



How Does Your Social Marketing Measure Up?

You measure the impact of your traditional media and know that your investment is growing your brand. But what about your social marketing? How is it paying out? With a BzzCampaign, you don't need to guess or hope. Our rigorous analytics prove our bottom line impact.

There are a million ways to measure the business impact of your social media. Formulas like return on engagement, return on trust and viral coefficient are great for showing value. But value is not the same as units sold, revenue and ROI. Sales impact is a financial metric, and it must be reported in financial terms.



BzzAgent
a dunnhumby company



Results You Can Build a Business On

Third-party measurement firms are increasingly applying proven analytic methods to social marketing. This gives marketers confidence in program results and allows them to scale social marketing as a core element of their media plans. Success in social marketing should no longer be defined by questionable evaluations on influence and engagement – it should be determined by the same metrics used with all other media investments - incremental sales and ROI.

Here are three ways BzzAgent works with third-party analytics firms to measure the sales and ROI of social marketing:

1.



Loyalty Card Matched Panel Tests

2.



Marketing Mix Modeling

3.



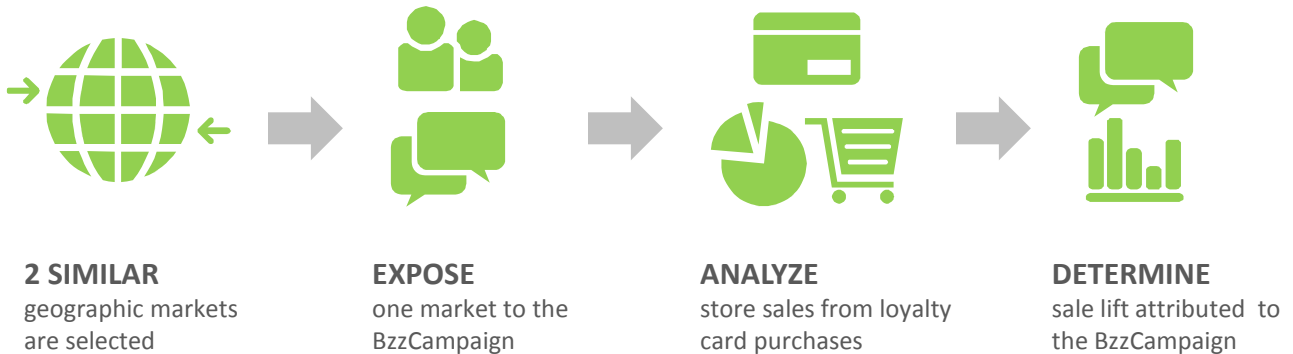
Matched Market Analysis





1. Loyalty Card Matched Panel Tests

PROCESS OVERVIEW



Match panel tests based on loyalty card transactions look at household purchases made with retail loyalty cards to determine the sales impact of a BzzCampaign. Purchase activities of hundreds of millions of shoppers can be accessed through the loyalty card programs managed by BzzAgent's parent company dunnhumby. The loyalty card programs include Tesco, Kroger, Macy's and many of the world's largest retailers.

In practice, BzzAgent works with clients to select similar two geographic markets and we exposed the BzzCampaign to people living in one of them. dunnhumby compares the in-store purchases from households exposed to the campaign against a similar control group of households not exposed. Within the exposed group, dunnhumby looks at in-store transactions and social media conversations and correlates it to cardholder purchase activity. Analysis includes purchases of the product, insights on their entire shopping habits, and quantification of their influence on overall sales.

