

# IBM Performance 2012

Smarter Analytics. Smarter Outcomes.



**Getting answers  
without asking questions:**

***Welcome to the world  
of unstructured data***

Saartje Van den Branden

November 13, 2012





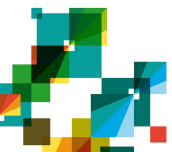
# Nice to meet you!

**Saartje Van den Branden,  
Senior Research Manager Life  
Sciences & Healthcare**

I am 29 years old, living in Ghent with my boyfriend who recently moved back in after a 1,5 year professional mission in London. Joined InSites in 2006, proud of working for the best agency of the Netherlands ☺, passionate about listening to and connecting (with) consumers and empowered patients.



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 [@saartje\\_VDB](https://twitter.com/saartje_VDB)  
 <http://be.linkedin.com/in/saartjevandenbranden>





## The power of client data

**Information!**

**Both structured as well as unstructured**

- website contact forms
- hotel evaluation forms

**A lot of textual information that goes to waste**





## Branded communities

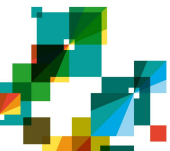
- Short-term marketing goals
- No research
- No meta learnings
- No trends





## Culture of interviewing versus culture of caching

**Research: asking for content  
Content that might already be  
available  
Embrace and use what is out  
there**





emotions



benheine.com

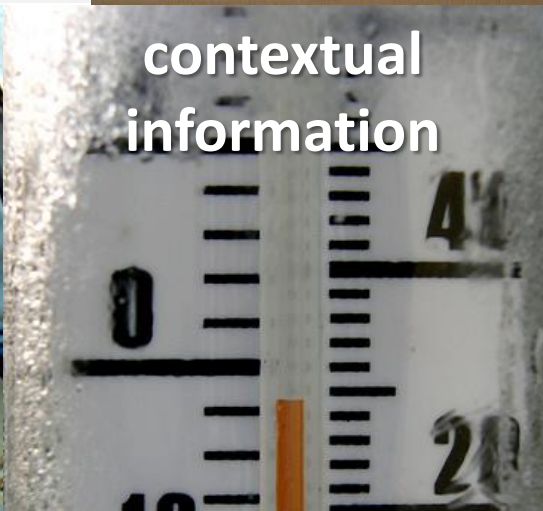


Long time periods

interviewing bias  
QUESTIONS,



consumer insights



contextual  
information





# Welcome to the world of unstructured data



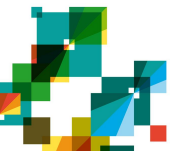
Welcome

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# Text analytics is the process of extracting knowledge and information from text







# Extraction

= What do we want to use in our analysis and what do we want to ignore?





## STEP 1: extraction



Software detects terms based on several dictionaries

**Count based**

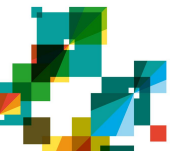
wants  
to  
make  
marketing  
research  
COOL  
again  
Well-known  
popular  
unique

**Linguistic analysis**

**Part of speech analysis**

software  
COOL  
Well-known  
popular  
unique

Also add your own terms





# Categorization

= Higher level concepts that represent higher level ideas and information in the text





# APPLICATIONS



**DISCOVER**

versus



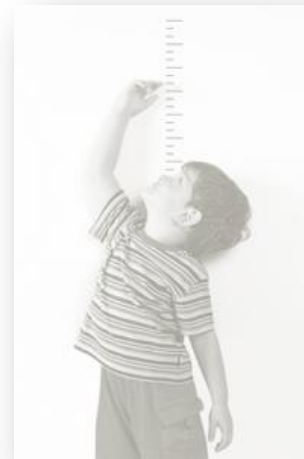
**MEASURING**

## APPLICATIONS



**DISCOVER**

versus



**MEASURING**

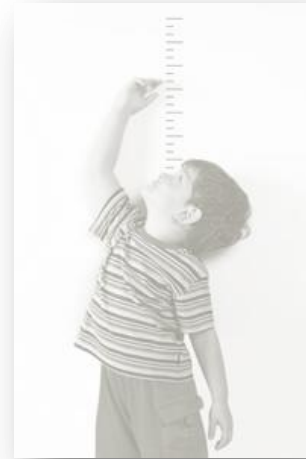
**Consumer insights & Communication strategy**

