A Social Listening case study on Luxury Watches
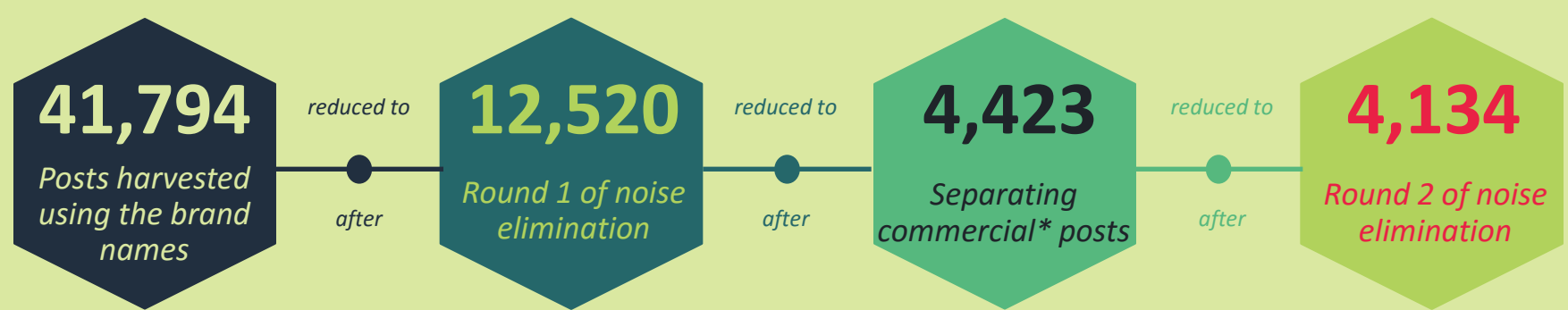
by **Digital:MR** market research evolved & listening247

In 2014, a renowned maker of luxury wrist watches commissioned DigitalMR to harvest and **analyse social media data** related to their product category, in order to understand **what people were saying** about their brand and discover some **actionable business insights**.

A brand in an **exclusive product category** such as luxury watches is not expected to have a huge volume of posts or a large share of negatives, so it **can mainly benefit from analysis that is granular enough to extract all the precious insights** that a relatively small dataset can offer. listening247® can be used to discover deep valuable insights that traditional social media monitoring tools can not.
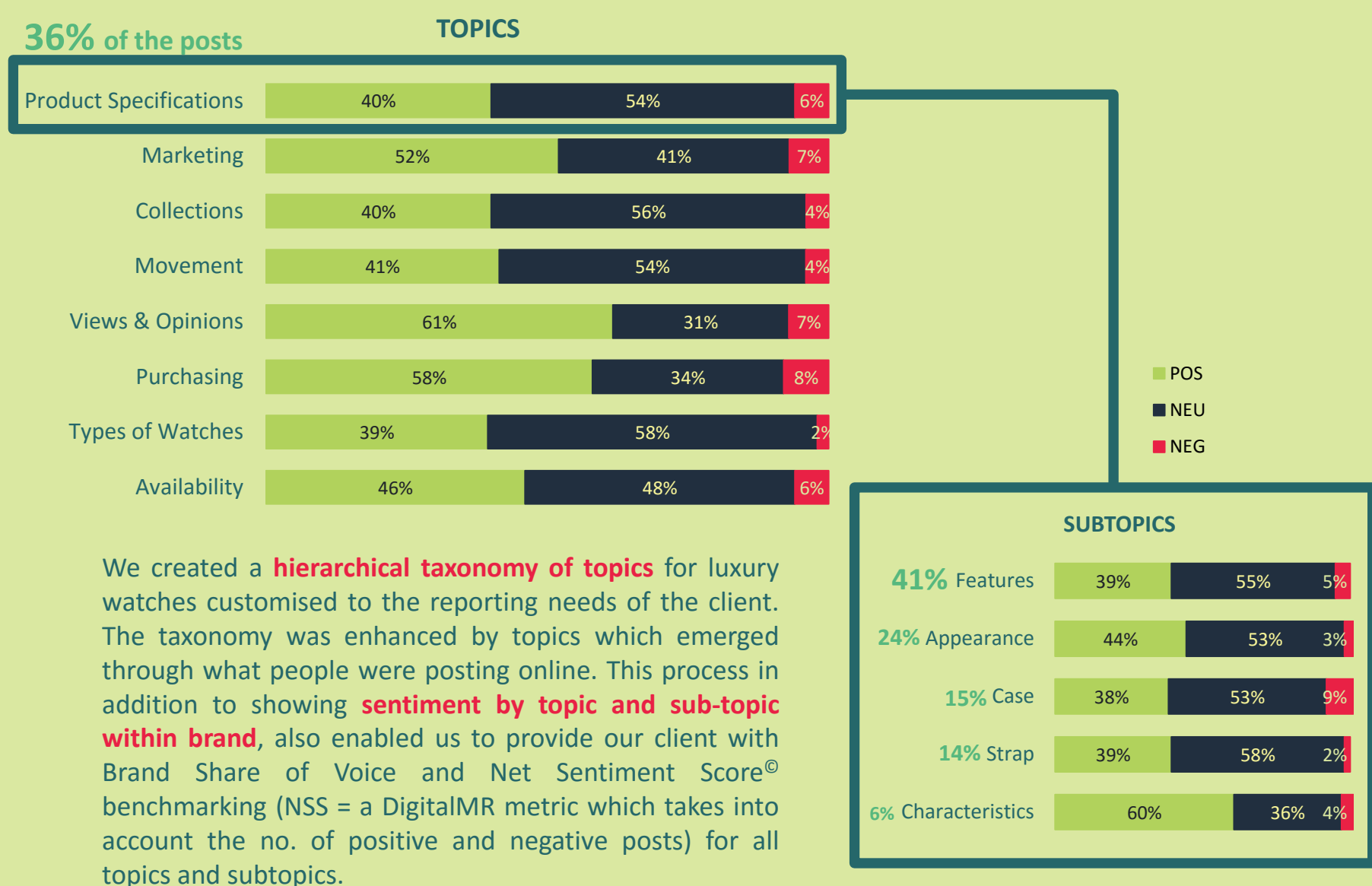
This is what should be expected from a social listening solution appropriate for customer insights.

