At a Glance:
A global personal care brand was challenged by a new market entrant and needed to better understand consumer sentiment toward the new competitor and its impact on customer retention. The brand used Facebook topic data to identify:

- Brand sentiment by demographic group
- Untapped market of female consumers
- Most loved product features

Introduction: Competing for Attention
The makers of a personal care product found themselves in a predicament. From what they had been able to determine from the mainstream media, it seemed consumers were enamored with a new competitor while becoming a bit indifferent toward their own products. They needed to identify factors affecting brand loyalty before it affected customer retention and revenue.

Challenge: Understanding Brand Sentiment and Share of Voice
To understand consumer sentiment and engagement with their brand and that of their new competitor, the brand looked at aggregated and anonymized data from Facebook posts and engagements for the two brands and the other major players in the market segment. This amounted to an average of just under ten thousand interactions per day. Posts, likes, comments and shares were categorized in real-time so that analysis could be performed by brand, by product feature (e.g. price, delivery, quality) and by sentiment expressed towards each brand.
Solution: Identifying Features That Resonated with Consumers
The first thing they discovered was sentiment towards the new competitor was a lot more positive than they had feared. However, they were also able to gain additional insights that would allow them to engage more effectively with their loyal consumers. They were able to identify which features of their product drove the most positive engagement and use these features as the basis for new advertising and marketing campaigns.

Facebook topic data provided insights into:
• Most loved product features of loyal customers
• Competitor's engagement with specific demographic groups
• Most popular links across target demographic groups

By understanding how different demographic groups interacted with each of the brands, they were surprised to find that the challenger brand had high levels of engagement from women - a demographic that the incumbent had traditionally ignored. This opened up a whole new audience for their marketing team to target with new content and messaging.

Results: Increased Retention and Incremental Revenue from an Untapped Market
Through their use of Facebook topic data, the incumbent brand was able to get a truer picture of their brand sentiment and share of voice in relation to their new competitor. By adjusting their creative strategy to capitalize on beloved product features and focusing on an untapped market of females consumers, the brand developed highly engaging marketing campaigns to increase customer retention and drive incremental revenue in the face of competitive pressure.