## APPLICATIONS



**DISCOVER**

versus



**MEASURING**

**Consumer insights** & Communication strategy



Quality of Life

Longevity

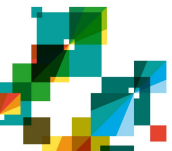
Daily life  
impact

Health  
problems





81 861

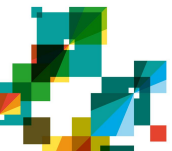


# 44 themes

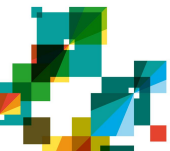
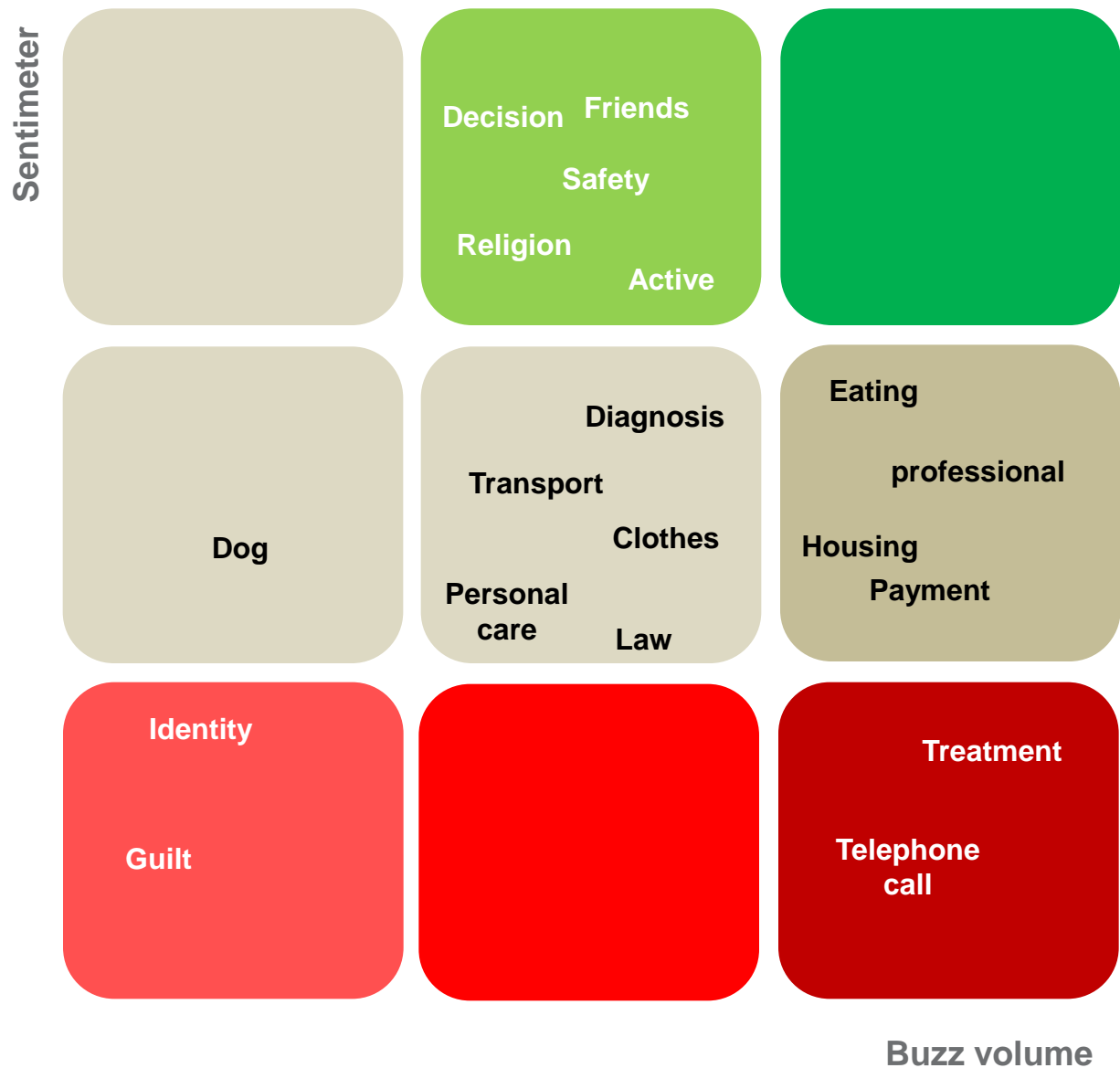
Sentimeter



