THE FUTURE OF AI-POWERED INSIGHTS

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GAME CHANGERS

Ipsos

THIS IS NOT A STORY ABOUT HOW TECHNOLOGY CAN CONSTRUCT AND DELIVER INSIGHTS.

THIS IS A STORY ABOUT HOW TECHNOLOGY IS HELPING OUR TEAMS GET TO THOSE INSIGHTS

FASTER.

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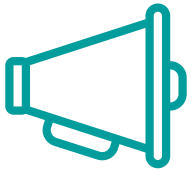
FROM LISTENING TO INTELLIGENCE

DIRECTIONAL

LISTENING TOOL

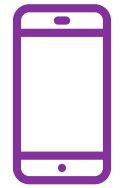
- Volume
- Auto-sentiment
- Topics and word cloud



TACTICAL

MARKETING AGENCY

- Campaign focus
- Social activity, engagement
- Likes, comments, shares
- Consumer behavior related to marketing progrms



STRATEGIC

SOCIAL INTELLIGENCE

- Consumer focus
- Advanced text analytics
- Humanized A.I.
- Strategic frameworks

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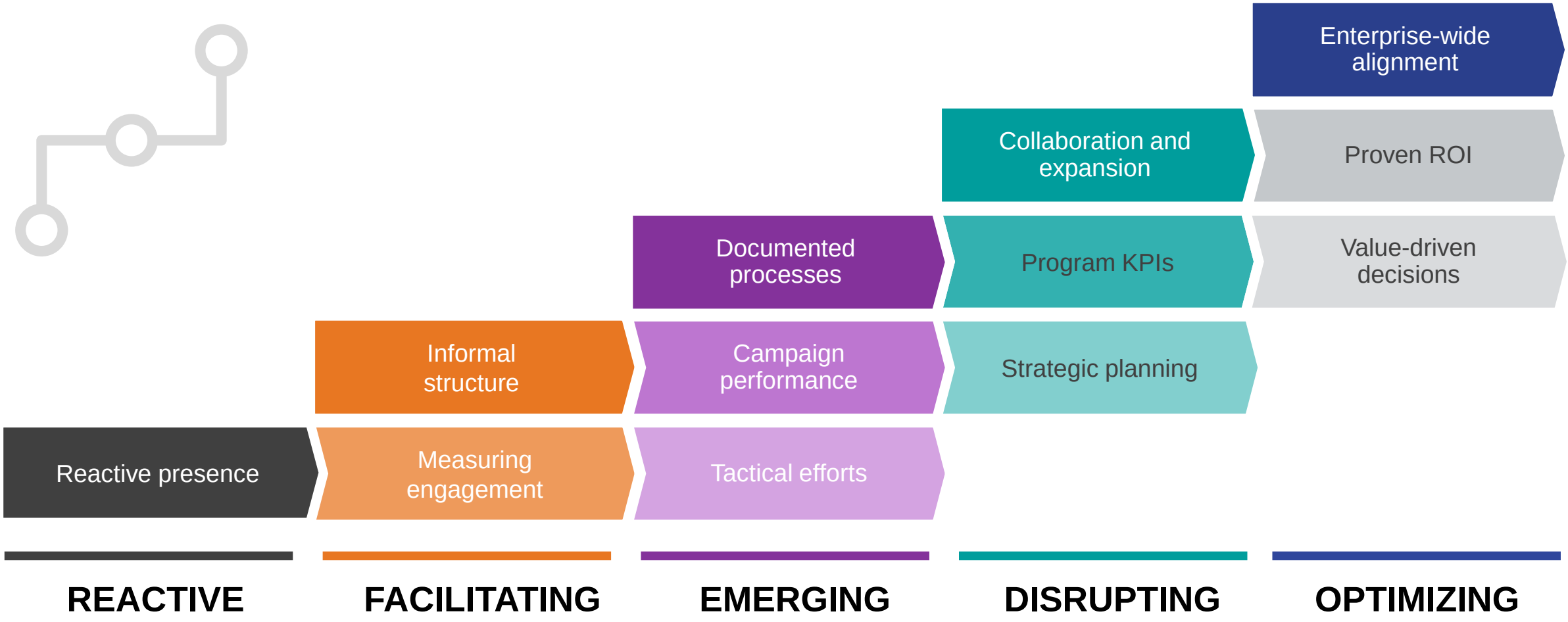
SOCIAL MATURITY MODEL



