

SAMPLE REPORT

Social Data Benchmark Report

Business Question: How is your company perceived online?

SAMPLE REPORT

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Social Data Analysis using SM2 - Jan 2010 – Jan 2011

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Edit	Words	Categories	Type	Parameters
<input type="checkbox"/>	"gbgroup"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"GB Group"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"gb Group" AND "fraud"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"gbgroup" AND "fraud"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity" AND "gb group"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity" AND "gbgroup"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity verification" AND "gbgroup"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity verification" AND "gb group"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity analysis" AND "gbgroup"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English
<input type="checkbox"/>	"identity analysis" AND "gb group"		Company name	Dates: Since: 1/1/2010 - Until: 1/31/2011 Include Countries: United Kingdom Include Languages: English

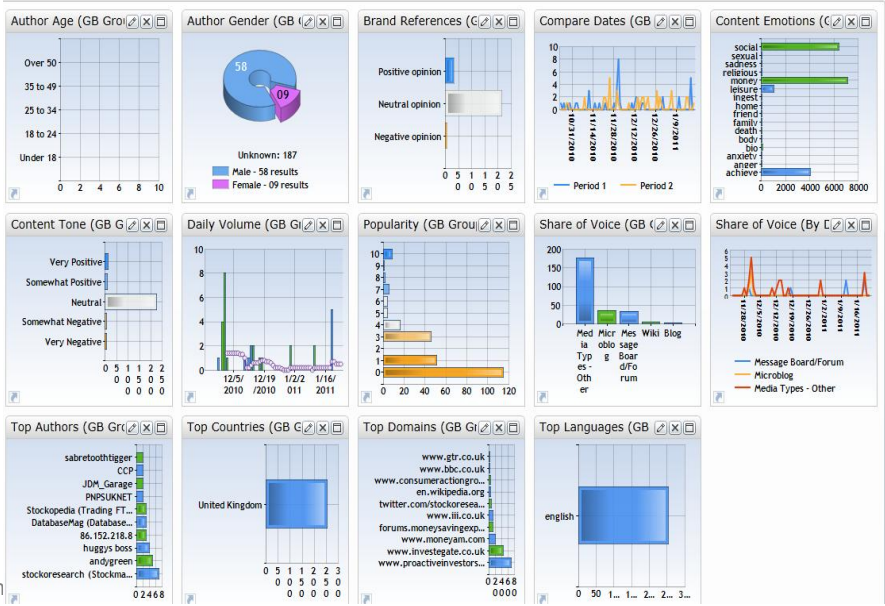
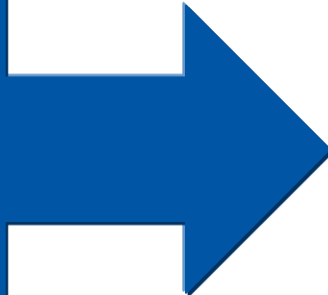
Initial Searches setup based on Company X and primary areas of business based on website information:

- Service 1
- Service 2
- Service 3
- Service 4

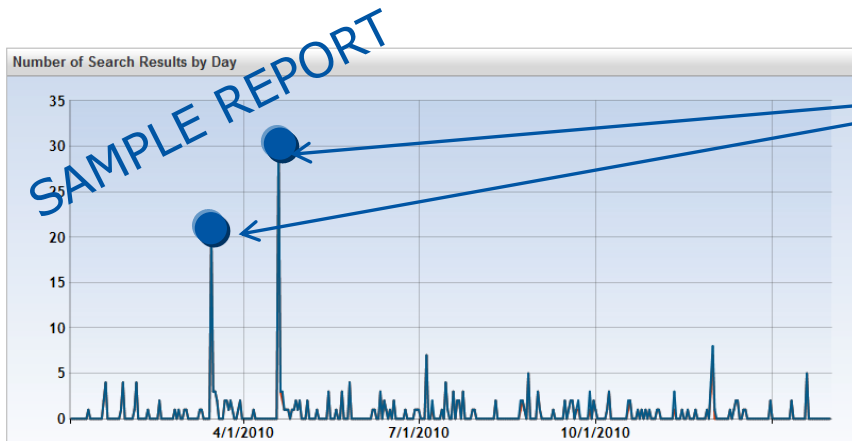
This search delivered "254" results.