Buzz volume







Finding right treatment is not easy

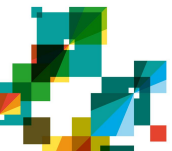
Tranquilizers & surgery

Costs

Unfriendly nurses

Unpractical bandages

Never ending treatment





Eating = enjoying life

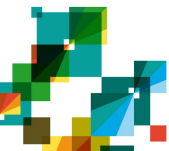
Health problems

Appetite decreases

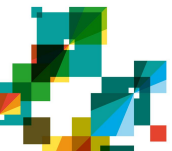
Chewing

Altered taste

Swallowing



# Supermarket for elderly?





# APPLICATIONS



DISCOVER

versus



MEASURING

Brand / Campaign / Product performance

## APPLICATIONS



DISCOVER

versus



MEASURING

**Brand** / Campaign / Product **performance**

# Share brands in total amount of conversations



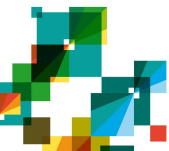
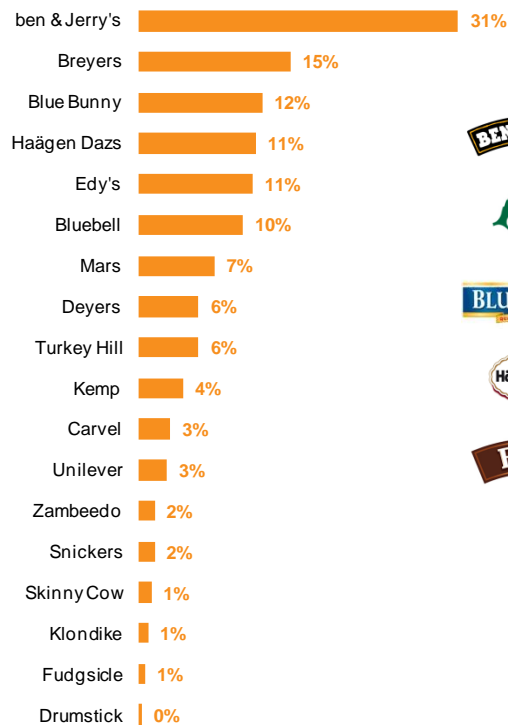
Q: To what extent do people mention brands in the online conversations about ice cream?

Total sample = 1327

Total sample 100%  
conversations

Brands  
24%  
conversations

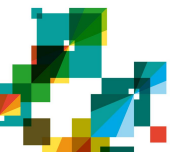
About brands = 327



# Sentiment & performance analysis

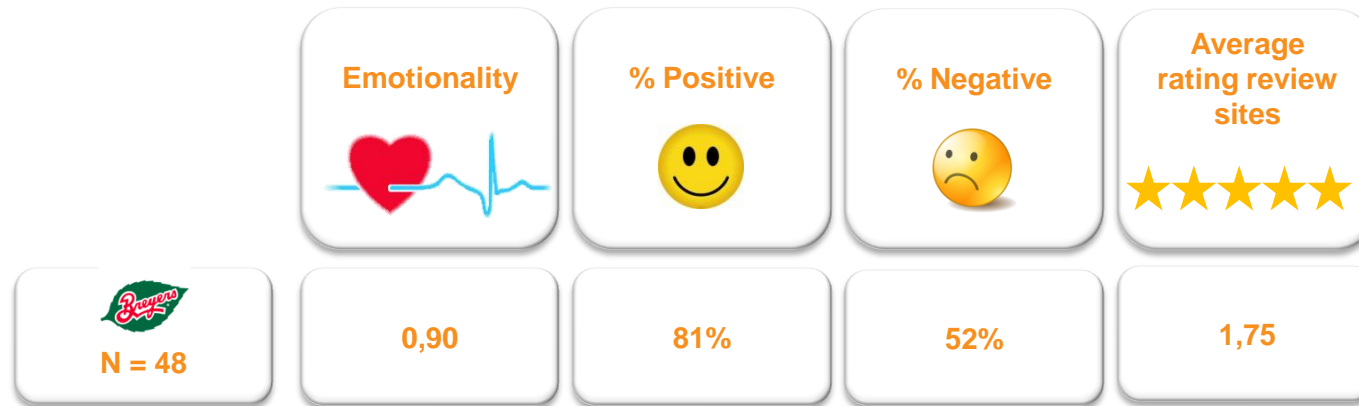


	Emotionality	% Positive	% Negative	Average rating review sites
 <b>N = 101</b>	0,73	68%	28%	2,69
 <b>N = 48</b>	0,90	81%	52%	1,75





# Sentiment & performance analysis



## • Strengths

- Breyers has a strong **tradition**. Their *vanilla & chocolate* flavours are **legends** and they always had a strong fan base. People have a lot of trust in the brand

## • Weaknesses

- Recently, consumers report a **decrease in quality**
  - Taste
  - Texture
  - Natural
- Too expensive