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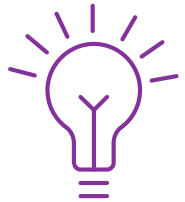
THREE KEY ELEMENTS TO SIA

DATA COLLECTION

- Synthesio SAAS platform
- Support / training on platform use

DATA ANALYTICS

- Custom data science
- Advanced text and image analytics



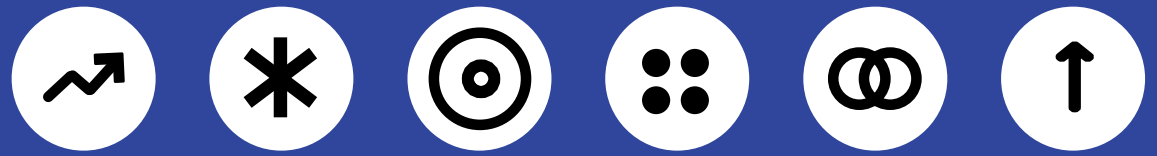
DATA STORYTELLING

- Reporting and advisory
- Category expertise & connected insights

Ipsos acquired Synthesio to ensure the best data collection and technology solution to support the delivery of best in class social intelligence.

Loic Moisand
Co-Founder & CEO of Synthesio

Synthesio has launched Signals which unites leading social media intelligence technology with decades of Ipsos leadership in data science and consumer insights.



FO·MO

FEAR OF MISSING OUT

Anxiety that an exciting or interesting event may currently be happening elsewhere.

Like most business leaders, you have likely experienced the fear of missing critical consumer insights that will impact your business.

Social Listening Platforms have been great for collecting consumer data, yet have struggled to proactively surface signals for actionable insights.

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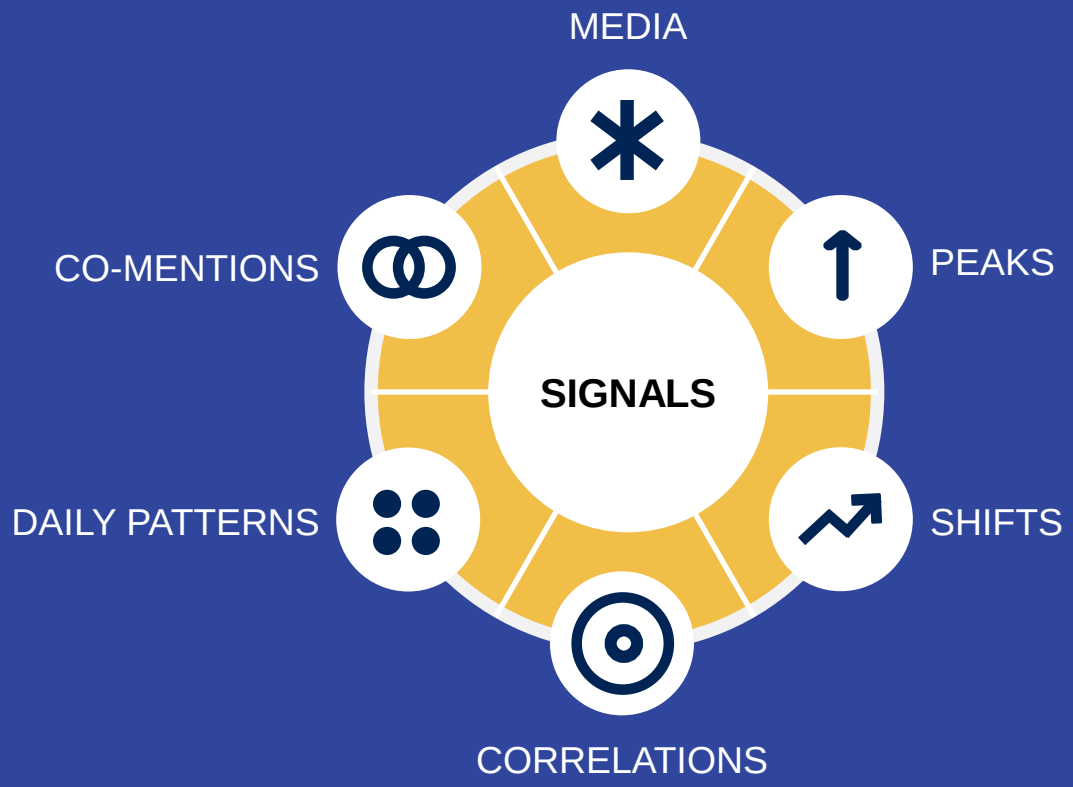
SIGNALS WILL CHANGE THE WAY YOU WORK.



