

SOCIAL INTELLIGENCE : THE NEXT GENERATION CONSUMER INSIGHTS

Learn all about it.



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What is Social Intelligence?

Social Intelligence is the practice of gathering data from social media platforms to generate insights that can help with key business decisions. In [one of the first uses](#) of the term in 2010, Forrester defined Social intelligence as “the management and analysis of customer data from social sources, used to activate and recalibrate marketing or business programs”.

However, while the term ‘Social Intelligence’ has been around for almost half a dozen years, a large part of on-ground usage has stayed limited to what is generally referred to as ‘Social Listening’ or ‘Social Media Monitoring’. Buyers have largely failed to gain full benefit of the intelligence that social data can provide and it is only now that a small group of leading-edge vendors have truly started ushering in the age of Social Intelligence.

Brief history

While the earliest Social Listening products can be traced back to 2000-2002 time frame, most of the commonly available products today are from the 2005-2008 time period. Many of these products continue to make incremental improvements to the product, while a few of them have gone on to take a meaningful next-generation leap. These products can be termed as the first generation of social data products.

The second generation of social data products belong largely to the 2009-2012 period. Many of them focused on taking social content and social data into outside interfaces like websites, TV, outdoor displays etc. and can be termed as the ‘Social Engagement’ vendors.

The third generation of social data products belong to the 2012-present period. On one side, it includes ‘Social Alerts’ providers like Dataminr and Banjo; on the other side, it includes true ‘Social Intelligence’ vendors like IBM Watson, Frrole etc. A small number of first-generation vendors like Crimson Hexagon, Brandwatch etc. can also be listed here, given the non-linear product progress being made by them.

Current status

The Social Intelligence market today stands at an interesting point. On one side, it has been growing at 30-40% annually and is poised to be a [\\$5B market by 2020](#). On the other hand, Gartner has put Social Analytics in the Trough of Disillusionment and [McKinsey's](#) predicted \$31B Marketing Analytics market has not even reached 1/10th of its potential.

Hype Cycle for Digital Marketing, 2015



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Gartner

The reality probably is somewhere in the middle. Social data continues to answer more and more customer questions for marketers and therefore continues to become more useful. Led by the next-generation products, the vendors continue to build better technology and better algorithms so that they can answer more questions with more precision. Social intelligence is gradually emerging as a key facilitator of change in the world of business. It is compelling marketers to trade gut-feeling with accurate data driven insights to devise smarter strategies and achieve effective proactive decision making.

The nature of the insight is changing. The descriptive insights like the number of mentions and sentiment are giving way to actionable insights like what caused the change in mentions or sentiment. While predictive and prescriptive insights are still to materialize in the real sense of the word, the next-generation vendors are focusing heavily on it and building it as a true differentiator.

Integration of social and non-social data is becoming a reality. Vendors like IBM Watson allow the user to import various kinds of data and then build and visualize correlations between them. Others like Frrole go a step further and help customers create solutions on top of the product that can combine various kinds of data, and package it in a manner that exactly meets the customer needs. A global agency has used Frrole to build a DMP that can combine social data with ad spend data, Google search, sales and other marketing expense data. Back in 2013, [Gartner lamented](#) that “Most of the vendors support use cases that focus exclusively on the analysis of social data, rather than the potentially more impactful insights that may be derived by analyzing both social data and other enterprise data.” It is finally changing.

People Intelligence (or Audience Intelligence as it is sometimes called) is emerging as a key addition to Social Intelligence, along with Social Listening. Its beauty lies in the fact that it allows

marketers to understand the users behind social conversations. Marketers can analyze demographics, psychometrics, brand preferences, purchase behavior and content affinity of people based on what they post on social media. Using derived insights of this analysis, marketers can measure real-time shifts in their audience characteristics, analyze past buying behavior and predict future patterns. Personality, Mood, Needs and Values analysis is now available from a handful of vendors, giving marketers an EQ window into their customers. This is a significant next step for brand marketers as they can now understand how a consumer is likely to act on a certain feeling, something that they care for deeply.

There are two kinds of vendors providing People Intelligence - specialized vendors like StatSocial, People Pattern, Audiense etc. who provide only People Intelligence, and full-stack Social intelligence vendors like Brandwatch, Netbase, Crimson Hexagon, Frrole that provide both people Intelligence + Topic Intelligence/Social Listening. Crimson Hexagon, Frrole further top it up by providing real-time Marketing Research, something we talk about in the next section.



