

# HOW TO EXTRACT MARKET INTELLIGENCE FROM FACEBOOK

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# 01.

## The world's biggest social platform

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The latest figures released by Facebook confirmed that the dominance of social media remains intact. Facebook's [global data](#) is very representative of the world-at-large: 1.59 billion monthly active members on the platform per month and 1.04 billion daily active users. These figures confirm the importance and relevance of social media for the actions of digital marketing.

In addition, Facebook is also very representative in some important markets such as Brazil. Local data, [released in January 2016](#), revealed that the social platform has 99 million monthly active users and 89 million active mobile users. Taking into consideration the official information and the fact that today the country has around 204,450,000 inhabitants ([data from the latest survey by IBGE](#)), we can consider that almost half (48.5%) of the population accesses the Facebook. These figures would be even higher if we consider only the working age population.

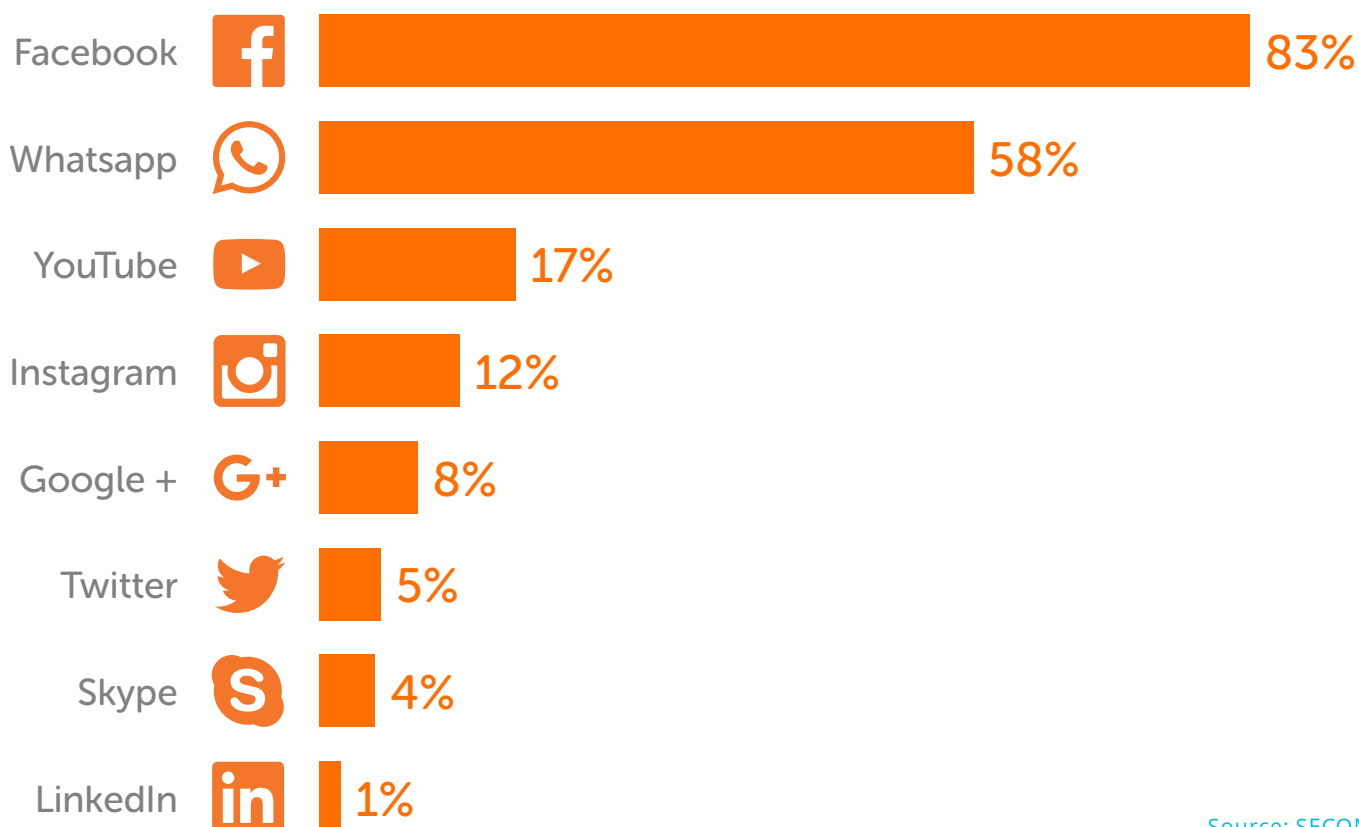
In a survey conducted by SECOM (Secretaria de Comunicação Social da Presidência da República, Secretariat of Social Communication of the Presidency), Facebook's leadership position was confirmed. Among social platforms and messaging applications, Facebook maintains its leadership (83%) as the most used channel by Brazilians, followed by WhatsApp (58%), YouTube (17%) and Instagram (12%).

In addition to being present in large scale on Facebook's platform, Brazilians also appear in several rankings when it comes to social media usage. The 60% increase in time spent on social media compared to the world average and its high engagement rates show why [The Wall Street Journal](#) named Brazil as "the world's capital of social media."

## Most used social networks

### INTERVIEWED WHO USES INTERNET

Now considering just the use of social networks and instant messages exchange programs, which of the following options in this list do you use most?



