



## IBM Cognos Consumer Insight

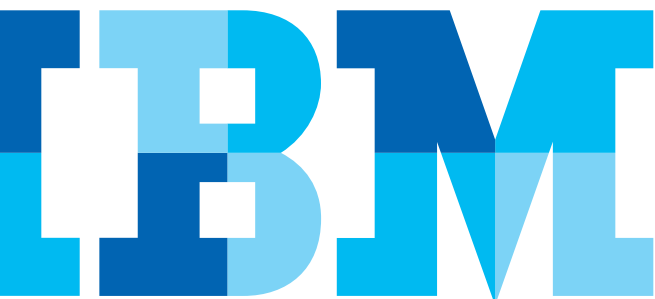
*Create relationships. Build advocacy. Improve loyalty.*

### Overview

IBM Cognos® Consumer Insight enables marketing professionals to be more precise, agile and responsive to customer demands and opinions expressed through social media, by dynamically listening, measuring and analyzing large volumes of publicly available content on the Internet. Cognos Consumer Insight is the only solution to leverage a broader business analytics environment by seamlessly connecting sophisticated packaged reporting and analysis to IBM Cognos Business Intelligence.

Cognos Consumer Insight enables you to:

- Grow your business: Understand customer needs and target new offers and products to grow revenue
- Enhance your organization's reputation: Evaluate your corporate reputation and make evidence-based messaging decisions
- Improve your customer experience: Respond more quickly with accurate, timely and relevant insight into customer requests, to ensure a consistent brand experience across all channels.



## Marketing in the world of social media

With the advent of social media, the persuasive power of word of mouth has merged with the speed and ubiquity of the Internet. News of a great product can spread like wildfire. And news about a bad product—or a bad experience with a customer service rep—can spread just as quickly. Consumers are now holding organizations to account for their brand promises and sharing their experiences with friends, co-workers and the public at large.

Cognos Consumer Insight helps companies use social media to gain insight into those consumer opinions and spot trends related to products and brands. An analytic application with unmatched scalability, Cognos Consumer Insight helps you learn what consumers are hearing and saying about your company. It enables you to answer questions such as:

- How are consumers responding to our latest advertising campaign? Is the feedback good or bad?
- What are the most highly valued product attributes in our category?
- Which messages from our competitors are resonating in the marketplace?
- Are there negative comments that our public relations team should address? Are the comments true or false?
- Are business partners helping or hurting our brand reputation?
- What is customers' sentiment toward their shopping experience across all sales channels?
- Can customers find the merchandise they're looking for quickly while shopping online? In stores?

Cognos Consumer Insight enables organizations to explore customer relationships and use metrics and analytics to be more precise, agile and responsive to customer needs and opinions. It accomplishes this by retrieving data in the form of fragments or “snippets” of text from publicly available social media websites based on queries that search for specific words or phrases.

The data collected in the search result is loaded into a database and made available for analysis. The results of your analysis can be displayed in tables and crosstabs, as well as in pie charts, bar charts and trend charts. You can search and filter for attributes such as:

- **Author**—One or more authors whose blogs, news sites, message boards or other services you want to search
- **Person**—One or more persons who are related to your search terms
- **Date**—Results within a specific date range
- **Media Source**—One or more online media sources such as blogs, message boards, news sites and other services
- **URL**—The base URL indicating a web page's position within a larger website
- **Sentiment**—Positive, negative, neutral, or ambivalent consumer feedback, based on the presence of descriptive terms

## Sharing insight with dashboards

In addition to its built-in analysis capabilities, Cognos Consumer Insight becomes even more useful—and more valuable to an organization—when its results are summarized and shared across the organization. Cognos Consumer Insight includes four pre-defined dashboards: Coverage, Hotword Analysis, Influencers and Sentiment Analysis. These dashboards are all available from separate tabs in an easy-to-use portal page, which includes filters similar to those in the Cognos Consumer Insight analysis portal.

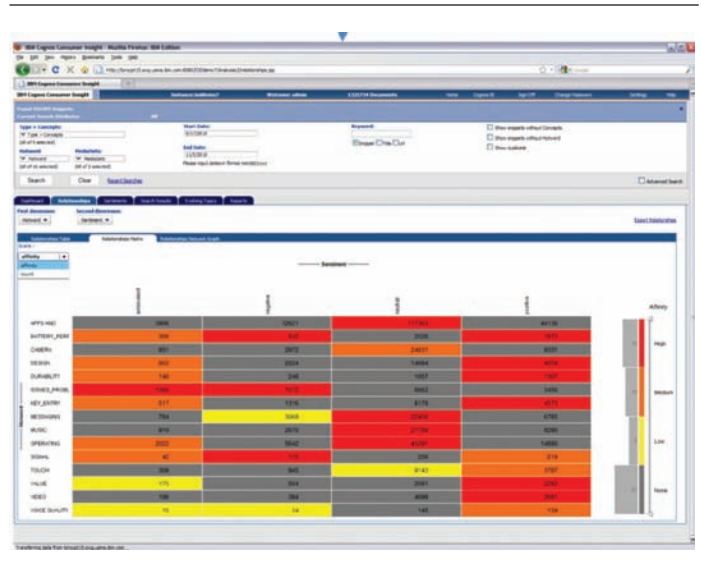
You can drill down to view more details, search for specific words and read the actual snippets of consumer feedback that contain those words. The dashboards contain filtering options that enable you to find correlations and relationships and quickly derive insights about consumer feedback on your products and brands. The layout of the dashboards can also be customized to change the location and content of each chart.

