DATAiNTELLIGENCE

CONVERSATION RADAR

Brings **VALUE** from earned media.

DATA INTELLIGENCE

BRAND POSITIONING

CONVERSATION RADAR

WHAT IS IT?

Conversation Radar is our solution that tracks the online conversations about the brand regarding visibility, quality of the dialogue, and community engagement. It lets you track the activity on your social media and competitors' pages in real time.

WHY WOULD YOU NEED IT?

Now more than ever, the voice of the consumer and the online mentions decisively contribute to the brand's imprint. To harness this, you must understand how people respond to a brand's actions to identify and address issues and strong points. You have to make sure your brand gets positively noticed.

OUTCOMES

- You can ensure the public understands the brand message and sees their reaction to it.

- You can identify strong points or issues and their causes immediately.

- You can quickly adjust your content strategy.

CONVERSATION RADAR CASE STUDY

Context

We started monitoring the insurance category in early 2021 regarding visibility and social media content impact.

Challenge

Increase positive visibility and engagement for NN in a sensitive category where people are more skeptical than brand fans.

Solution

With our Conversation Radar, we monitored the weekly brand mentions and SM content in the category across various channels, from national press to forums and TikTok. Also, the alerts system enabled the client to react timely to harmful or sensitive topics where the brand was mentioned.

Results

Our data solution enabled us to identify opportunities that increased visibility by 350% YTD.

Regarding SM content, learning and reapplying findings generated by our weekly monitoring increased engagement by 150%, placing NN 1st in its category monthly, with average interactions 4x higher than the category average.

LET'S STAY IN
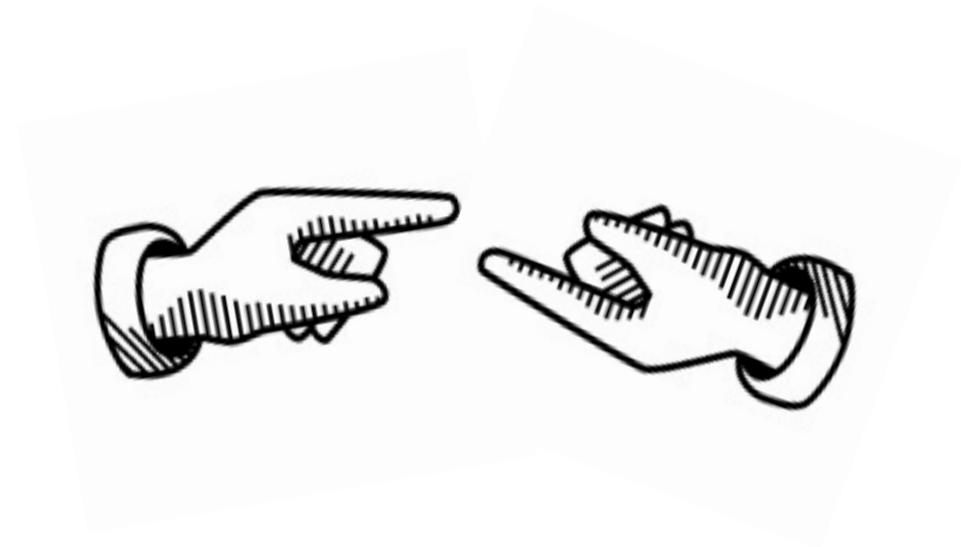
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