By surfacing all major statistical events and patterns happening online

By overcoming dashboard overload, with infinite widgets to review

By allowing anyone to detect anomalies and ask for further investigation

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SEE WHAT SIGNALS CAN SURFACE FOR YOU

SHIFTS

Spot longer-lasting shifts over a selected period of time.

CORRELATIONS

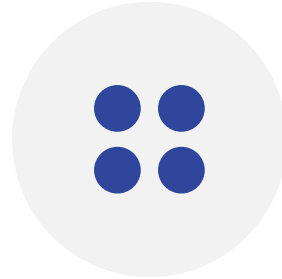
Review interdependence between the evolution of topics.

CO-MENTIONS

Identify which topics tend to be mentioned together in online conversations.

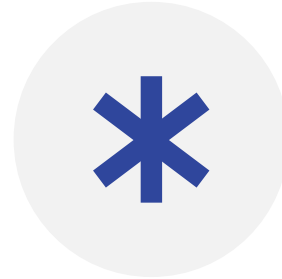
PEAKS

Overview of days, weeks and months with unusual peaks of mentions, interactions or impressions.



DAILY PATTERNS

Identify which days of the week people are most likely to mention a topic.



MEDIA

Check out all videos and images that are going viral.

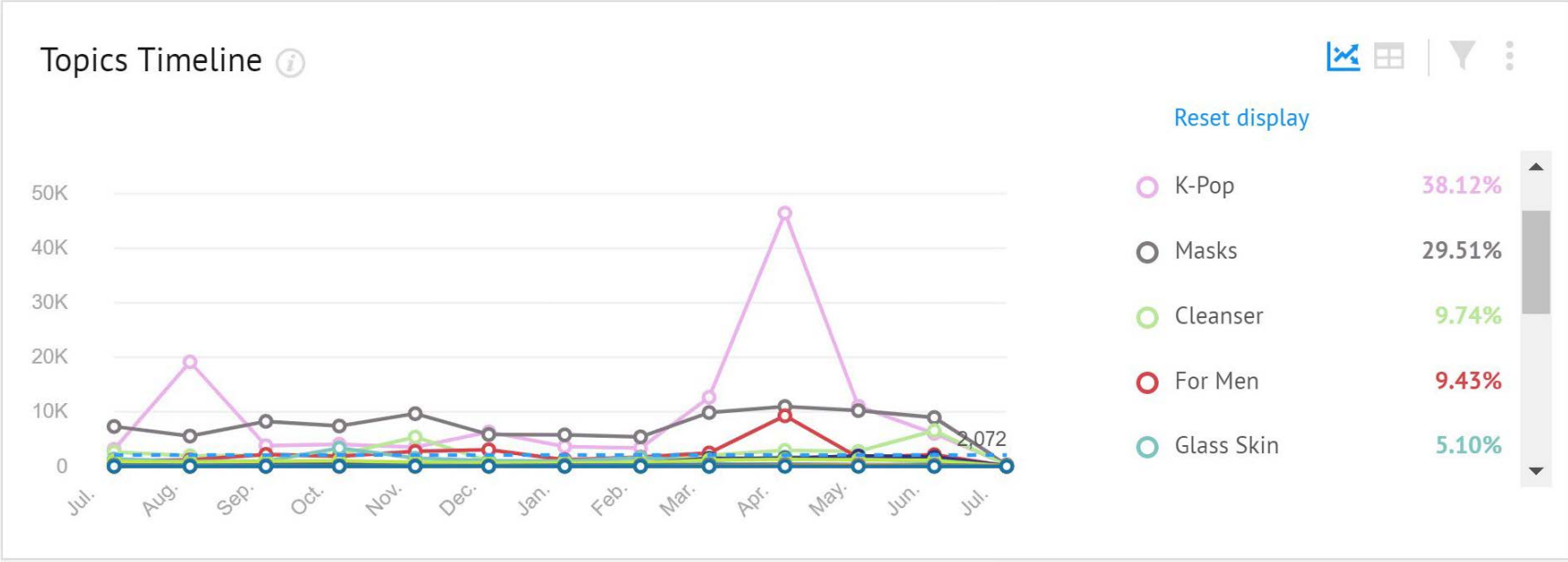
LET'S TAKE A LOOK AT SIGNALS IN ACTION

STAYING AHEAD IN THE BEAUTY CATEGORY

Scenario: what are key drivers related to general K-Beauty conversations?

“Traditional” Detection

- Eyeball-driven or at best counting-number driven
- K-Pop most significant topic mentioned in the category; Masks also important



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Scenario: what are key drivers related to general K-Beauty conversations?

Detection Using Signals

- Significance-based detection and analysis
- Correlation in evolution of category conversation with Masks, Cleanser & Patch topics, as well as with each other

Signals highlights the importance of lower volume topics via previously unavailable in-tool statistical analysis