Advanced features for Cognos Consumer Insight enable you to explore:

- **Affinity Relationships**

Cognos Consumer Insight enables you to analyze the relationship between any two dimensions or any two attributes within a dimension by measuring the degree of affinity between them. Affinity refers to how closely one dimension is related to another.

For example, you would expect comments about seasonal merchandise such as skiing equipment to be more frequent during the winter months. You would also expect such comments to be more common in regions that have ski resorts. Thus, there would be an affinity between the attributes of date and region. But if the affinity was noticeably stronger in one region over another, it might indicate the success of a marketing program for a particular brand of skiing equipment, which focused on that specific region.

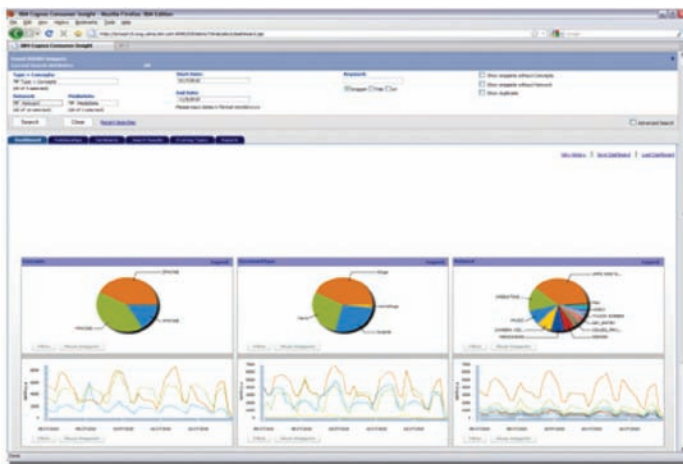


*Affinity relationships are color-coded for ease of use.*

- **Sentiment**

Sentiments are words that measure the tone of an online post. Sentiments indicate whether a particular consumer comment is positive, negative, neutral or ambivalent. The terms in the sentiment are compared with specific sentiment and blocker terms that are added in the administration portal, so even popular slang terms can be included for your analysis.

Bar charts enable you to view the sites that contain the highest number of positive or negative snippets and you can identify the most influential online voices by analyzing snippets based on the media sources from which they are retrieved.

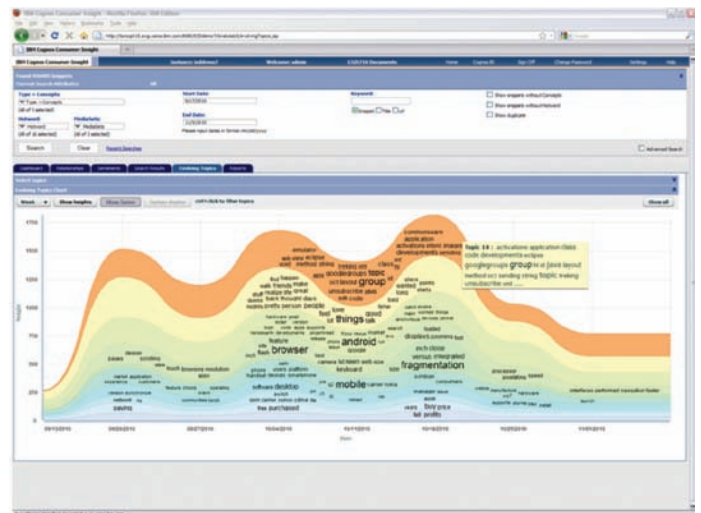


*Sentiment analysis indicates whether consumer comments are positive, negative, neutral, or ambivalent.*

• **Evolving topics**

Evolving topics are groups of keywords that appear frequently within the snippets. They can provide a logical summary of the discussions in the data. Cognos Consumer Insight determines which snippets share the same terms and then derives topics from these terms.

For example, the top four keywords observed within a group of snippets that mention a particular sports shoe might be “football,” “soccer,” “World Cup,” and “South Africa.” These keywords suggest that the product was frequently discussed in the context of the 2010 World Cup soccer tournament in South Africa. Evolving topic analysis allows you to follow trends and common discussion topics across time and related keywords.



*Evolving topics are expressed as collections of frequently used keywords.*

**Driving revenue with social media**

The unparalleled scalability of Cognos Consumer Insight enables you to search enormous volumes of content and conduct evidence-based analysis – from sentiment to affinity to the impact of social media on a company’s demand.

Cognos Consumer Insight enables marketing professionals to transform their customer relationships by actively incorporating insights gained from social media into the underlying go-to-market strategy of their organizations. Cognos Consumer Insight helps you be more agile, precise and responsive to market demands, guiding social media marketing spend and optimizing customer relationships, advocacy and ultimately loyalty.

## Conclusion

As social media becomes more ubiquitous every day, its power to influence the value of brands and companies grows with every new blog and public forum posting. Cognos Consumer Insight's ability to harness this energy – understand its content, distribution and influence – is re-shaping how marketing professionals and their organizations are engaging their customers and broader constituencies through social media, transforming their relationships to brands, products and services.

## About IBM Business Analytics

IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, advanced analytics, financial performance and strategy management and analytic applications gives you clear, immediate and actionable insights into current performance and the ability to predict future outcomes.

Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest IT productivity and deliver better results.

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