A large e-tailer looking to grow in the back-to-school market turned to their agency, Rock Orange, for help. To ensure their client could rock the back-to-school shopping season, Rock Orange leveraged NetBase for insights on their competitors and consumers. They identified topics of conversation in the space – including popular items, customer concerns, and competitor brand messaging – and responded with a campaign tailored to address each area. The result? The most successful back-to-school campaign ever for that e-tailer.

As the 2015 back-to-school season approached, a large, fast-growing e-tailer looked to expand beyond their previous success in the space. They’d identified moms as their target audience, but knew they’d need deeper insights to make the impact they wanted during the brief shopping window in the back-to-school category.

They enlisted agency Rock Orange to gather social insights about how consumers were engaging in the back-to-school space, and to learn which items were most popular in social conversations with moms. They also wanted to know what made competitor campaigns successful in the past.

Rock Orange turned to NetBase to provide social insights to apply to the e-tailer’s campaign.

Rock Orange started by using NetBase to look back at the 2013 and 2014 back-to-school seasons. Reviewing share of voice and impressions for their client, as compared to their competition, they set a benchmark for campaign success.

Next they performed a category analysis, identifying which back-to-school items were being talked about the most. They didn’t stop at ranking surface insights, but looked at each of these top items in depth. For example, with regard to backpacks there were conversations and concerns about proper fit, and how backpack loads affected the health of the wearer, as well as the durability of the backpack.

Emerging trends were also visible, like the desire for personalization – which led consumers to purchase black or navy backpacks, which they could decorate themselves.

When clients come to us it’s imperative we offer them accurate, meaningful insights to act on. With NetBase we can uncover exactly what their competitors are doing and what their audience is looking for. With that information we can optimize our campaigns to deliver on all fronts and help drive revenue for our clients.”

— Sergio Claudio, Chief Innovation & Strategy Officer, Rock Orange

RESULTS:
• 29% increase in share of voice
• 20x increase in impressions over the past year, 450M
• Partnerships generated 8M impressions
They also looked at which competing brands were leading the back-to-school conversation, and the strategies – like lookbooks and unboxing videos – that were bringing results. Additionally they compared owned and earned media to understand what content was most engaging.

Results: Well-Timed, Well-Targeted Content Drives Back-to-School Success

Armed with these insights from NetBase, Rock Orange help the e-tailer create a well-aimed, back-to-school campaign for their target audience. The social data helped them understand the message they should communicate – and how to use lookbooks, influencers, unboxing videos, and owned posts to do so.

NetBase’s qualitative and quantitative insights also informed the optimal timing and channels for maximum consumer reach and engagement – ultimately delivering the e-tailer’s most successful back-to-school campaign to date.

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 300M 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 Clients Include:

- Target
- Coca-Cola
- Visa
- Credit Suisse
- Ogilvy
- Taco Bell

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

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