Expanding Social Analytics within the Organization

In Beam is a social business by nature—many of the occasions where people consume Beam spirits are social gatherings. For that reason, much of the conversation about its products takes place online, so following and participating in that conversation is important for the company to stay in touch with the voice of the consumer and understand the reaction to content, campaigns and brand identity.

In mid-2012, part of growing Beam’s commitment to social media was a decision to expand the company’s analytics capabilities. After a rigorous RFP process, Beam selected NetBase from among a group of candidates. “We chose NetBase for several reasons,” says Andrea Javor, Global Director of Digital & Media Strategy. “One, their sentiment analysis was the most accurate. Two, we already had a relationship with NetBase and have found they’re very responsive to our input.” Javor says a third reason is dedicated support. “Every time we call, we want support from the same person who understands our business,” she says. “We don’t want to work with a company where we get a different support person every time. We need that intimate level of support and we get it from NetBase.”

Tracking and Optimizing Content Performance

Beam frequently uses NetBase for following and analyzing the response in social media to the launch of a new marketing campaign. NetBase generated reports include a monthly report tracking Engagement, Sentiment, and Share of Conversation for Beam’s biggest brands, and a quarterly report that goes into specifics about what content is working, how the company can do better, and where Beam stands relative to the competition.

NetBase helps Beam determine which content is resonating with social audiences—an insight Beam uses to promote and boost the impact of such content. “If we put an organic post on Facebook or Twitter that gets a high level of engagement very quickly, we put paid dollars behind it and turn it into a promotion,” says Javor.

The ability of NetBase to accurately measure share of conversation is important not only to Beam but also to Beam’s media buying agency, which makes all the buys for Beam’s television, print, out-of-home media and more. “We emphasized to our agency that every dollar spent needs to be impactful,” says Javor, “and we decided our strategy would be to pay a premium to run in the NBA Finals, for example, rather than on an obscure show. We agreed with our agency that a high priority goal for us is increasing the number of mentions of our brand by x percent. Our plan is to use NetBase to measure our success in doing that.”

RESULTS:
- Manage risk by monitoring potential regulatory issues
- Identify effective social content to increase impact
- Measure ad campaign success and analyze media buys

“...We’re in a highly regulated industry and we want to be sure we know right away if there’s an issue or if we’ve made a misstep. By keeping us on top of the conversation, NetBase gives us that peace of mind.”
— Andrea Javor, Global Director of Digital & Media Strategy, Beam

CUSTOMER:
Beam

SOLUTION:
NetBase social analytics platform
Acting on Consumer Insights

Like all alcohol producers, Beam operates within the government-mandated three-tier system for alcohol distribution, consisting of producers, distributors and retailers. To help retailers stock and sell the products consumers are looking for, Beam works closely with all its distributors and retailers to keep tabs on consumer opinions and preferences. “For example,” says Javor, “we set up a NetBase topic on ‘women shopping at a specific supermarket for spirits’ to look for insights that would help us better understand what’s important to that consumer group. We found that ‘selection’ was especially important to them, so we passed that insight on to our distributor and the supermarket in a strategy session. That’s the kind of insight that they can act on by, for instance, carrying more of the 35 flavors of our Pinnacle vodka.” Beam performs the same kind of analysis for other retailers, including stores, restaurants and bars.

Being Socially Adept and Responsive

Javor says her Media and Digital team has a goal of serving as educators for the company and helping Beam become the most socially adept and responsive company in the spirits business. NetBase plays a key role in reaching both those goals.

“Being socially adept,” says Javor, “is all about having the people in our company know what they’re talking about when they talk about our presence and image in social media. That’s a key benefit NetBase provides. NetBase’s clear visualizations, in particular, help everyone understand at a glance the nature of the social conversation around one of our brands.” She says NetBase helps Beam be responsive because “there’s a lot of online conversation we wouldn’t see because no one tags us. So NetBase is a big help in being able to monitor the social conversation, identify conversations that are happening but aren’t tagged to us, and giving us the chance to participate and respond.”

The NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

• Instantly surface global insights across the social web, spanning 199 languages from over 200M sources
• Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
• Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
• Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
• Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
• Leader in Social Analytics - according to Forrester
• 99.5% customer satisfaction rate
• 9X faster than competitors
• 70% more accurate than competitors
• Fastest growing social analytics company

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include:

TARGET  Coca-Cola  VISA

Credit Suisse  Ogilvy  TACO BELL

FORRESTER LEADER
Q1 2016

TOP RATED
SOCIAL MEDIA MONITORING
FRUITFLY
2015

LEADER+ AWARD
DECEMBER 2016