Source: SECOM

# Brazilian users are one of the most engaged in the world

## DESKTOP AUDIENCE AND ENGAGEMENT PER MONTH

		Unique visitors	Minutes per visit	Minutes per page	Minutes per visitant
World		1.824.894	24,5	0,70	54
1st China		478.506	21,3	0,60	54
6th Brazil		62.990	29,5	0,80	59

[Source: ComScore](#)

The information presented above highlights that Facebook has become one of the main social platforms for Brazilians. This is where people go to get their news, find out information on a particular subject or service, share content and engage with their friends and family.

So, it is easy to see why brands have an eye on Facebook - or at least they should have.

As well as being an important platform on which to connect with key audiences, anonymous and aggregated Facebook topic data now offers marketers and agencies greater insights into their audiences. Based on information from the platform, companies can now better inform their marketing campaigns, content and other activities, as well as carry out an in-depth analysis of their market.

Brazil is the global leader regarding the time spent in each access to the social networks.

### AVERAGE MINUTES PER VISITE



[Source: ComScore](#)

# 02.

## Getting insights from Facebook

By analysing social media, brands can keep track of the spontaneous expressions of their audiences on that media. To give more control to Internet users over their personal information and ensure their privacy, in April 2015, Facebook changed its API eliminating the possibility of monitoring public posts and the news feed.

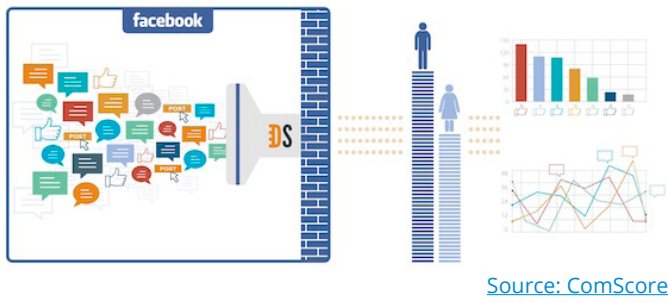
The discontinuation of API 1.0 and the implementation of new versions meant that from this date it would not be possible for brands to analyse Facebook's platform in the ways that they were used to. See the table:

Graph API	Public posts	Public groups	Your own closed or secret groups	Your own pages	Third parties' pages	Public events	Your own private events	Messages from your own page
v1.0	✓	✓	✓	✓	✓	✓	✓	✓
v2.5	✗	✓	✓	✓	✓	✓	✓	✓

## How to extract market intelligence from Facebook

However, this change that would leave brands without Facebook insights was temporary and a new form of analysis - even more powerful and profound - was announced. To continue providing intelligence to organizations, Facebook has partnered with DataSift to launch a data analysis tool focusing on audience-level insights - Facebook topic data.

## What is Facebook topic data?



Facebook topic data provides marketers and agencies with insights into what audiences are sharing and engaging around on Facebook, such as events, brands, people and activities, all in a way that keeps information confidential. It aggregates and anonymizes information from posts and offers scores in engagement data (likes, comments, shares).

Each data item is enriched to provide an easier analysis with more than 60 attributes.

Facebook topic data offers an anonymous and aggregated analysis of interactions across Facebook's platform. Through this service, you will see compiled information on the chosen topic in statistical form.

### How does Scup Analytics with Facebook topic data work?

When defining keywords and search criteria in Facebook, the interactions will be stored in a database to be consulted later and presented in the form of graphics and personalized information, according to each organisation's strategy.

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### Which information will I have access to?

To perform the analysis, Facebook topic data considers:

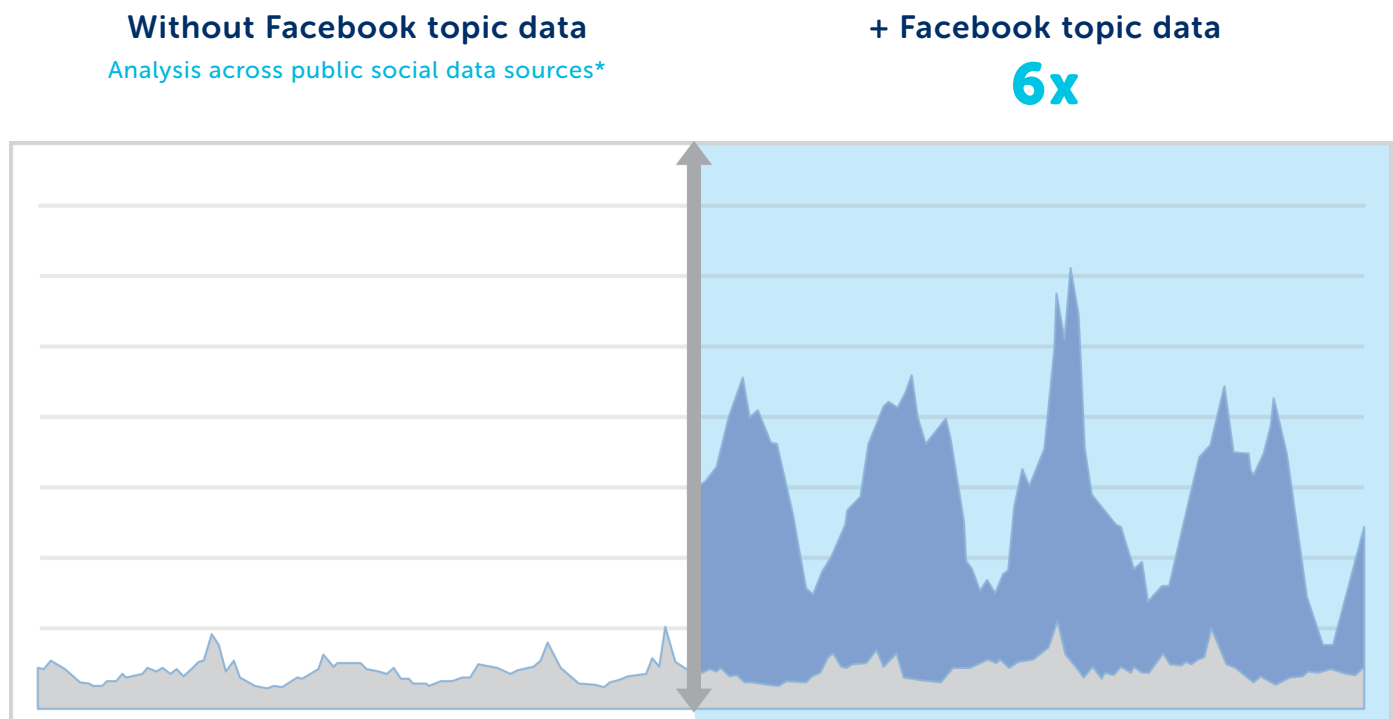
- Demographics (gender, age and location);
- Analysis of sentiment;
- Engagement (likes, comments and shares);
- Analysis of subjects per topics and hashtags;
- Analysis of links posted in publications; and
- Analysis of anonymous and aggregated text in posts.

