

CONVOSPHERE

GLOBAL REACH, LOCAL INSIGHTS



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We are a social media and alternative data intelligence company. We provide businesses and their agency partners real and actionable insights on their target audiences and markets from across the world using technology and analysts who understand the language, culture and business sector.

CONVOSPHERE



To generate actionable insights from online conversations, you need human analysis from skilled social media analysts fluent in the language, culture and nuance of the region and social platform. Our team of skilled social media analysts are located in-country, across the globe. They are masters in the art and science of Social Listening and Social Media Analytics. They are immersed in the local culture offline and social channels online – providing them the context needs to develop the most accurate and actionable insights and recommendations.



45+ LANGUAGES

All in country and native speakers with 3 – 5+ years experience.



150+ ANALYSTS

All in country and native speakers with domain expertise.



7 GLOBAL OFFICES

With HQ in London, and 6 offices around the world to ensure 24-hour coverage.



SOCIAL FIRST

Our Insights start with a social dataset and can be added to with further datasets.

CONVOSPHERE



We have a team of 150+ specialised analysts, across the world, native in language, culture and social channels, ready to carry out research and all managed by our team in seven global offices.



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In social intelligence projects, content matters. Machine translation can't account for irony, idioms, tone, culture or context – but human can. One word or phrase in the same language, but used in different countries or regions, can have different meanings depending on cultural or regional variations in meaning or pronunciation. Consider the word 'pants' from both a British and American perspective. While it's one word it represents completely different items of clothing to each national audience.



EUROPE

Belarusian, Bulgarian, Catalan, Czech, Croatian, Dutch, English (UK), Estonian, Flemish, French, Galician, German, Greek, Hebrew, Hungarian, Italian, Kazakh, Kirghiz, Latvian, Lithuanian, Macedonian, Polish, Portuguese (European), Romanian, Russian, Serbian, Slovak, Slovene, Spanish, Turkish, Turkmen, Ukrainian, Welsh



ASIA

Chinese (Cantonese/ Mandarin), Indonesian, Japanese, Korean, Malay, Tagalog, Tamil, Vietnamese



AMERICAS

Portuguese (Brazilian), Spanish, English (North American), French (Quebecois)



SCANDINAVIA

Danish, Finnish, Norwegian, Swedish



INDIA/PAKISTAN

Bengali, Hindi, Urdu, Punjabi



MIDDLE EAST

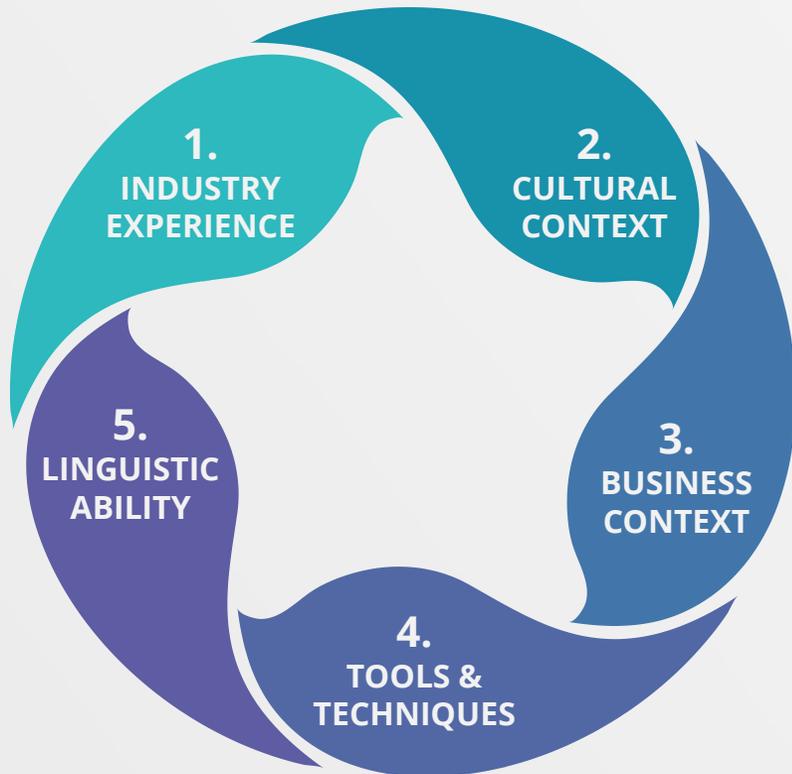
Arabic, Arabic (Egyptian), Arabic (Gulf), Farsi, Hebrew, Pashto, Persian, Urdu, Uzbek



AFRICA

Afrikaans, Swahili, French

CONVOSPHERE



1. INDUSTRY EXPERIENCE

We have industry expertise across a wide range of sectors such as pharma, automotive, entertainment and more.