## APPLICATIONS



DISCOVER

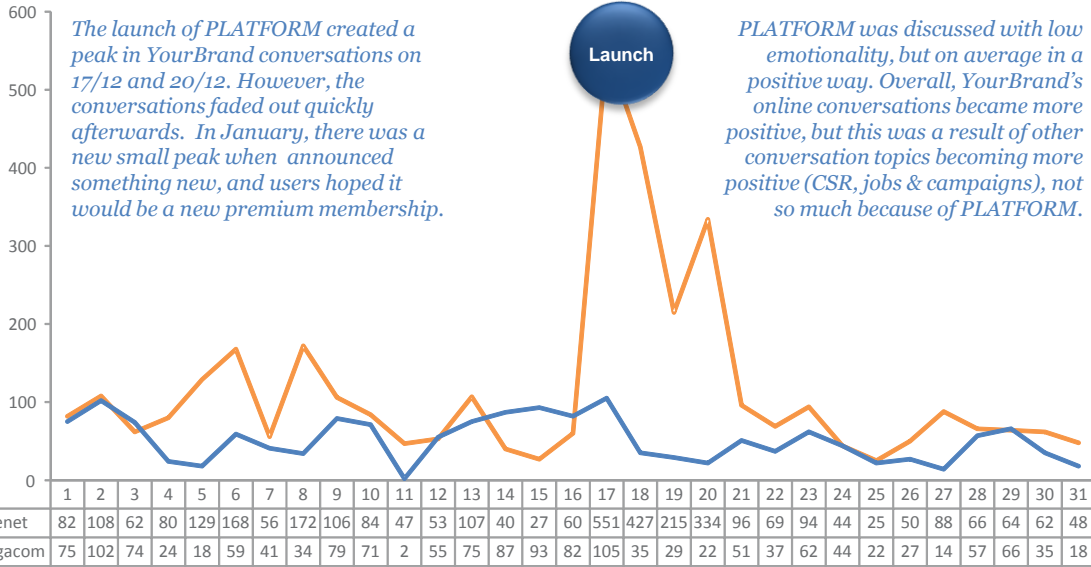
versus



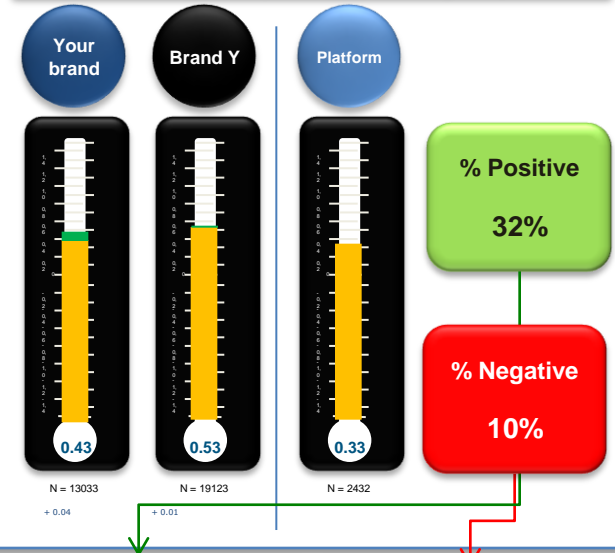
MEASURING

Brand / Campaign / **Product performance**

## Evolution YourBrand & Competitor conversations – Launch period



## Sentiment (positive MINUS negative)



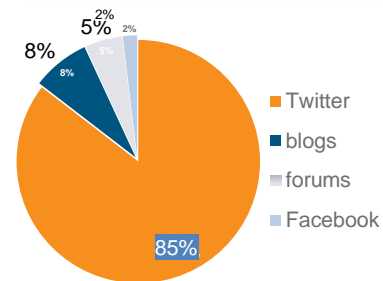
### Positive topics

Engagement  
Online game  
Music videos  
Updates from celebs

### Negative topics

Limited access  
Bugs & errors  
Slow loading time  
Initial log-in issues

## Social media sources



Most of the online buzz about PLATFORM happened on Twitter. Blogs were a second popular platform. Facebook only accounted for a very small share of the PLATFORM conversations.

## PLATFORM conversation topics

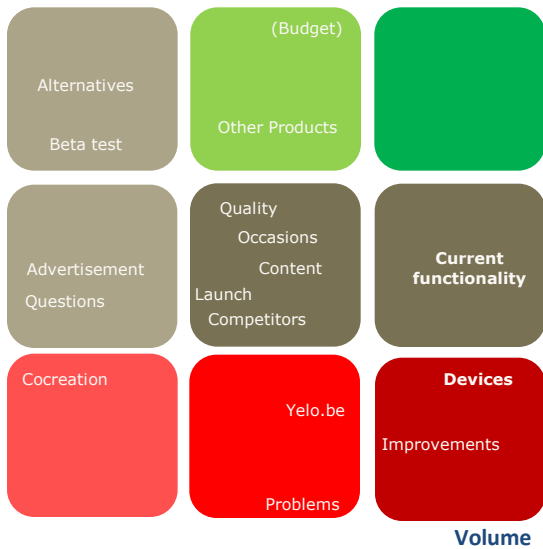
Overall, PLATFORM conversations are about the current functions and the devices on which Yelo can, or cannot be used.

Suggestions to improve the product were often mentioned as well.

The PLATFORM website is mentioned in a rather negative way, due to it being down during the launch. There are no true winning themes so far.

1. Easier subscription to become a member.
2. Opening up accessibility: non-clients cannot be a member.
3. More music content availability with more genres.
4. A better TV guide for the platform.
5. Adding updates daily instead of one per week. More relevance of the updates.

