.2%
20.8%

Affects worst rated stores - 1* or 2*
Last 90 days | Posts and reposts

absolute frechheit alles gut beautiful busy deutlich profesioneller netter
disappointed dommage customer service etwas besonderes
finally seemed interested friendly good helped helpful
leider musste luxury brand luxury store nice
nie so schlechten unverschamten not a pain not care not happy refuse
reperatur rude terrible experience arrogant
very disappointed worst customer experience accessiblity

Affects stores rated - 3*
Last 90 days | Posts and reposts

unsure ask again assurer available best service
consultation employee finally enfin venu fine friendly
gentil good helpful too busy kurzer wartezeit
linda muito espacosa longer wait mehr aufsuchen okay perfect
long waiting crowded procurando algo bem especifico
produце sehr schatze werde sorte simpatia vendedor told to wait
unfortunately uninterested very nice shop 평점 낮은 따히 좋을

Affects best rated stores - 4* to 5*
Last 90 days | Posts and reposts

attentive auswahi getranken beautiful best bon accueil excellent
excellent customer service excellent service fantastic friendly
friendly staff grand merci great great experience great service
happy helpful highly recommend highly recommended
knowledgeable nette begrussung nice polite professional
sehr hofflich zum platz gebraucht so kind thank very helpful
very professional wonderful experience

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Product Feedback for Retention

Is there particular products showcased with a focus on the pink color ?

Clothing Products - Pink
Last 90 days | Posts

1	Dresses	5.79 k	13.4%
2	Shoes	5.04 k	11.6%
3	Tops	2.51 k	5.8%
4	Outerwear	1.82 k	4.2%
5	Skirts	1.69 k	3.9%

< Showing 1 - 5 of 8 >

Clothing Products - Posts over time
Last 90 days | Posts

● Dresses ● Shoes ● Tops ● Outerwear ● Skirts ● Business Attire ● Pants ● Swimwear
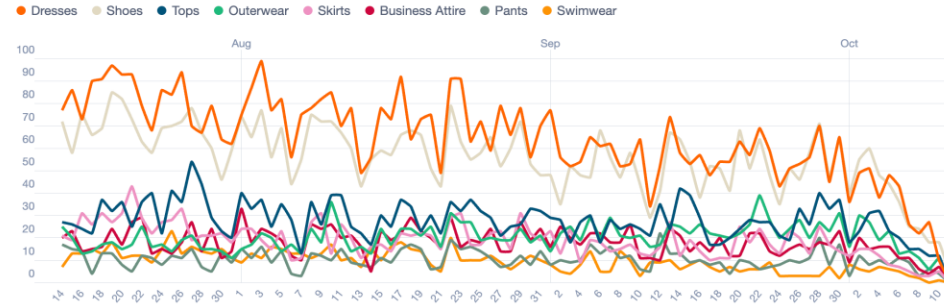
Top Influencers
Last 90 days

Sort by: Engagement

1	★｡yuna｡★ ❤	883 k (8 posts)
2	Sameer Staylo ~ ha meri ja...	582 k (2 posts)
3	Javeriya Yousuf	355 k (1 post)

< Showing 1 - 3 of 20 >

Most engaging pictures
Last 90 days | Sort by engagement

1 - 56   View related posts

Understand feedback on your products to understand what products to push to market

Loyalty

Optimization aims straightforwardly to keep a customer loyal to a brand, even after they perform their initial purchase
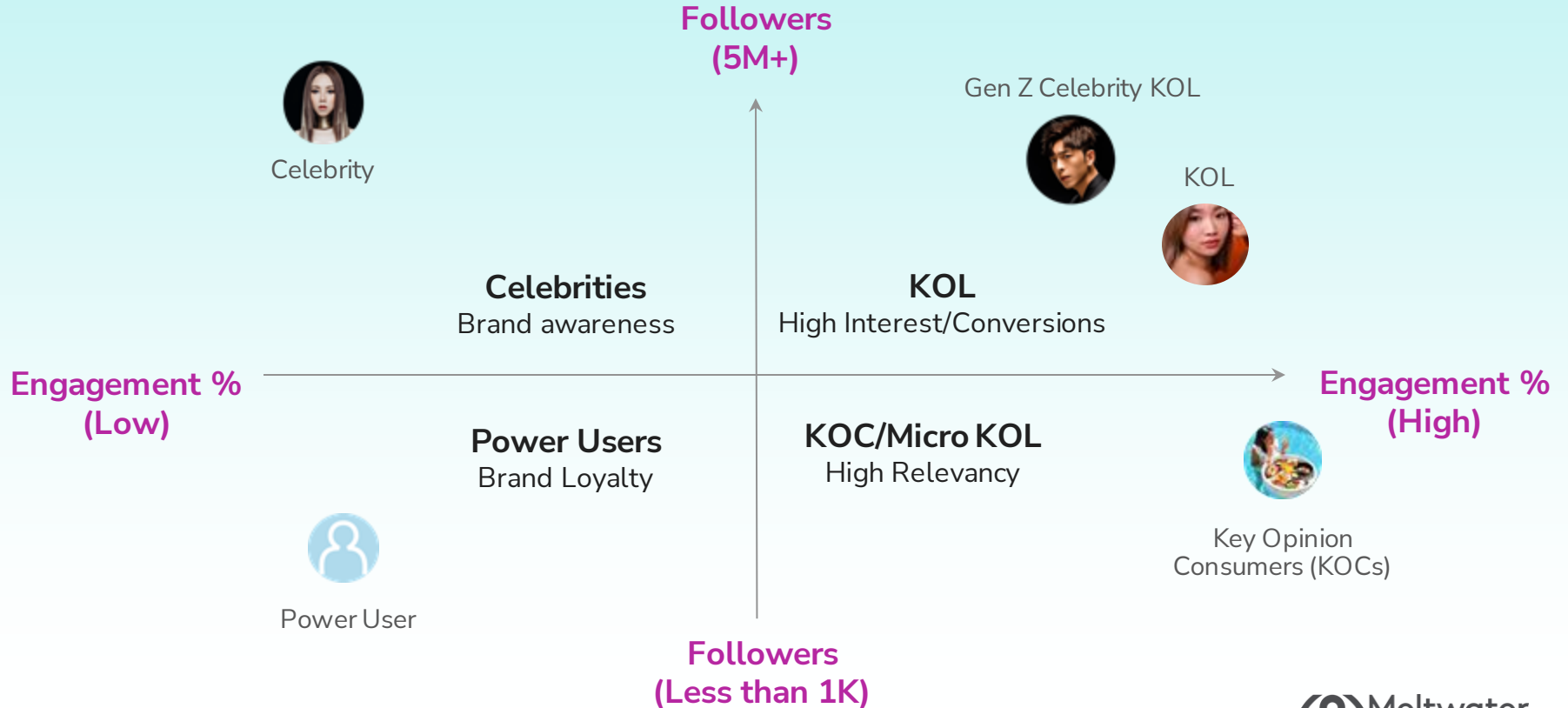
Building the right profiles/influencers for your brand