2. CULTURAL CONTEXT

Our analysts are native speakers and in-country, so they understand the nuance of language and local social media channels better than anyone else.

3. BUSINESS CONTEXT

We can deliver a little or a lot according to our client's business needs. From running global social listening projects to providing strategic recommendations across multiple markets or platforms, including owned social platform analytics and additional data sets to put social conversations in context.

4. TOOLS & TECHNIQUES

We provide layers of oversight and quality control to deliver actionable qualitative insights and recommendation quickly, comprehensively and cost effectively. We adopt best-in-class tools and coding/analysis techniques.

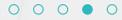
5. LINGUISTIC ABILITY

We have 170+ experienced analysts all across the globe ready to work immediately. We cover 45+ languages and over 100 countries, including all the "stans".

CONVOSPHERE PRODUCTS



CONVOSPHERE PRODUCTS



AUDIENCE: Utilising the social graph (i.e. who or what people follow on Twitter, content they engage with and online behaviour, purchase decision-making) to develop depth profiles for targeting or engagement purposes.



INFLUENCERS: Identification of influencers across the categories or markets. Outputs include recommendations for engagement and outreach tactics.



TREND: Identifies emerging behavioural or attitudinal trends across specific markets or in relation to brands and categories.



VISUAL NETNOGRAPHY: Using images shared across social media to understand contexts of brand consumption, needstates and lifestyles.



EVENTS: Bespoke or overall analysis of conferences and events across any given market.



JOURNEY: Quantitative expression of the patient or purchase journey, broken out by steps and stages.



MEASUREMENT: Comprises analysis of campaigns, product launches or marketing strategies. Utilises various metrics such as reach/volume/sentiment/graph shape to provide a holistic view of activation success.

AUDIENCE SEGMENTATION



A Spanish insurance company wanted to better tailor their product packages and messaging to resonate with millennials living in Pennsylvania (PA), US. Ultimately, they wished to increase market share through awareness, usage and positive advocacy for the brand.