### How is Facebook topic data different?

Facebook topic data is the only service that considers all interactions around a subject on Facebook, capturing data posts, topics, links, hashtags, demographics and engagement (likes, comments and shares). In addition, the service has the advantage of being able to analyse interactions across the entire platform. This is in contrast to API 1.0, which analyzed only 5% of the platform.

To perform the analysis, Facebook topic data considers:

- Demographics (gender, age and location);
- Analysis of subjects per topics and hashtags;
- Analysis of sentiment;
- Analysis of links posted in publications; and
- Engagement (likes, comments and shares);
- Analysis of anonymous and aggregated text in posts



\*The analysis includes Twitter, Tumblr, blogs and forums.

[Source: DataSift](#)



# 03.

## Why bet on this strategy?

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Once you understand how Scup Analytics works, you need to think about how it can directly impact your business. The union of a giant sample base plus a quick data visualization makes Facebook topic data a strategic tool that will help organizations with challenges such as: managing their brand reputation, gaining market intelligence, optimizing actions and marketing campaigns, and analyzing their key audience.

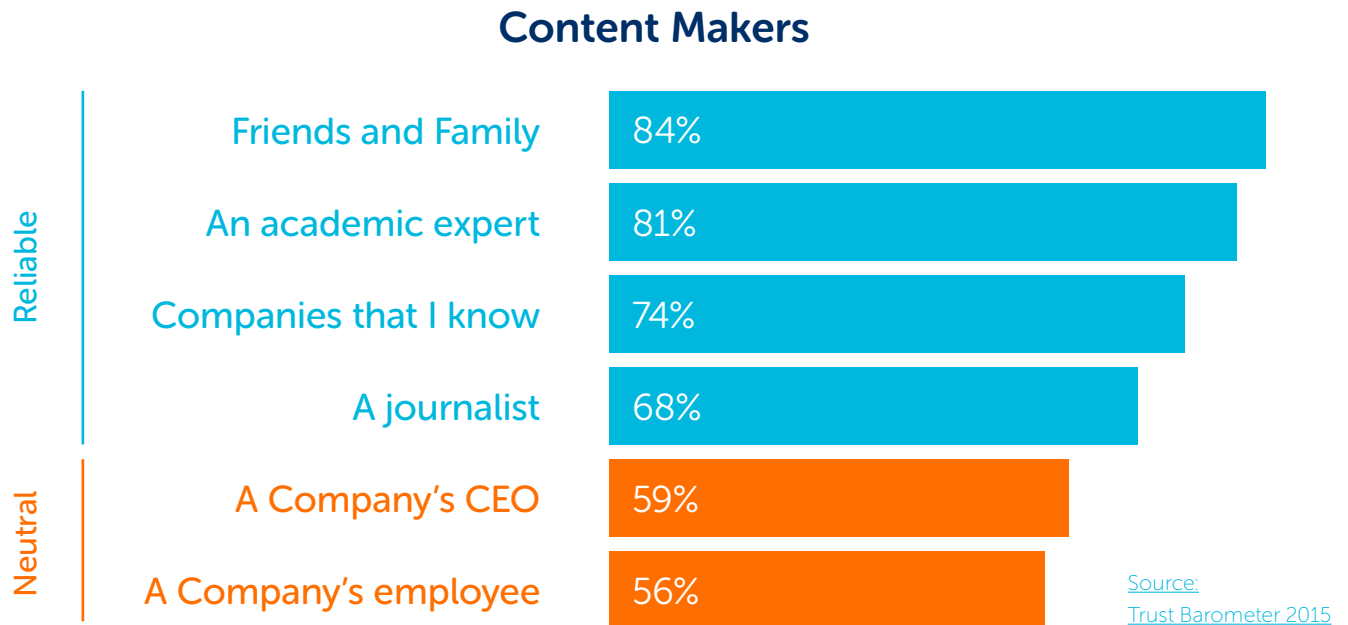
### **Brand and revenue management**

In an environment where people can give their opinion about something and share it with thousands of people around the world on social platforms, analyzing your brand, products

## How to extract market intelligence from Facebook

and services becomes an essential practice. This is especially the case when we talk about Brazil, as Brazilians tend to rely more on what people similar to them share on social media - even before experts and journalists (see below).