Better understanding of who you are targeting by understanding their behaviors and analyzing the channels they use

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Types of Influencers

Followers (5M+)

Celebrity

Gen Z Celebrity KOL

KOL

Celebrities
Brand awareness

KOL
High Interest/Conversions

Engagement % (Low)

Engagement % (High)

Power Users
Brand Loyalty

KOC/Micro KOL
High Relevancy

Power User

Key Opinion Consumers (KOCs)

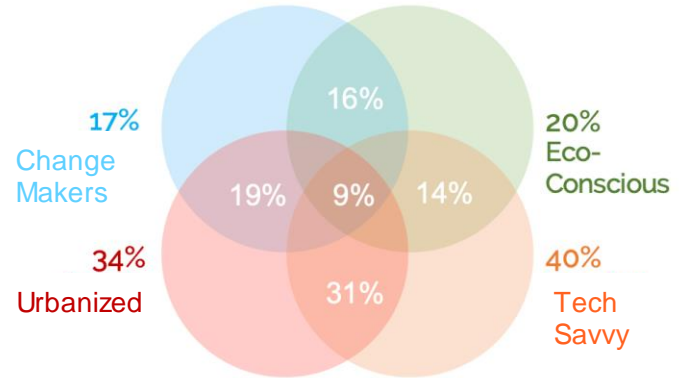**Followers (Less than 1K)**

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Tribes

Consumers want to be addressed authentically by their peers.

They form **tribes,** a group of like-minded individuals who actively interact with each other based on shared interests and values shaped by the roles they play in a social world.

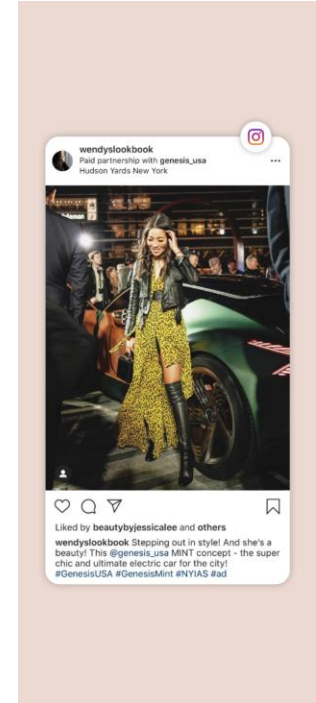**User selection based on affinities**

17%
Change Makers

16%

20%
Eco-Conscious

19%   9%   14%

34%
Urbanized

31%

40%
Tech Savvy

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Example: The future of E-Mobility

Top Hashtags, Emojis and Posts of each Tribe

Conclusion

Understanding objectives and goals for each stage of the digital customer journey

How to slice your data based on the objectives of each stage in the journey

Finding the right tools and tech to help you optimize the Digital Customer Journey

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AI is our Secret Sauce!

AI is more than just a marketing buzzword - it lets us do:

- **Topic Modeling:** categorizing and organizing data by topic, quickly, accurately, and at scale

- **Computer Vision**: automatically describes the content of images and videos, making it easier to analyze them

- **Data Cleansing:** removes spam and junk content from social data

- **Custom Index** feature, each project has its own copy of our dataset, which the AI can refine and structure in a way that is optimized for your own objectives.

What do you see in this image?

Computer-Vision based Enrichment

Customers request for more context for actionable insights:

- Ability to filter content by **Age**, **Gender**, **Occupation**

- Tracking by visual markets like **Logo**, **Face**, **Color**, **Style**, **Scene**

- Make **projections** based on historical baselines

- Use SNS **profile markers** for Social Ad Targeting

The iceberg labels:

- Sentiment analysis
- Topic categories
- Reach Calculation
- Customer Journey Detection
- Scene recognition
- Gender detection from names
- People identification
- Age detection from bio or inferred
- Age detection in image
- Gender detection in image
- Occupation detection
- In relationship, has children's statuses
- Face Detection
- Object recognition
- Geolocation inference
- Logo recognition
- Named entities recognition
- Emotion detection

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Q&A

Connect with Me!

✉ melvin.chng@meltwater.com

in www.linkedin.com/in/melvin-chng

Scan the QR code to get a

FREE social maturity model assessment

for your team