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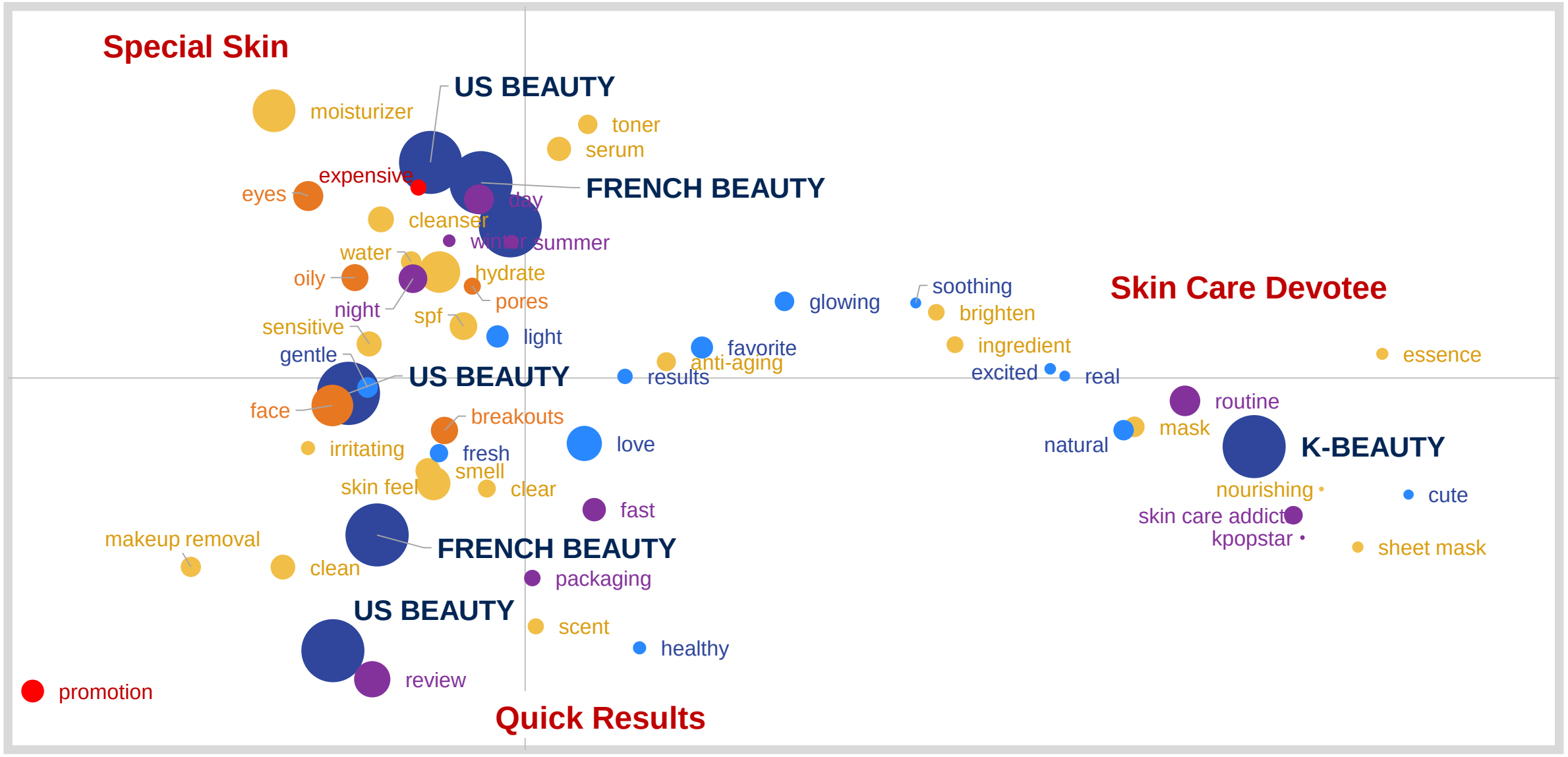