The decision to understand what consumers think about the brand is not only important in terms of managing a brand's reputation, but also when it comes to company results. Data collected from a PwC Brazil survey shows that for 77% of consumers information on social media posted by friends and testimonials on brand websites, had an impact on purchasing decisions.



This is the scenario in which Facebook topic data shows a full view of sentiment around a brand and helping companies better understand people's perceptions. With Facebook topic data, you can monitor the health of your brand in the long term and in real-time, gain insight into your share-of-voice within the market compared to competitors and anticipate possible crises. The insights are far more in-depth and representative than simple satisfaction surveys.

### Market intelligence

Usually, brands turn to market research to understand trends, needs, acceptance of products, data on the segment and competitive analysis. These research reports can be made via focus groups, surveys, observation techniques and interviews, but for this process to happen, it takes time to analyze a valid database and requires high financial investment.

In the case of social media, users share important information ranging from demographics to purchase intentions, their likes and dislikes. All of this information can be analysed and used to support business decisions.

### Optimization of marketing actions

Once a campaign or marketing activity is launched, it is usually evaluated when it comes to an end and the marketing team analyzes the results. However, when it comes to social media, feedback can be instantaneous. With the quantitative consolidated of these opinions, you can track the effectiveness of campaigns, analyzing aspects such as sentiment about what was introduced, the reach it had and impact. Also remember that sometimes a spontaneous sentiment expressed by an influencer can have more impact than an ad on certain social platforms.

In addition to the power of optimizing campaigns and analyzing how they are perceived by people in real-time, Facebook topic data is also a good partner to understand the result of campaign efficiency tests. With Facebook's data it is easier to understand which format, creative, influencer or even a different text is more assertive for a particular audience.

### Analysis of audience

As social media is permeated with relevant data about users, an analysis of these channels allows you to observe the demographics, activities, interests and opinions of your audience. Thus, you can build a complete picture of your target audiences and their behavior to define relationship strategies.

As consumer preferences change, it is important to carry out constant analysis of the audience to anticipate trends and quickly identify cases of risk to the brand. With Facebook topic data, it is still possible to analyse the anonymous and aggregated profiles and preferences of different audiences, understanding what works best for each type of audience.

## SUMMING UP

# How can Facebook data impact your business?



### Optimization of marketing actions

Campaign optimization in real time;  
Ad efficiency tests;  
Analysis of receptivity.



### Brand and revenue management

Demand management from data;  
Measurement of share-of-voice;  
Brand reputation and health.



### Analysis of audience

Clustering users on a subject;  
Audience behavior;  
Trends in specific audiences;  
Risk management.



### Market intelligence

Data on audience segments;  
Analysis about competitors;  
Market survey.

# 04.

## In practice

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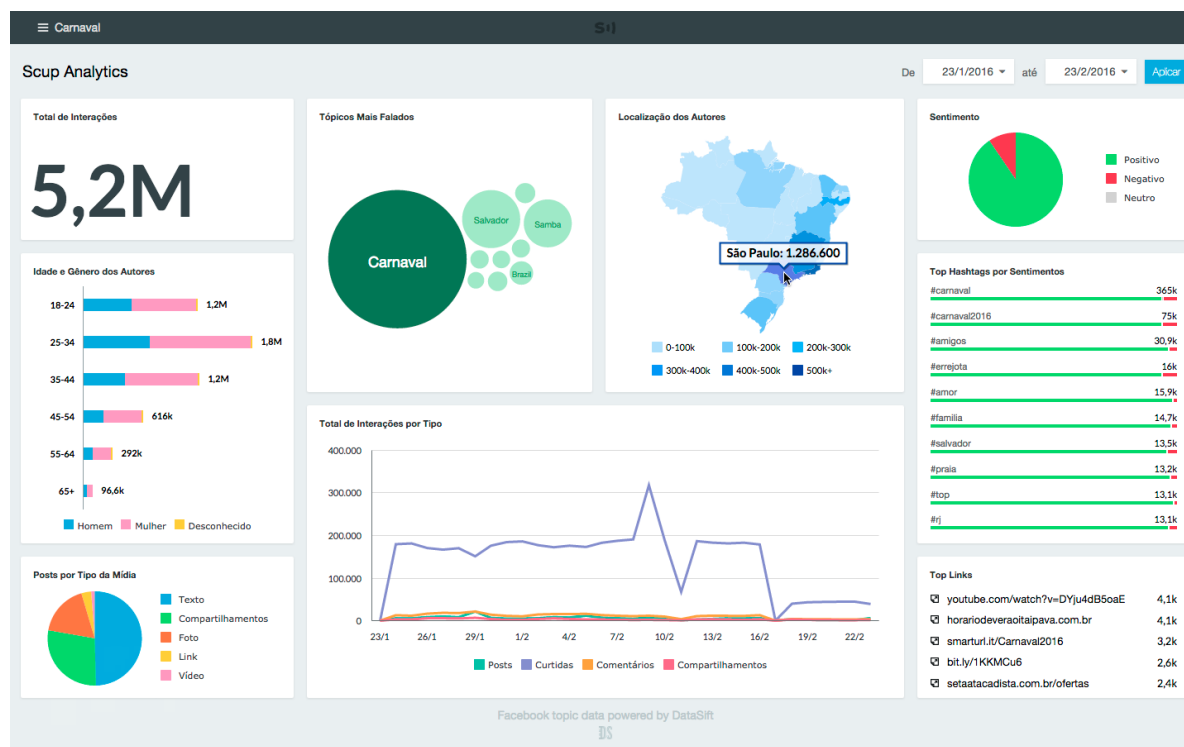
You have already seen how important Facebook topic data is and the logic of the service, but how does it work in practice? How is it possible to analyze data from Facebook in real-time?