Sentimeter

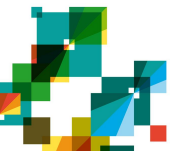




# APPLICATIONS

**Beyond user generated content:  
Improve PERFORMANCE in other methodologies**

akim Z: great!  
akim Z: you guys are doing a great job  
akim Z: :o)  
ana P: but i also think that what anyoan  
...not important..not the brand



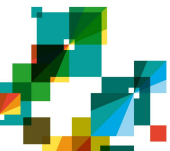
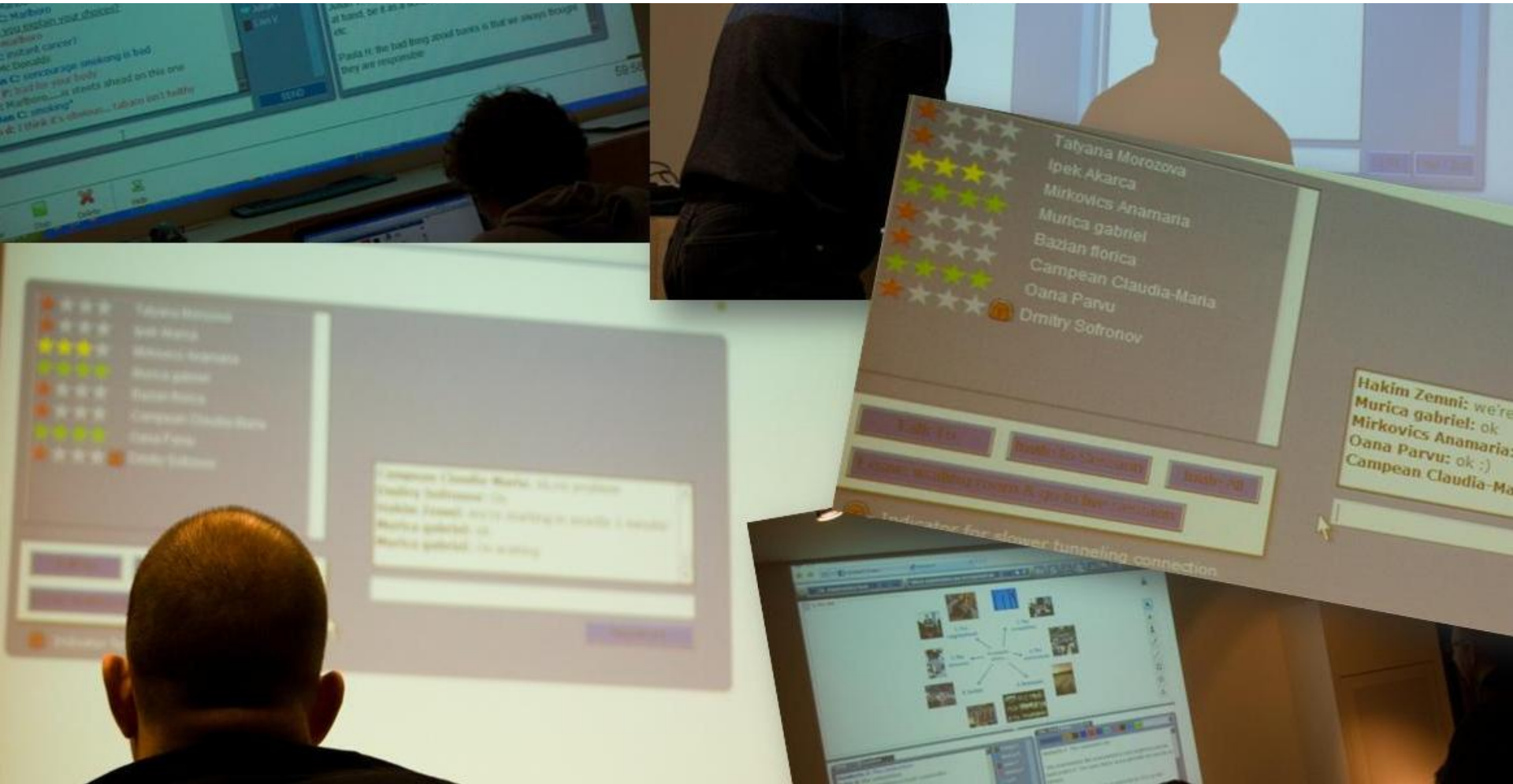


