

Keynote Presentation | **[Consumer Intelligence]** Why Listening to Your Consumers Matters



NORA MATTY

Senior Strategic Marketing Manager
Brandwatch



Brandwatch

Why listening to your consumers matters

5 insights on how brands should navigate social media in 2024

Nora Matty - Senior Strategic Marketing Manager

Insight #1:

On average, only 1.5% of what's said about a brand online is actually owned by the brand

On average, brands account for 1.51% of all brand-related conversation

Source: Brandwatch Consumer Research

Table shows what percentage of all brand-initiated conversation every sector is accounted for on X, formerly Twitter.

Data gathered from public posts on X between Jan 1 - Jun 30 2023.

Sector	Audience @mentions	Audience replies	Audience reposts	Brand replies	Brand reposts	Brand posts	Total posts	Brand posts %
Average	3,752,039	1,091,381	378,611	59,689	2,056	81,234	5,365,008	1.51%
Automotive	2,856,883	1,559,300	381,731	16,007	448	19,674	4,834,043	0.41%
Consumer tech	991,739	472,613	195,042	60,666	1,381	74,117	1,795,558	4.13%
CPG	712,342	328,212	28,009	12,741	79	20,883	1,102,266	1.89%
Energy	854,118	269,884	131,074	2,624	3,024	13,979	1,274,703	1.10%
Entertainment	9,768,746	2,641,546	1,838,345	28,375	10,519	99,258	14,386,789	0.69%
Financial services	1,866,349	712,013	49,827	181,383	420	191,010	3,001,002	6.36%
Food services	1,929,847	1,055,419	242,942	81,751	239	124,087	3,434,285	3.61%
Retail	11,036,285	1,692,060	161,915	93,961	335	106,860	13,091,416	0.82%

Powered by Brandwatch



Insight #2:

Some industries experience more negativity than others

Share of sentiment in social media conversations, by industry

Source: Brandwatch Consumer Research

This chart is displaying a comparative sentiment analysis of eight selected industries.

Data gathered from public posts on X (Twitter), Reddit, Instagram, Tumblr, blogs, forums, and review sites from Jan 1 - Jun 30 2023.



Powered by Brandwatch



Food Service Industry

The data:

We tracked 511K mentions of “expensive” in the first half of 2023, up 9% from the previous six months.

The insight:

Food delivery services are too costly.

Retail Industry

The data:

Coupon discussions increased 48% in the first half of this year. In those discussions, consumers shared excitement when they were able to save money.

The insight:

Coupons are a big opportunity for brands who haven't explored this option recently

Industry-wide narratives

Sector	Positive topics	Negative topics
Food services	One brand's Pride Month campaign contributed to an increase of 21% in positive mentions for the brand in the first half of 2023.	Food delivery services are considered too costly. We tracked 511k mentions of "expensive" in the first half of 2023, up 9% from the previous six months.
Retail	Coupon discussions increased 48% in the first half of this year. In those discussions, consumers shared excitement when they were able to save money.	There were over 517k boycott mentions in the first six months of 2023, up 150% from the previous six months. When citing their reasons, consumers mentioned unfair treatment by those brands and brand values misalignment.
CPG	Successful partnerships with K-pop stars emerged in positive conversations.	Consumers call for brand boycotts due to offensive marketing.
Automotive	Consumers shared their purchasing experiences, such as recommending certain salespeople or dealerships and their overall customer experience.	Many consumers voiced their opinion on the importance of standardizing the charging infrastructure for electric vehicles.
Financial services	The news about a plastic payment card recycling initiative launched by several bank brands was embraced and boosted by consumers on social.	Many consumers pointed out breaches of trust with finance brands, shaming them when profit has seemingly been pursued above everything else.

Durex & Automated Creative



The challenge

As a premium brand, Durex wanted to validate its role in the lives of consumers while strengthening its positioning in line with its overall social purpose in South-East Asia. They partnered with Automated Creative who used Brandwatch data to help them explore online conversations.



The research

The team dove deep into social listening research to better understand how the target audience viewed intimacy from a personal, couple, and societal perspective.

Brandwatch's sentiment analysis showed that this audience felt let down by the education system, offering a gap for Durex to provide informative content.



The conclusion

The research helped identify themes which would inspire creative content.

This led to a successful campaign with an average click through rate (CTR) that was three times higher than Durex had seen before.

Insight #3:

Our generation impacts which brands we interact with online

Of all the sectors studied...

- Energy brands saw the highest percentage of mentions from baby boomers.
- Consumer tech and food services brands saw the highest percentages of mentions from millennials (Gen Y).
- Retail brands saw the highest percentage of mentions from Gen Xers.
- Entertainment brands saw the highest percentage of mentions from Gen Z.

Insight #4:

Different audiences are active at different times

Wednesdays and Thursdays gather the most brand-related consumer mentions

Source: Brandwatch Consumer Research

Table analyses close to 424m mentions on social across eight industries, by day of the week, and it shows the best and second-best day to post on social. Data gathered from public posts on social media, blogs, forums, and review sites between Jan 1 - Jun 30 2023.

Industry	Best day to post	Second-best day to post
Average	Thursday	Wednesday
Entertainment	Friday	Tuesday
Consumer tech	Wednesday	Thursday
CPG	Thursday	Tuesday
Automotive	Wednesday	Thursday
Retail	Tuesday	Thursday
Financial services	Tuesday	Wednesday
Energy	Thursday	Wednesday
Food services	Thursday	Wednesday

Powered by Brandwatch



Insight #5:

**You might not
own the whole
narrative, but
genius marketing
still cuts through**



Summary

- On average, just 1.5% of a brand's narrative belongs to the brand
- Some industries experience more negativity than others
- Our generation impacts which brands we interact with online
- Different audiences are active at different times
- You might not own the whole narrative, but genius marketing still cuts through