METHODOLOGY

- Audience Analysis
- Social Listening

TOOL

- Brandwatch
- Audiense

MARKET



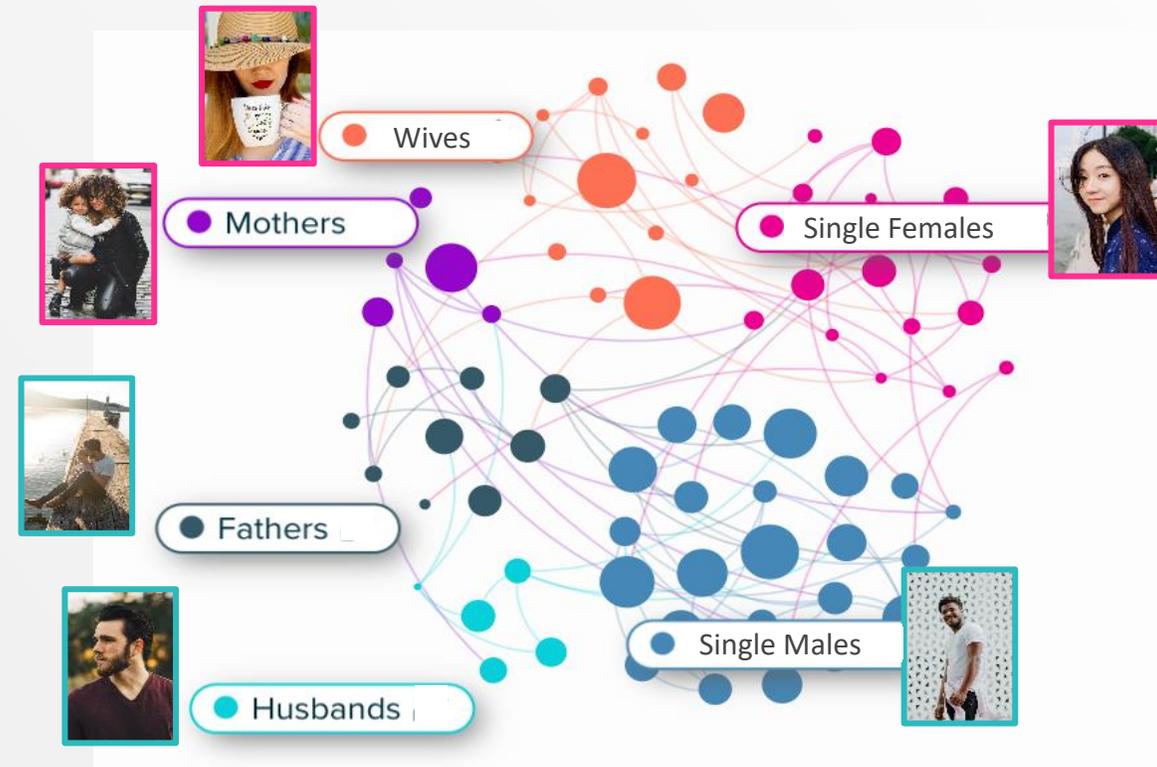
INDUSTRY

- Insurance

GENERATE THE SAMPLE



- **Define the general audience we wanted to understand.** In this case Millennials in Pennsylvania, United States.
- We **identified six segments within millennials in Pennsylvania.**
- Segmentation was based on Marital and Parental status.



LISTENING TO EACH GROUP CONVERSATIONS

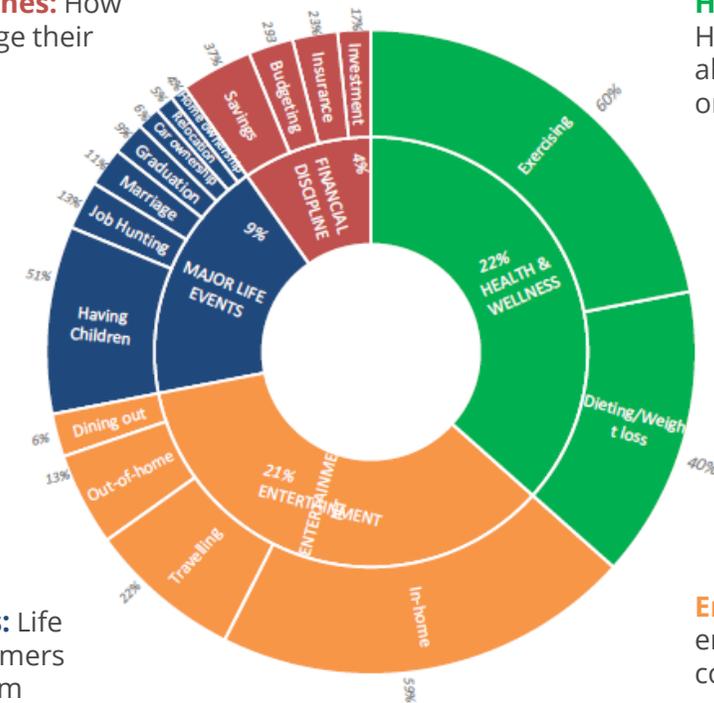


- Identified groups were manually reviewed.
- We used a Social Listening tool called Brandwatch to **monitor** their **conversations over the last six months**.
- Analysis of each segments' relevant conversations enabled us to identify declared interest and opinions.



Financial disciplines: How consumers manage their finances.

Health & Wellness: How consumers felt about health, exercising or dieting.