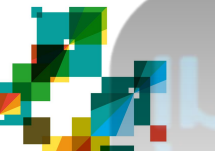
12 online discussion groups

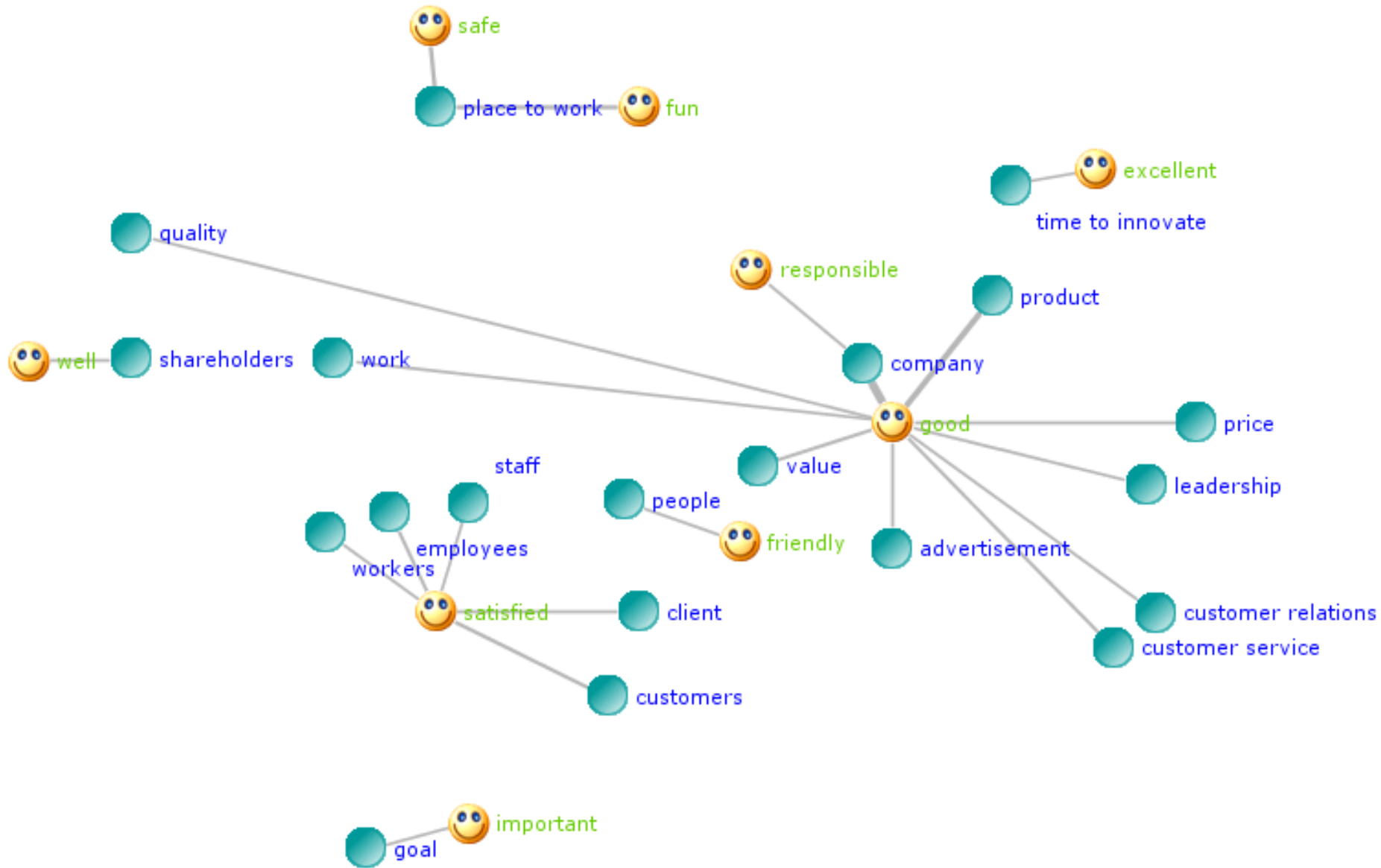
80 participants

63 countries

283 pages of text







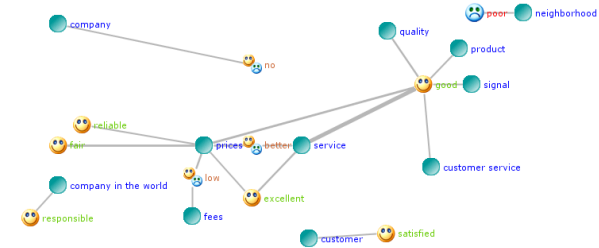
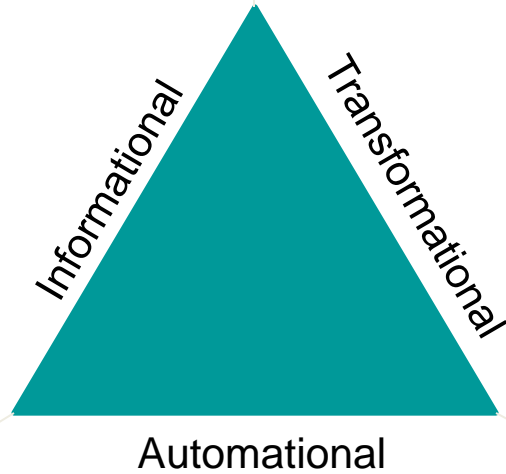