The future

Social Intelligence in the future is no more going to be about understanding what your customers are saying about you on social media. It is going to be about taking what people said on social media to understand your customers, whether those customers are on your website, in

your store or sitting at their home. The leading vendors are already bringing in technology that you can understand demographics of a particular group of 100 people who availed of a special discount promo, or understand needs of a group of customers in your CRM who walked into a certain store on a certain day. Social Intelligence is on its way to becoming truly integrated and is no more going to be limited to social media conversations ever again.

Social Intelligence is also beginning to tread deeply into the domain previously owned by Marketing Research providers. Back in 2012, a seminal report by McKinsey titled "[The Social Economy](#)" [\[PDF\]](#) mentioned:

"We believe 100 percent of the current (\$31B) marketing analytics market can be captured through social technology".

While this has stayed as a wishful thought for long, vendors like Frrole and Crimson Hexagon now finally provide features that allow users to ask on-the-fly questions from real-time social data. You need to provide a few 'training' examples for the answers that you want to validate, and the Machine Learning algorithms kick in to automatically understand enough from those examples to start answering any questions that a marketer might have.

Social intelligence is therefore changing the way we conduct Marketing Research, offering reliable data points to build audience profiles, segments and plan new product innovation. With the integration of social intelligence and customer data, the conventional methods of marketing research and analytics are becoming obsolete. Gone are the days of expensive focus groups and surveys. Now marketers can use social data to understand what motivates an audience and consolidate the intel with other information (i.e., customer data) for richer insights. The expensive, infrequent, micro-sampled focus groups and consumer surveys are going away, allowing Marketing Research to become both real-time, and real.

In early 2016, one of the global smartphone maker, a client of Frrole Inc. used Frrole Scout to plan its new product launch and go-to-market strategy in emerging markets like India. The range of analytical techniques has exploded, and to stay ahead of the game companies must tap new areas of expertise. A brand's customers are speaking about their likes, dislikes, about that brand, about its competition, and lot of other interesting things on social. Why would that brand still completely rely on age-old market research tactics, and not embrace these organic, unbiased, multi-segmented, real-time insights about their industry, competition and brand?

Measurement will emerge as its own category of social technology. Social depth, relationship and reach vendors all say they offer measurement. But the truth is that they only track user interactions with their tools rather than the business value those tools have created. Likewise, social listening platforms have worked hard to position themselves as measurement tools, but their own data undermines this claim. In the next two years, savvy marketers will demand social measurement tools that demonstrate how their social programs are creating marketing and business success. – **Nate Elliott, Forrester**

5 Questions to ask

If you are a marketer making or reviewing choice of a Social Intelligence tool, here are 5 simple questions that you need to ask:

- Is this vendor giving me only Social Listening or is it also able to give me People Intelligence along with it?
- Is this vendor pitching only the width of coverage or is it also respected for its depth of algorithmic intelligence?
- Does this vendor provide a truly customizable product or is it just giving me a one-size-fits-all dashboard?
- Does this vendor have the ability to answer any Consumer/Market Research questions on the fly?
- Does this vendor have the ability to answer questions about those customers in my CRM who buy from me but never mention me on social media?

Summary

Customers today are more than just customers. They are the last mile marketers and truly the brand ambassadors. Using social media, they not only influence others' buying decisions but can also make or break a brand's overall perception in a long run. For brands to be dynamically competitive, they have to know their customers real-time. Organizations know that to compete effectively, they must capture as much information as they can about customers and analyse it effectively to discover patterns, trends, and other vital clues. Social media networking activity is generating big data—and these growing sources are the new frontier for customer intelligence.

About Frrole Inc.

Frrole is a disruptive Social Intelligence startup that provides hard to obtain consumer insights to marketers and product owners combining its expertise in the area of Machine Learning with its capabilities to analyze 100s of millions of conversations in real-time. For all these data sets, Frrole performs extensive analysis across semantic, metadata, contextual and statistical dimensions, using 4 years of work in the fields of Machine Learning, AI and Algorithms in general.

"For a long time, Sentiment Analysis has been the standard approach for understanding how consumers feel about a brand. However, this manner of analysis sticks to aggregating positive, negative and neutral sentiments; in a world of colours, that's like having only black, white and grey as the available colors. It makes for a pretty dull and illegible world, whether it is the real world or the world of consumer behavior. With Mood Analysis, Frrole has introduced a next-generation algorithm that helps you understand how consumers feel about a particular brand, and how they are likely to act on their feelings."

Amarpreet Kalkat, CEO, Frrole



Frrole Scout for Social Intelligence

To know more about social intelligence and the latest offerings from Frrole, contact at marketing@frrole.com.