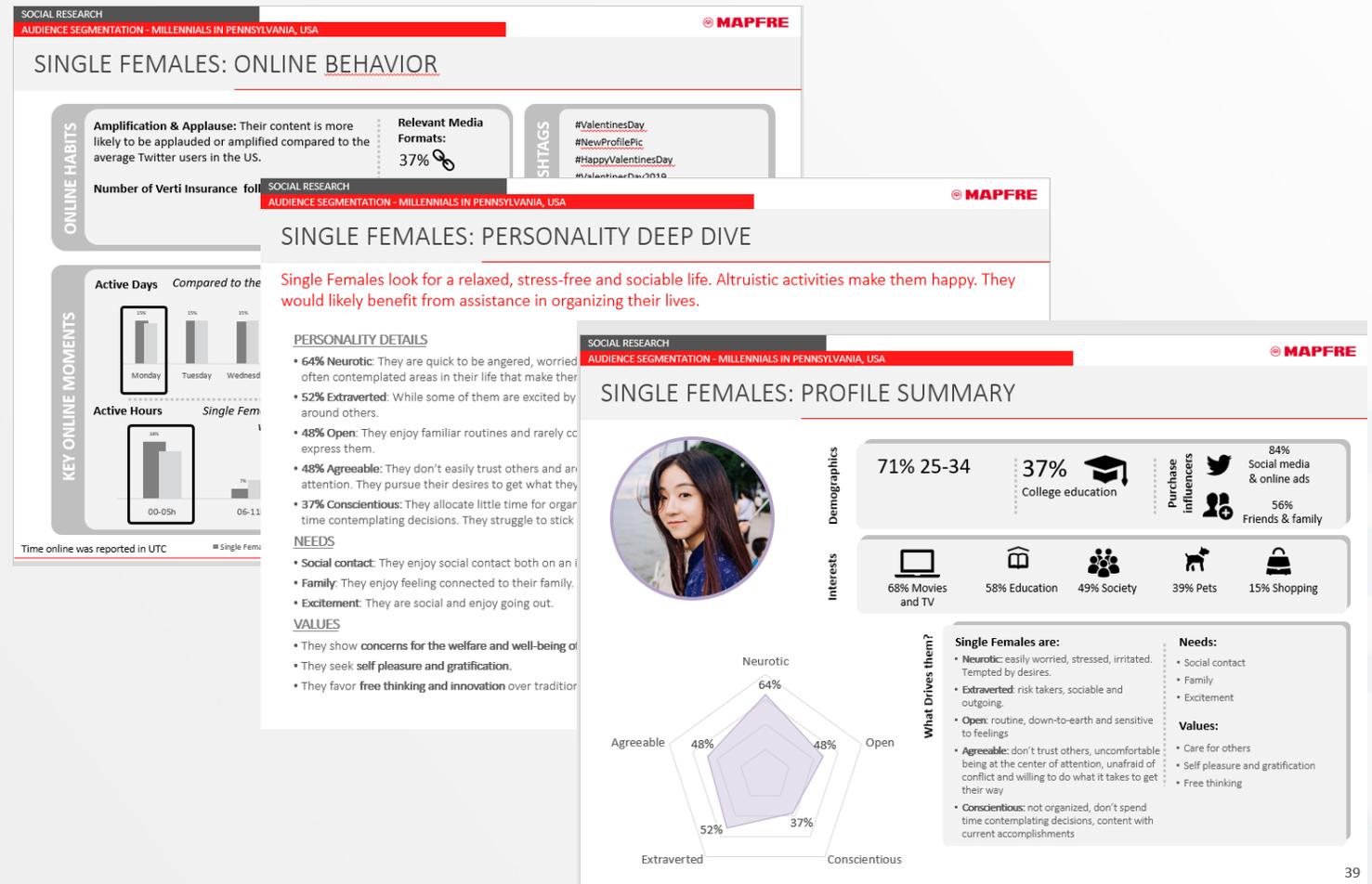
Major life events: Life events that consumers went through, from graduation to marriage and starting a family.

Entertainment: Means of entertainment enjoyed by consumers.

PROFILE: INTEREST, PERSONALITY & ONLINE BEHAVIOUR



- Profile each audience group based on their unique personality traits, needs and values that stand out from their personality.
- This information was combined with data on their online behaviors.



DATA-DRIVEN RECOMMENDATIONS FOR ENGAGEMENT AND CONTENT OPPORTUNITIES



SINGLES

Pursued pleasures and explored what life has to offer

PERSONALITY: They prefer a laid back lifestyle, pursuing their hobbies and pleasures. They take pride in personal achievements and enjoy the exciting aspects of life. They are open to new ideas.

LIFE CONCERNS: Fresh out of college, they need guidance for the unforeseen aspects of life.

RESONATING MESSAGES:

- Self-reliance
- Life planning and support
- Enjoy what life has to offer because you only live once

KEY PRODUCT OFFERINGS: 🚗 🏠

POTENTIAL PRODUCTS: 🍷



HUSBANDS

Excited about settling down and having children

PERSONALITY: They look for stability in life and are characterized by their calm, careful, compassionate and assertive attitudes. They aspire to improve and are confident in their ability to achieve personal goals. They approach life with an open mind.

LIFE CONCERNS: Work-life balance allowing them to raise a family.

RESONATING MESSAGES:

- Self-reliance
- Stability
- Ensure a happy family life

KEY PRODUCT OFFERINGS: 🚗 🏠

POTENTIAL PRODUCTS: 🍷 🍷



DADS

Careful preparation for their children's futures

PERSONALITY: They take precautions to maintain the status quo, allowing them to stay calm and assertive in most situations. They set and achieved high personal goals and are open to new ideas.

LIFE CONCERNS: Planning for their children's college education and growing the family bond.

RESONATING MESSAGES:

- Stability
- Treasure the family moments
- Secure future for loved ones

KEY PRODUCT OFFERINGS: 🚗 🏠

POTENTIAL PRODUCTS: 🍷 🍷 🍷

- We made data-driven recommendations for engagement and content opportunities based on cross-analyzing their personalities, user profiles and conversations.
- Based on our recommendations, the client customized their messaging strategy to activate targeted groups and continuously monitored brand perception to measure campaign effectiveness before expanding it to a global initiative.