DataSift, the company that partners with Facebook to provide Facebook topic data, provides information in anonymous and aggregated form to be consumed. As a partner of DataSift, Scup offers the product Scup Analytics, an insights platform for business based on Facebook topic data. With it, you can analyze and get real-time answers about who, where, what and how people are talking about certain topics or brands in a privacy-safe way.

Scup Analytics is a platform that makes the social analysis even more complete, now incorporating access to Facebook topic data. See below a practical example of how Scup Analytics has generated an analysis about the Carnival 2016 with data from Facebook.

## Carnival 2016 in Scup Analytics

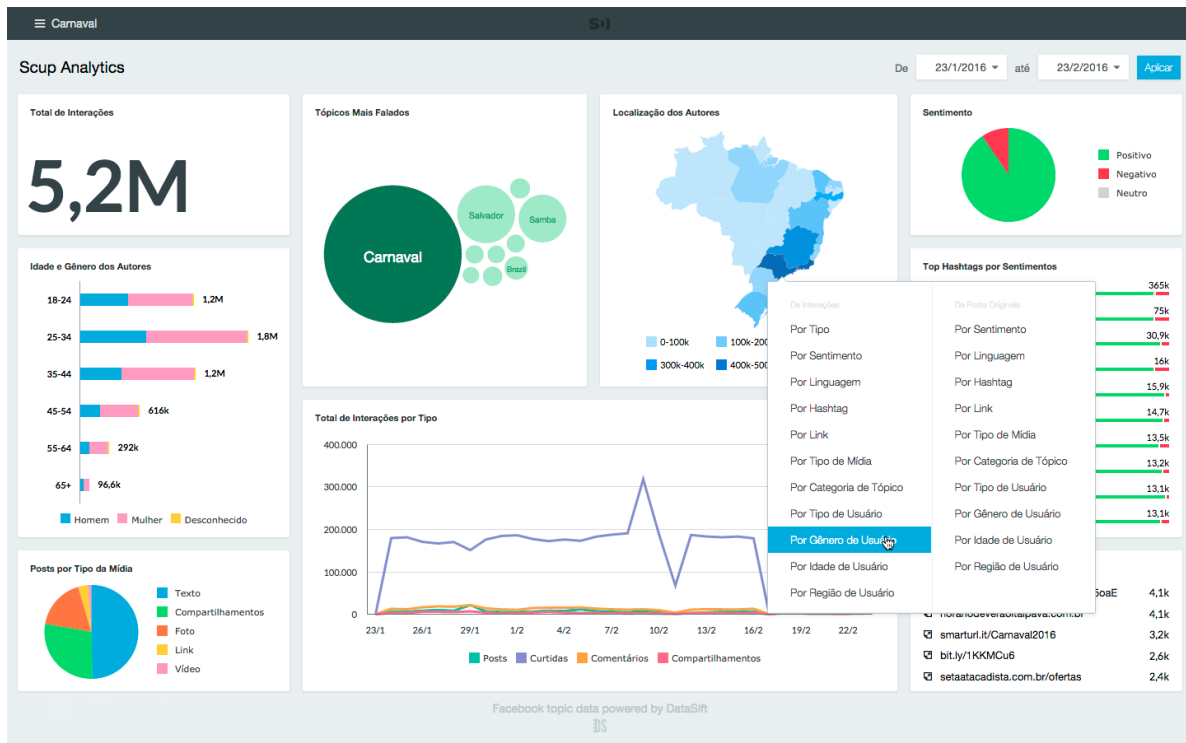
The analysis covers the period between 01/23 and 02/23 and shows a representation of how Facebook topic data users interacted and engaged on the topic Carnival 2016. To deepen your analysis, you can understand the numbers in each graph and the relationship between them.