Key Findings

- 254 mentions in last 12 months
- Company XX not a recognised online brand
- Limited association with key areas of business
- Minimal conversations mainly on finance based websites

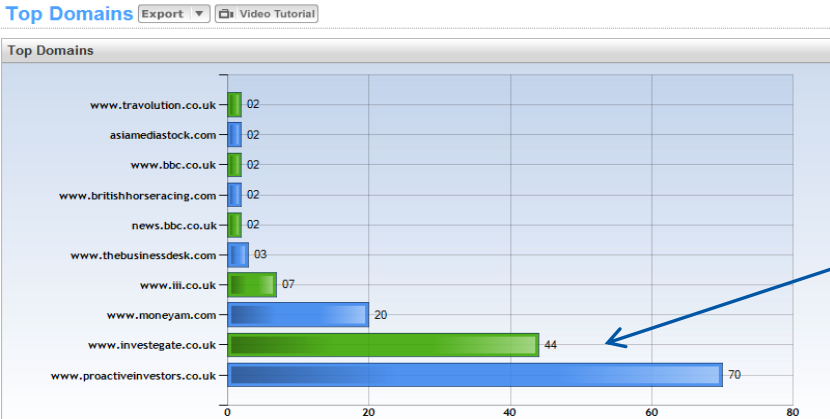
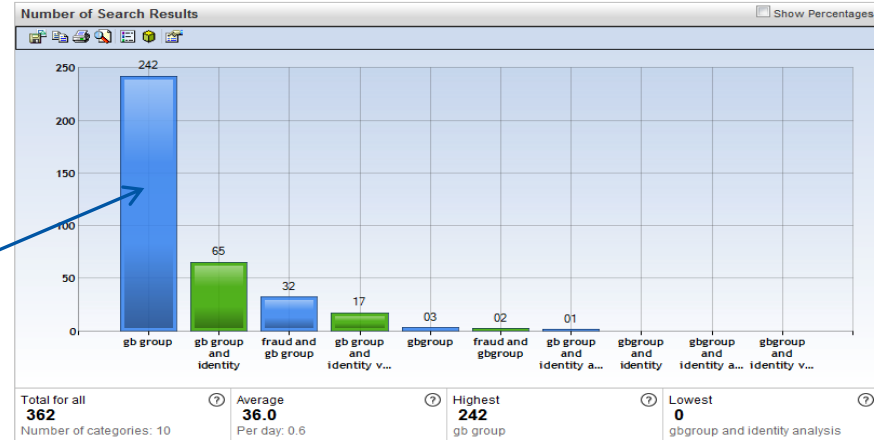


General Analysis of Findings



Spikes around announcement of company financial results

Most conversations are on blogs and news sites.

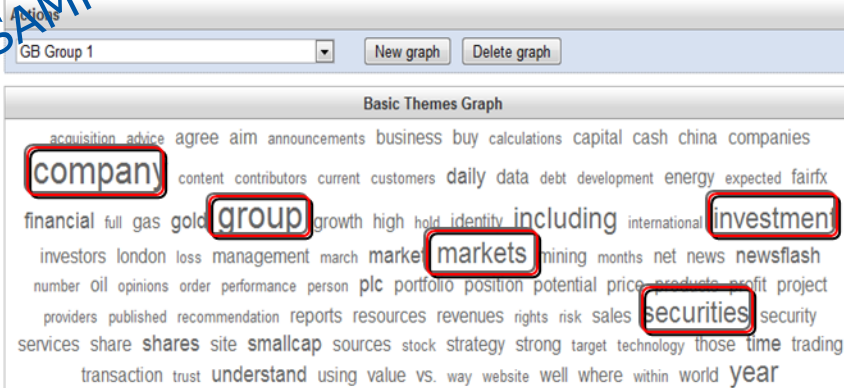


Top domains discussing the company are financial or investor related.