## DOING SAME THINGS BETTER

- **Similar results** in comparison with 'traditional qualitative analysis'
- **Additional confirmation** of qualitative findings that can appeal more to clients with a more quantitative mind
- Possibility to **confirm hypothesis** coming out of qualitative analysis

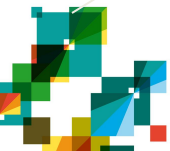
## DOING NEW THINGS PREVIOUSLY NOT POSSIBLE

- **Association networks** can easily be made
- Possibility to **make splits on profile** of the people
- Extractions of **emotions**



## DOING THINGS MORE EFFICIENTLY

- **Faster info structuring & reporting** (104h vs 164 h traditional)
- **Counting** brands, product names **is much faster**

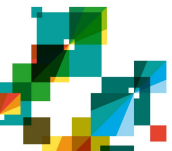
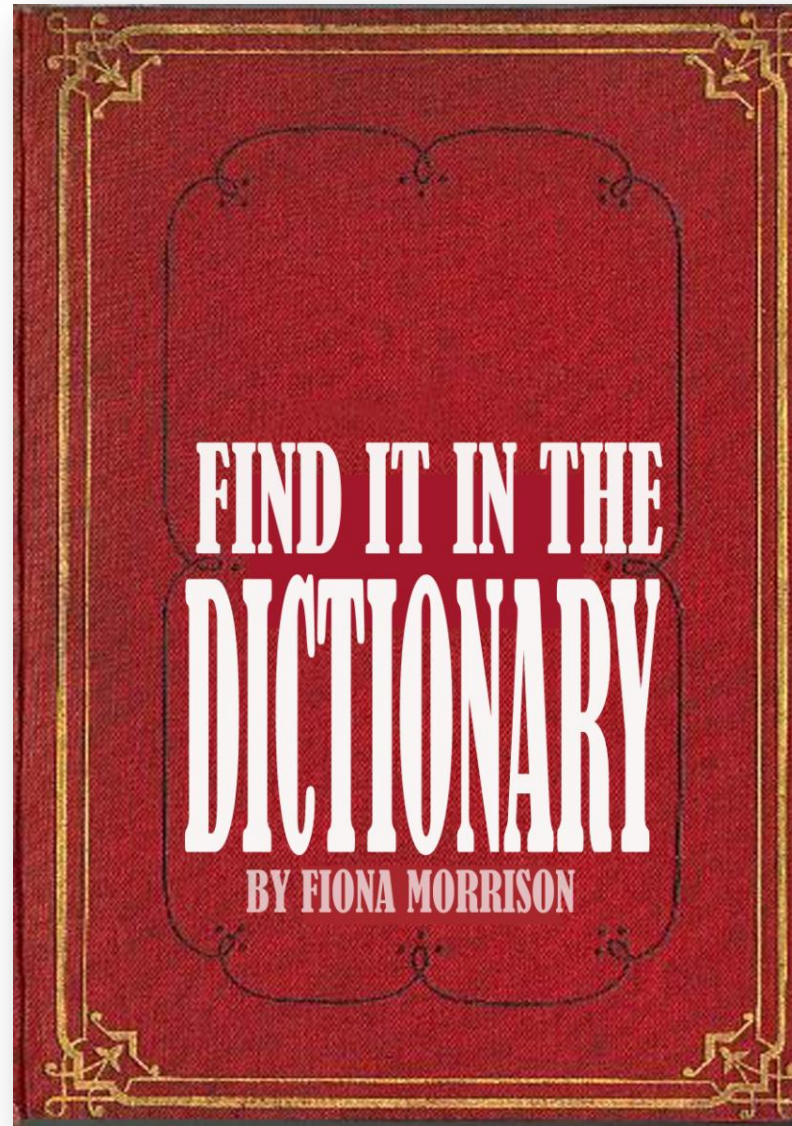