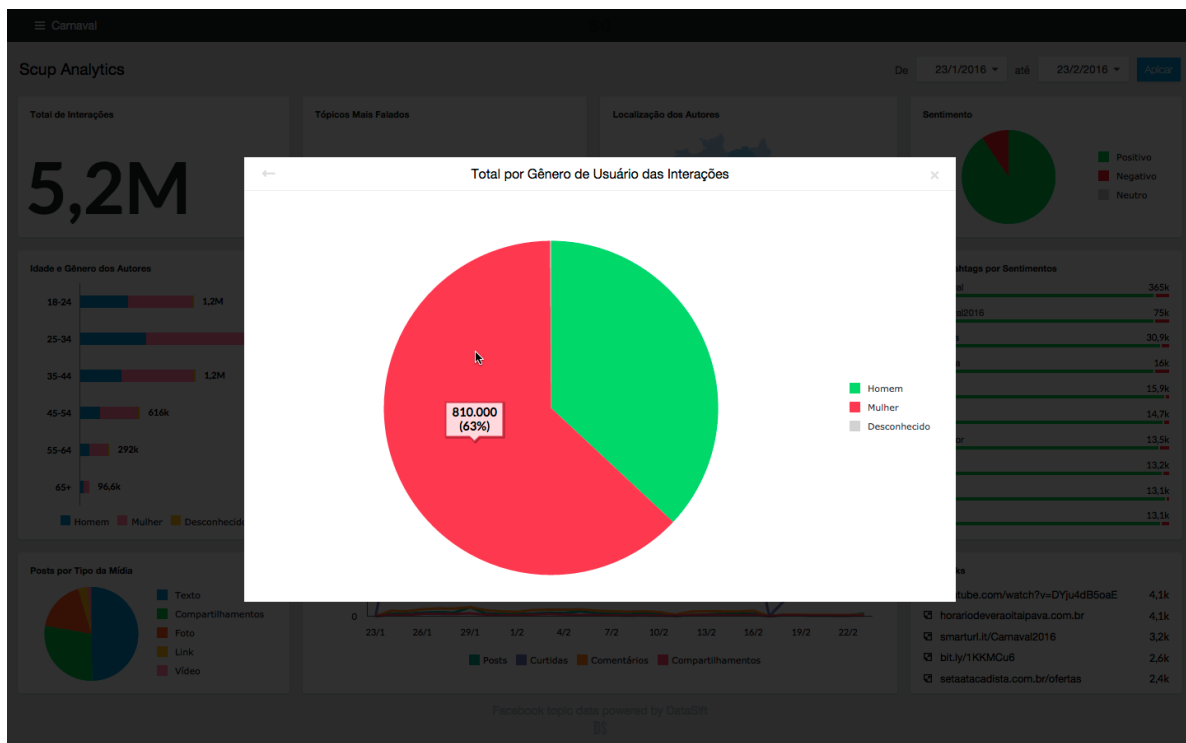
In the example above, you can see some general data: women between 25 to 34 years old interacted more, most of the posts involved only text, the most used hashtag was #carnaval and some of the subjects that were related to the topic were Salvador and Samba. In the highlights, it is also clear that the audience in São Paulo interacted more on the subject.

All of this general data can be analyzed more deeply when crossing the information provided in Scup Analytics. As an example, below you will see in detail what happened in São Paulo.

