

Social Media Analysis

Turn your audience's social media activity into actionable marketing intelligence

Social media is more than a channel

Nearly 80% of Americans are on social media resulting in billions of engagement-based actions every day. This rich, consumer-generated content provides marketers an organic view into their audience's lifestyles, interests and brand preferences. Using Experian's Social Media Analysis, delivered in partnership with social analytics leader SpotRight™, brands can now combine their audience's social media activity with ConsumerViewSM demographic and lifestyle data for a powerful, comprehensive view of their audience—all in a privacy compliant manner.

From hashtags to follows to retweets, the Social Media Analysis turns the activity generated from over 90 million social media users into meaningful, actionable intelligence. Delivered through a web-based dashboard, the Social Media Analysis helps advertisers and agencies easily visualize key findings.

Tailor your analysis to your goals

To get started, first ask yourself, "Who do I want to know more about?". With the Social Media Analysis, you have the flexibility to analyze virtually any audience you'd like.

- **Social Media-Based Audiences:** Analyze your followers, your competitors' followers or even people mentioning a specific hashtag or topic.
- **Your First Party Audiences:** Whether it's your CRM data, loyalty shoppers, email subscribers or lapsed customers, Experian can link your offline data for analysis.
- **ConsumerView Audiences:** Define your own custom audience for analysis based on any of Experian's thousands of ConsumerView data attributes.



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What's next?

After you've selected your base audience, you can then define additional topics you want to learn more about including their usage of campaign phrases, hashtags, and overlap with other brands and handles.

You'll receive your customized analysis in a matter of days. With over 20 different data visualizations to drill into, you'll quickly see that this solution is much more than a social media listening tool. Experian helps you go beyond knowing "what" people are saying by giving you a deeper picture into "who" is behind the handles interacting with your brand and the topics that matter to you.

Ready to take advantage of the social media insights your audience is generating today? Contact your Experian Marketing Services sales rep to schedule a demo of our Social Media Analysis and learn more.

Discover your audience

Our Social Media Analysis delivers audience intelligence on over 20 key categories such as:

- Social Influence
- Popular Hashtags and Topics
- Competitor Overlap
- Brand & Interest Following Behavior
- Audience Demographics
- Mosaic® Lifestyle Segments