MEASUREMENT
LEVEL:
Household

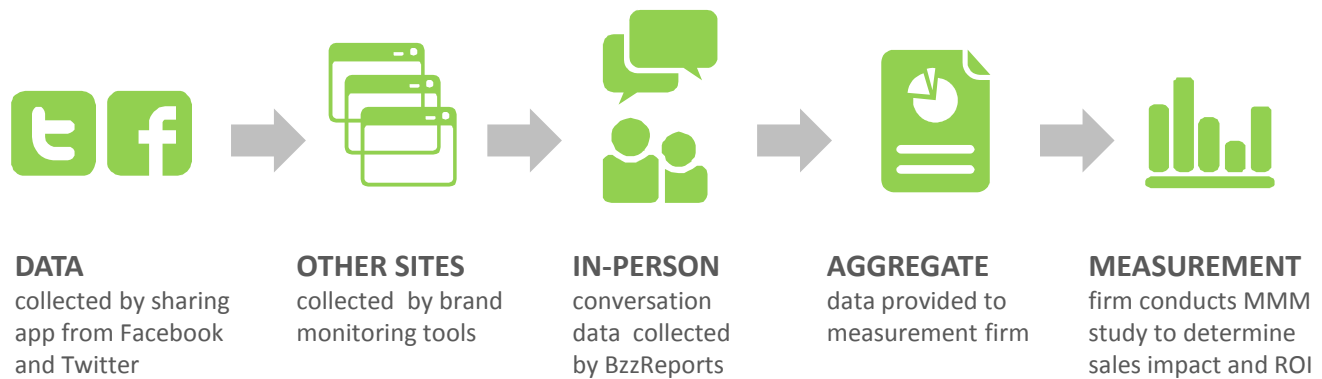
ANALYSIS
PROVIDER:
dunnhumby





2. Market Mix Modeling

PROCESS OVERVIEW



Market Mix Modeling (MMM) allows marketers to look at the big picture of a brand's marketing. Measurement firms like Nielsen, Genpact and Foresight ROI analyze media effectiveness across channels to evaluate every element of the marketing mix to determine the sales attributable to marketing programs. The results compare the sales volume and ROI from each media channel. MMM is considered the "gold standard" in measurement and studies are usually conducted by brands to keep a pulse on the changing trends in marketing and media effectiveness.

BzzAgent works with the leading MMM firms to incorporate a brand's social marketing data into the analysis. Since we are able to provide data on both offline and online word of mouth impressions by market on a weekly basis, brands can measure the units sold, revenue, profit and ROI directly attributed to their BzzCampaign.

MEASUREMENT LEVEL:
All media and marketing

ANALYSIS PROVIDERS:
Nielsen,
Genpact,
Foresight ROI





3. Matched Market Analysis

PROCESS OVERVIEW



Matched Market Analysis looks at store level transactions to determine the sales impact of a BzzCampaign. Our measurement partner, SymphonyIRI, uses a two-cell test and control approach to measure sales lift between two similar geographic markets.

In practice, BzzAgent works with clients to select two similar geographic markets and we exposed the BzzCampaign to people living in one of them. SymphonyIRI applies statistical techniques to match store-to-store sales data that isolates the sales impact of the social marketing effort. Adjustments are then made to the data for variables like price and promotion occurring in the markets at that time. Even though social sharing occurs nationally, research shows there is a sufficient concentration of people in the individual's local area to make the results statistically valid.

MEASUREMENT LEVEL:
Store

ANALYSIS PROVIDER:
SymphonyIRI



Advocates Give Brands Long-Term Benefits



Brand Advocates generate excitement about a product that influences the purchase decisions of many others. But how long does the excitement last? Do advocates continue to talk about products long after their involvement in a program?

To understand the long-term impact of brand advocacy programs, we studied a group of advocates over the course of a year. We knew how well the advocacy marketing program improved product opinion, likelihood to recommend and purchase intent, so after the program ended, we surveyed them every three months to see how their attitudes changed over time.

We saw that for each of these brand values, an average of 91% of the lift created by the advocacy program was maintained 12 months later. That's remarkable effectiveness for any marketing campaign.

Download the study at: u.bzz.com/longterm

Activate Influential Customers



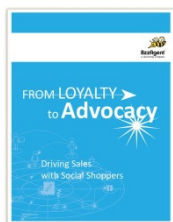
With insights from over 400 million shoppers around the world, BzzAgent delivers precise targeting and a powerful social engagement platform to turn your customers into influential brand advocates.

And these advocates know a thing or two about influence. Our advocates love to talk about brands and recommend products — they're highly active in social media, they create and share way more brand content than the average consumer and, well, people listen to them. Activate their voices around your brand and track their impact on product sales and ROI. Come on in, let's talk about talking.



Advocacy Marketing Resources

Check out some of the resources we created to help marketers understand the best practices in advocacy marketing and how it can be used to drive product sales for CPG companies.



From Loyalty to Advocacy:

Driving Sales with Social Shoppers

u.bzz.com/advocacy



A Field Guide to Brand Advocates

Learn What Makes These Consumers Tick

u.bzz.com/fieldguide



The Social Media Product Launch

12 Steps to Accelerate New Product Sales

u.bzz.com/productlaunch

About BzzAgent

BzzAgent, the social marketing arm of dunnhumby, activates influential customers to drive sales for the world's largest brands. With insights from over 400 million shoppers around the world, BzzAgent provides marketers precise targeting and a powerful engagement platform to turn loyal customers into advocates. Proven measurement practices provide detailed analysis of key retail metrics, incremental sales and ROI. BzzAgent has been a leader in word of mouth marketing since 2001, running thousands of programs for global companies including Unilever, Wrigley, L'Oreal, and Green Mountain Coffee. For more information visit: <http://about.bzzagent.com>



Drive Measurable Sales with
Social Marketing

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