## How to extract market intelligence from Facebook

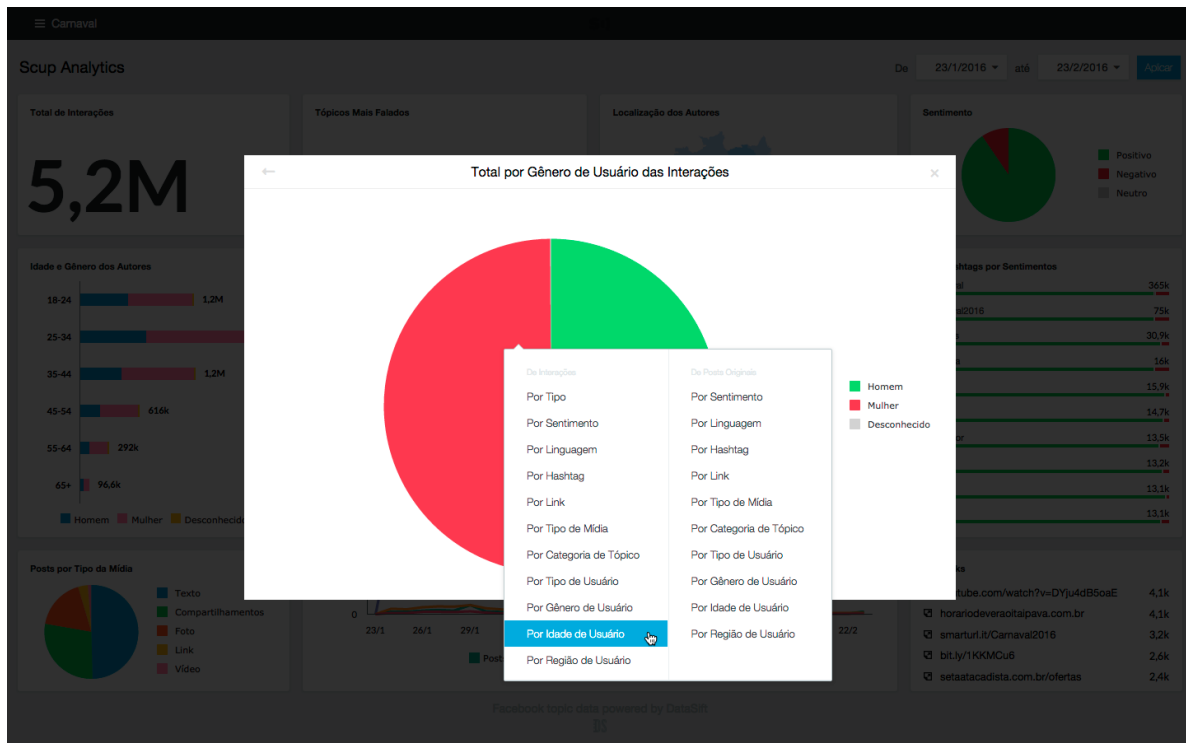


Crossing information between the users' locations and gender

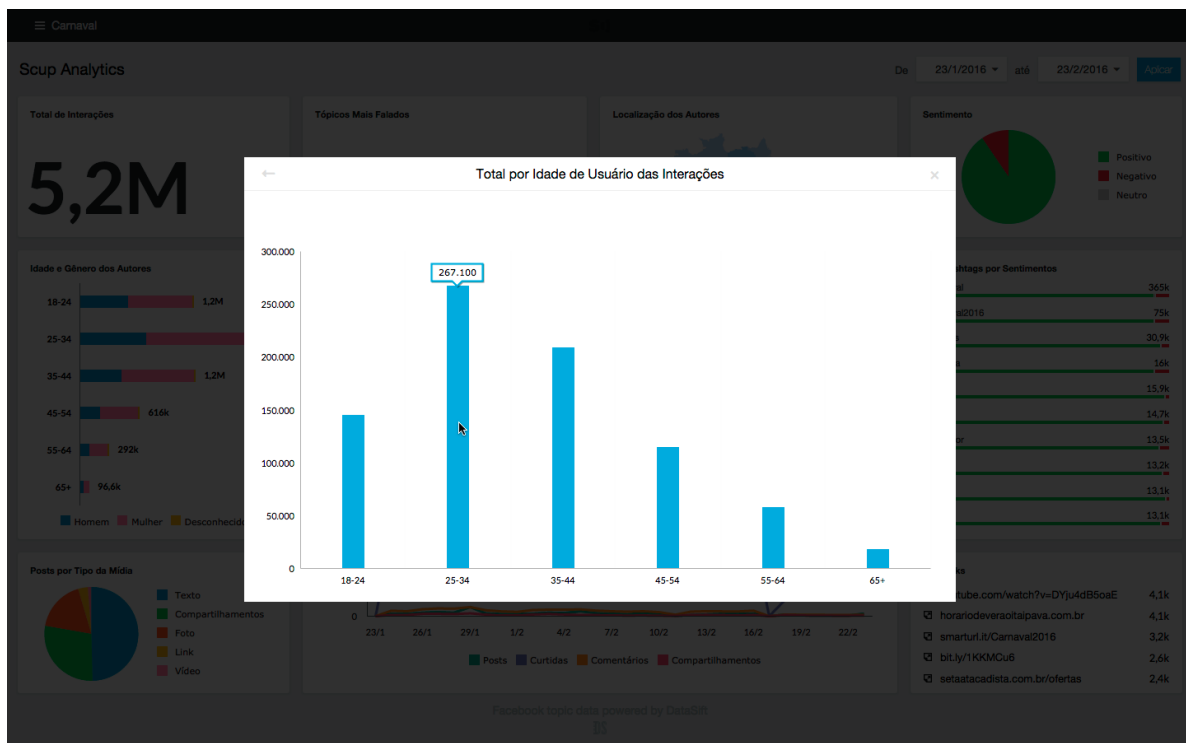


Graphic for users' gender

## How to extract market intelligence from Facebook



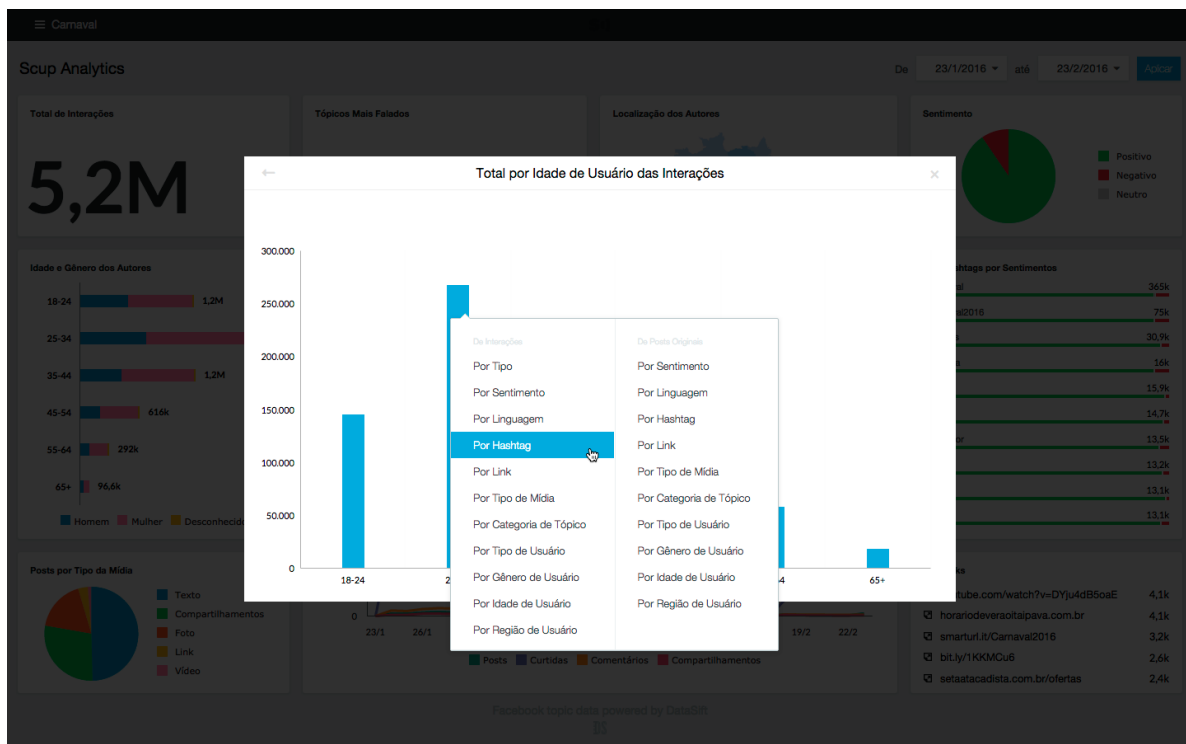
Crossing information among users' localization, gender and ages