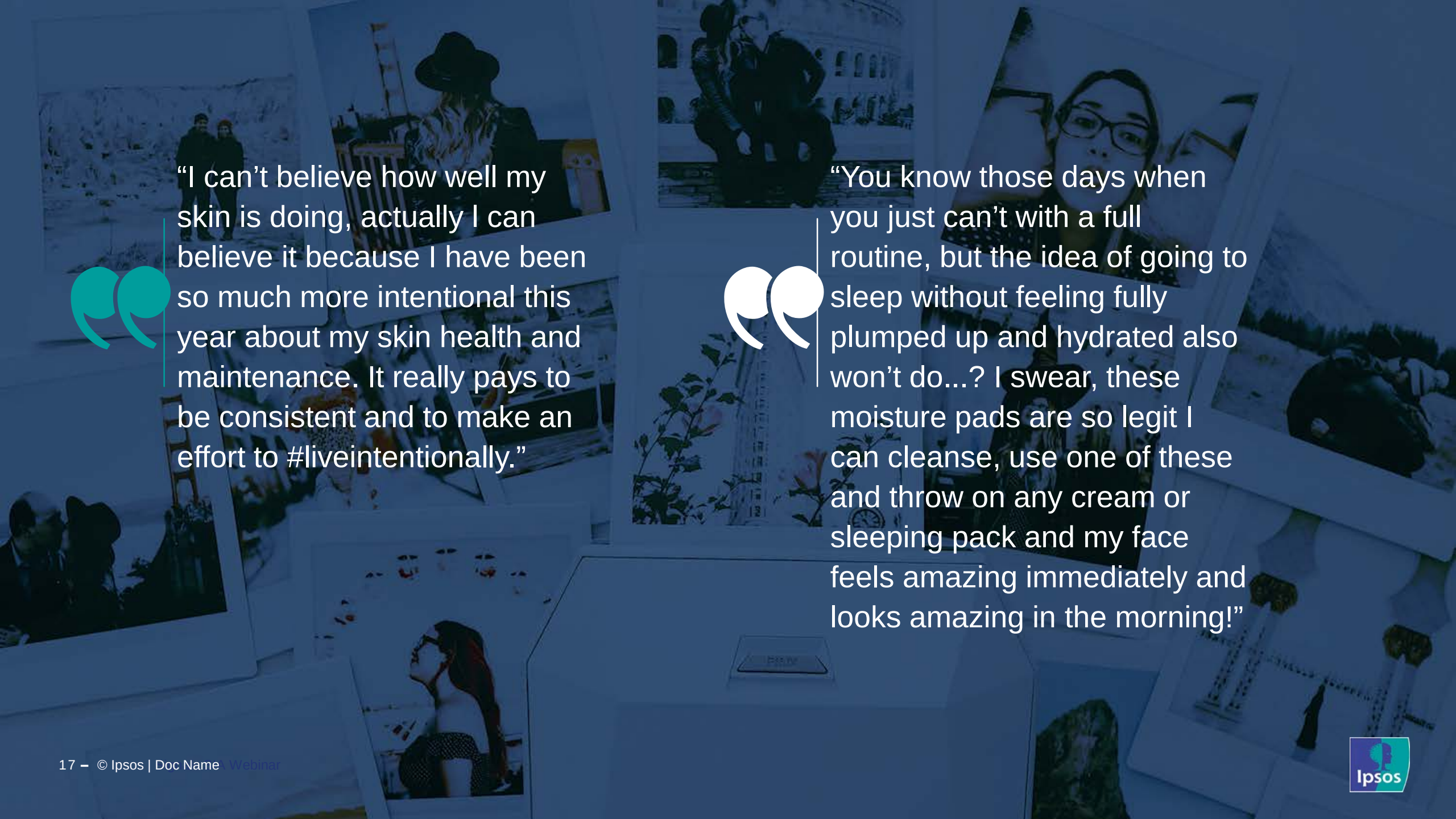
WHAT IS THE OPPORTUNITY WITH MASKS AND PATCHES?