Key Themes around the company – Annual Summaries

Theme for GB Group 1 – 1st Jan '10 - 22nd Jan '11

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More categories

<input type="checkbox"/>	"identity capture" AND "gbgroup"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"identity capture" AND "gb group"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"gbgroup" AND "age verification"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"gb group" AND "age verification"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"identity based marketing" AND "gbgroup"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"identity based marketing" AND "gb group"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name
<input type="checkbox"/>	"ID fraud" AND "gbgroup"	gbgroup, gb group, fraud and gb group, fraud and gbgroup, gb group and identity, gbgroup and identity, gbgroup and identity verification, gb group and identity verification, gbgroup and identity analysis, gb group and identity analysis	Company name

Key Findings

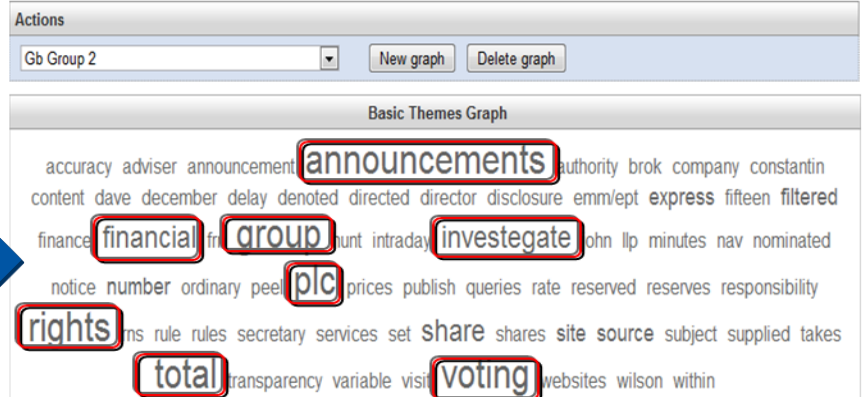
254 mentions in last 12 months

Key themes change slightly

Key themes still finance based

More announcement/results related

Theme for GB Group 2 – 1st Jan '10 - 22nd Jan '11



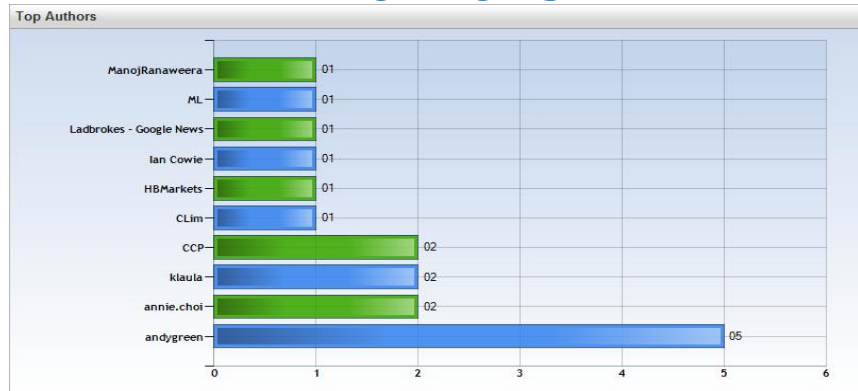
Top GB Group Online Influencers

DOMAINS



www.proactiveinvestors.co.uk	70
www.investegate.co.uk	44
www.moneyam.com	20
www.iii.co.uk	7
www.thebusinessdesk.com	3
news.bbc.co.uk	2
www.britishhorseracing.com	2
www.bbc.co.uk	2
asiamediastock.com	2
www.travolution.co.uk	2

AUTHORS



andygreen	5
annie.choi	2
klaula	2
CCP	2
CLim	1

Observations for Company XX

DOMAINS: Some conversation about Company X on investment websites – mainly around results and financial announcements.

AUTHORS: Minimal conversation about Company X..

Not recognised online for key business services, more interest form investor community about business.

Conclusion

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- Company XXX is not recognised online for core areas of business or services
- Online, digital or social marketing is not a significant part of Company's marketing strategy
- Company X have an opportunity to
 - measure their online presence today
 - incorporate digital/social marketing into their marketing strategy
 - develop their online presence
 - develop online brand awareness
 - develop online reputation in core areas of business/services
 - Measure their online presence in 6 and 12 months to see the impact on these areas as a result of online activity.
- Without action – little or no change will take place, however there is interest in one of their key services, but there is no clear company associated with that service online – there is an opportunity to develop an online campaign to link the 2 and measure that impact too.

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To find out how we can help you

Contact us...

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