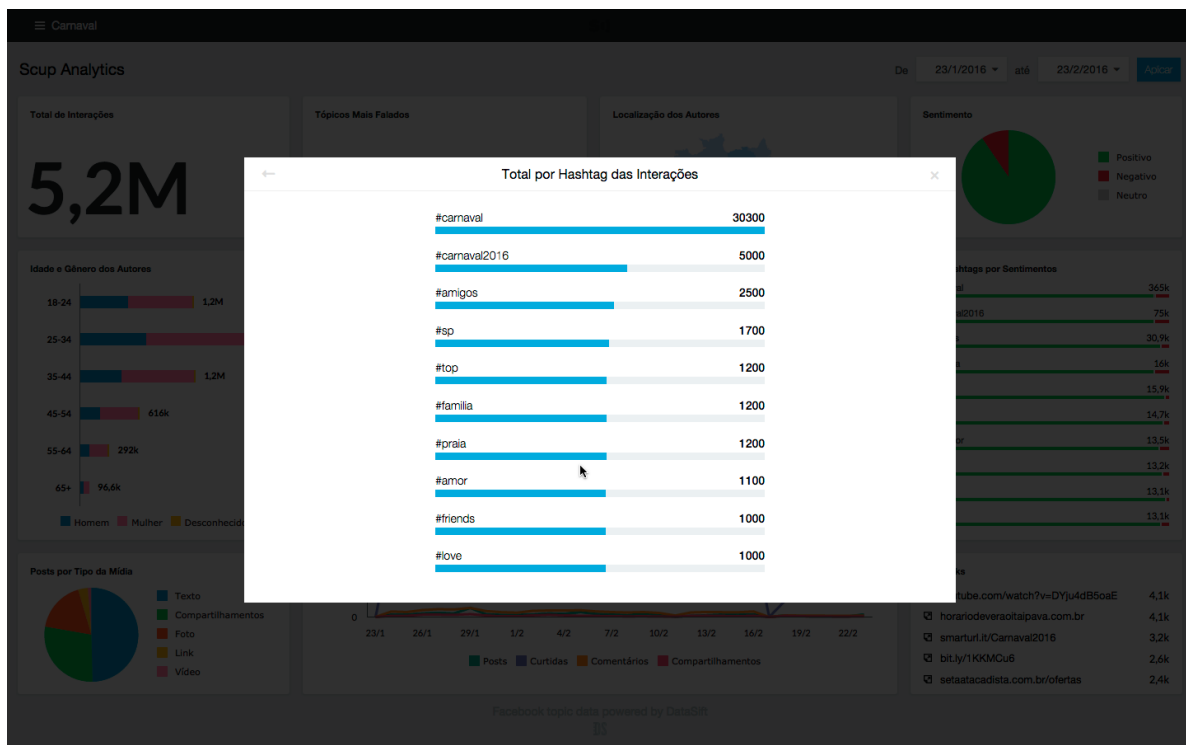
Graphic for age



## How to extract market intelligence from Facebook



Crossing information among users localization, gender and hashtag



With quantitative data provided by Facebook topic data for Scup Analytics, you will not see posts in which the hashtag #carnaval was used. However, you will see how people from São Paulo, mainly women between 24 and 34 years old, used #carnaval in their interactions.

## How to extract market intelligence from Facebook

In addition to the example above, from this quick data visualization that revolves around the Carnival, brands and companies could accelerate their marketing actions:

### **Understanding the audience**

Knowing the gender, age and location is essential to create content and target ads for the right audience

### **Total number of interactions**

Analyzing the impact of such a commemorative day and analyzing business opportunities

### **Total of interactions per type**

Analyzing what kind of content is best received by the audience and thus increase engagement

### **Analysis of hashtags per sentiment**

Finding out which are the most used hashtags by the audience is a key factor to reach new audiences

### **Top links**

Analyzing which are the most shared links by the audience is an opportunity to better understand the consumer and detect trends.

# 05.

## Conclusion

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To sum up what Facebook topic data represents for companies, we use four key pillars: scale, data, representation and demographic analysis. Scale: to have visibility of interactions on the largest social platform in the world; data with access to all engagements and interactions carried out on the platform; representation visualizing the opinions of different audiences; and demographic analysis with full understanding of who is engaged in certain subjects that revolve around your brand or business.

The compilation of these four pillars does not only make Facebook topic data an important business offering because of the wealth of insights, it is also the fact that Facebook is the most popular social platform in the world. Facebook topic data offers an easy way to view data and get the necessary intelligence for making more assertive decisions.

This way, Facebook topic data helps companies and agencies to make decisions based on the real insights. The opportunity to follow the brand's universe through topic data will be a differentiator for organizations. The insights will offer them the chance to be more assertive in their actions, power predictability and innovation, as well as gain the knowledge to improve the customer experience.

Facebook topic data symbolizes the beginning of a new data analysis era on the world's largest social platform. From now on, marketers will have access to these insights in a more advanced way, both with quantitative and qualitative information. The innovation in the digital world is constant. All of the brands and companies using new technologies have the opportunity to identify new business opportunities and amaze their consumers even more.



O Scup é a ferramenta líder no mercado brasileiro em monitoramento, atendimento e relacionamento em mídias sociais que ajuda centenas de operações de média complexidade a aumentar suas possibilidades de atuação digital, entregando soluções para aumento de receita por meio do engajamento com clientes e prospects, proteção de reputação de marca, prevenção de crises e redução de custos operacionais. O produto faz parte do portfólio da Sprinklr, empresa dona da solução mais completa do mundo em tecnologia de gerenciamento de mídias sociais para grandes marcas.

Saiba mais em [www.scup.com](http://www.scup.com)

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