LET’S TAKE A DEEPER LOOK


Special Skin
US BEAUTY
moisturizer
toner
serum
expensive
FRENCH BEAUTY
eyes
day
cleanser
winter
summer
water
oily
hydrate
pores
night
spf
sensitive
light
gentle
US BEAUTY
face
breakouts
irritating
fresh
love
smell
skin feel
clear
fast
makeup removal
FRENCH BEAUTY
clean
packaging
US BEAUTY
scent
healthy
review
promotion
Quick Results
glowing
soothing
brighten
favorite
anti-aging
ingredient
results
excited
real
Skin Care Devotee
essence
routine
mask
natural
K-BEAUTY
nourishing
cute
skin care addict
kpopstar
sheet mask



“I can’t believe how well my skin is doing, actually I can believe it because I have been so much more intentional this year about my skin health and maintenance. It really pays to be consistent and to make an effort to #liveintentionally.”

“You know those days when you just can’t with a full routine, but the idea of going to sleep without feeling fully plumped up and hydrated also won’t do...? I swear, these moisture pads are so legit I can cleanse, use one of these and throw on any cream or sleeping pack and my face feels amazing immediately and looks amazing in the morning!”

TWO KEY POINTS:

- Put skin first
- Make it easy

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SOME TAKEAWAYS

1 GO BEYOND YOUR BRAND

The rich learning social data can provide goes well beyond your brand and even category.

2 GO BEYOND THE DATA

Applying machine learning, advanced analytics and human intelligence delivers powerful learning.

3 IT'S NOT FOR EVERYTHING

Social intelligence is an essential research tool when used well and applied to the right learning needs.

COMING SOON TO SIGNALS

MORE SIGNALS

- Influencer detection
  - Advocates
  - Detractors
- Geo trends
- Trending words & hashtags

MORE SHARING

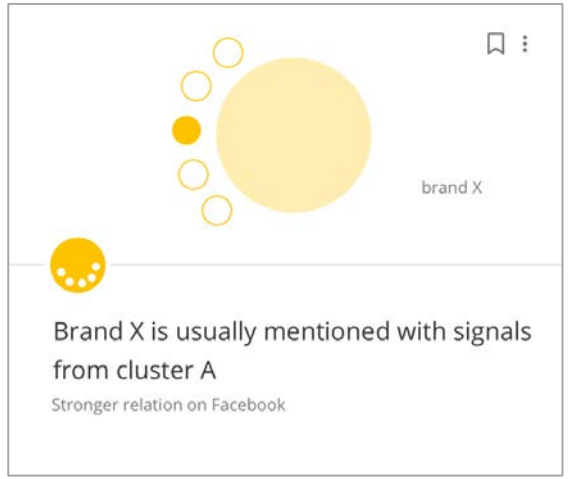
- Feed PDF export
- Contextual report PDF export
- Permanent URL sharing
- Report bookmarks

ENHANCED CONTEXT

- Advanced location
- Influencer analytics
- Subtopic signals
- Richer drill-down capabilities

ADDITIONAL NLP

- Top adjectives by topic
- Top entities by topic
- Phrase extraction
- Emerging topics



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LEARN MORE ABOUT SIGNALS!

Use Signals within the Synthesio Social Intelligence suite to enhance time to insight and detect what's happening behind pure volumes.

For more on Signals, including a deep-dive demo: https://www.synthesio.com/signals/

For more about how Synthesio helps customers increase social maturity, contact us: https://www.synthesio.com/

BE SURE. MOVE FASTER.

GAME CHANGERS

THANK YOU

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