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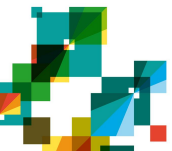
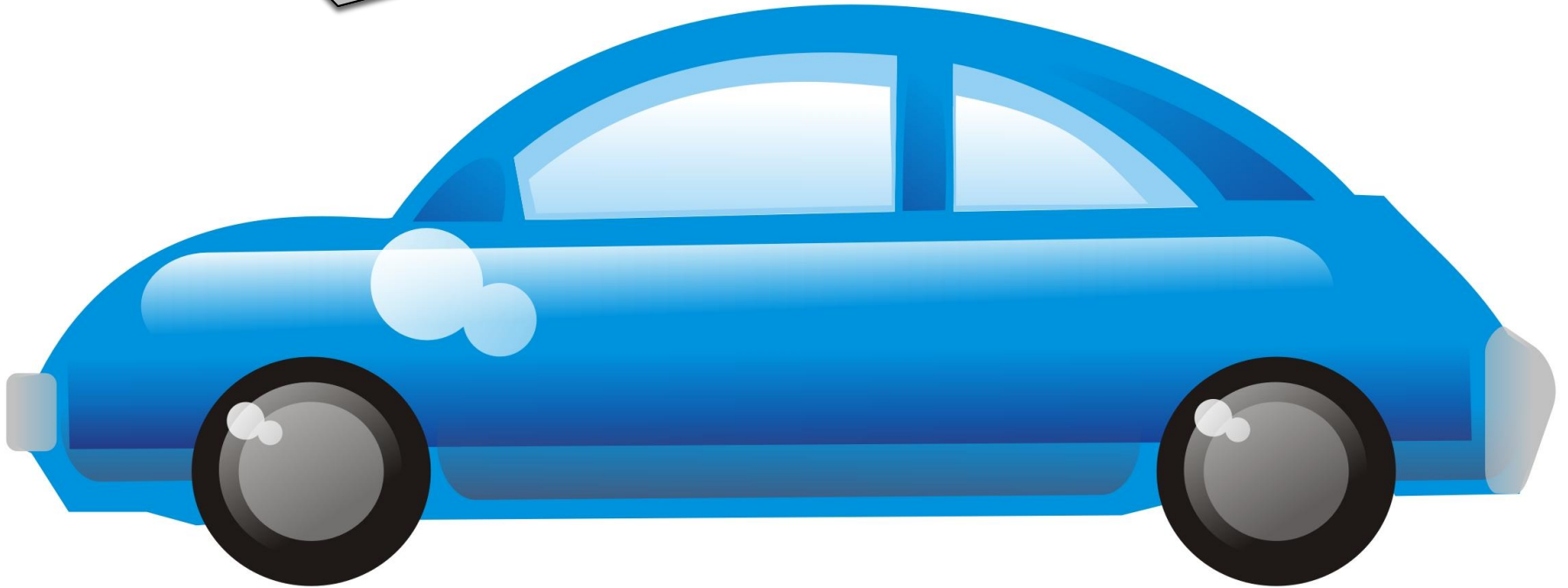
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Review 1: “This is **certainly** a great car I consider as a **top-class** buy”

Review 2: “This is a **potentially** great car **one** may consider buying”



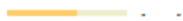


# The Killing: Season One (2011)

[Mireille Enos](#) (Actor), [Billy Campbell](#) (Actor), [Agnieszka Holland](#) (Director), [Brad Anderson](#) (Director) | Rated: Unrated | Format: DVD

★★★★☆  (64 customer reviews) | Like (198)

4.0 out of 5 stars



“Addicting plot, lovable characters, mystery, twists and turns and great music.”



\$25. [Details](#)

**Only 9 left in stock.**

Sold by [Anchor\\*Media](#) and [Fulfilled by Amazon](#). Gift-wrap available.

**51 new** from \$11.95    **23 used** from \$8.55

## Most Helpful Customer Reviews

65 of 80 people found the following review helpful

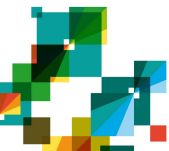
★★★★★ **A Savvy And Smart Mystery For Adults--Reminiscent Of "Twin Peaks" Minus The Extravagant Quirkiness** May 20, 2011

By [K. Harris](#) [HALL OF FAME](#) [TOP 10 REVIEWER](#)

Format: DVD

Note: Many people felt cheated at the resolution of Season One when questions about the central mystery were still unresolved. So beware, if this is a deal breaker for you--"The Killing" may not satisfy exactly what you are expecting.

AMC, having established itself a leader in smart and sophisticated counter-programming (Mad Men, Breaking Bad, The Walking Dead, Rubicon), serves up another winner with "The Killing"--an adaptation of a successful Danish television series. I, personally, look at the show as the thematic cousin to "Twin Peaks" albeit with a completely different tone and vibe. Both shows center around the murder of a girl, both even feature the tagline "Who Killed.....(Rosie Larsen and Laura Palmer, respectively)," both chart three similar storylines, and both shows met with viewer hostility when the season didn't fully wrap up the murder mystery. In both, we see the investigation progress, we see the painful aftermath on the girl's family and friends, and we see how the murder may be tied to local politicians and bigwigs. That, of course, is where the similarities cease. "The Killing" is a deadly serious and contemplative drama set in Seattle--not at all encumbered with the quirky eccentricities that defined that other Washington State township. It is an intense and quiet show with a slow build--those eager for easy answers and constant action may need to look elsewhere. The pace of "The Killing" is more akin to the unraveling of a fine novel.



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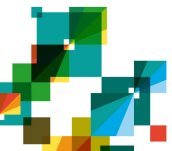
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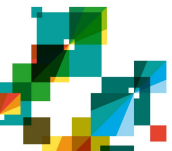


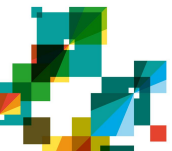
54%





82%





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How cool brands stay hot blog