Remove the Noise

| **41,794** Posts harvested using the brand names | *reduced to* after | **12,520** Round 1 of noise elimination | *reduced to* after | **4,423** Separating commercial* posts | *reduced to* after | **4,134** Round 2 of noise elimination |

*Commercial posts = posts from re-sellers, not consumers.

Discover the Conversation Drivers

36% of the posts

TOPICS

Topic	POS	NEU	NEG
Product Specifications	40%	54%	6%
Marketing	52%	41%	7%
Collections	40%	56%	4%
Movement	41%	54%	4%
Views & Opinions	61%	31%	7%
Purchasing	58%	34%	8%
Types of Watches	39%	58%	2%
Availability	46%	48%	6%

Legend: POS (green), NEU (dark), NEG (red)

SUBTOPICS

Subtopic	POS	NEU	NEG
41% Features	39%	55%	5%
24% Appearance	44%	53%	3%
15% Case	38%	53%	9%
14% Strap	39%	58%	2%
6% Characteristics	60%	36%	4%

We created a **hierarchical taxonomy of topics** for luxury watches customised to the reporting needs of the client. The taxonomy was enhanced by topics which emerged through what people were posting online. This process in addition to showing **sentiment by topic and sub-topic within brand**, also enabled us to provide our client with Brand Share of Voice and Net Sentiment Score© benchmarking (NSS = a DigitalMR metric which takes into account the no. of positive and negative posts) for all topics and subtopics.

Identify Leads and Category Influencers

Hot >
Warm >

Examples of Hot and Warm Lead Posts	No. of leads
"I love this brand of quality and am preparing to purchase another watch from them."	18
"Can I buy this time piece in Mexico?"	19
"I like it too much, how much?"	18
"How much would it be in Dollars?"	25
"I bought one last year…"	16
"Was one of the watches I was considering before buying a Montblanc."	4

Through our unique process we were able to **identify ~513,000 posts** from people **contemplating buying a watch.** This enabled the client to directly come in contact with **social media users who could become customers.**

We also found **influencers with a large following** discussing watch brands in thousands of online posts, not only on **social media**, but also on **blogs** and **specialized forums**, so that the client could reach out to them and explore co-operation.

Some of our Findings
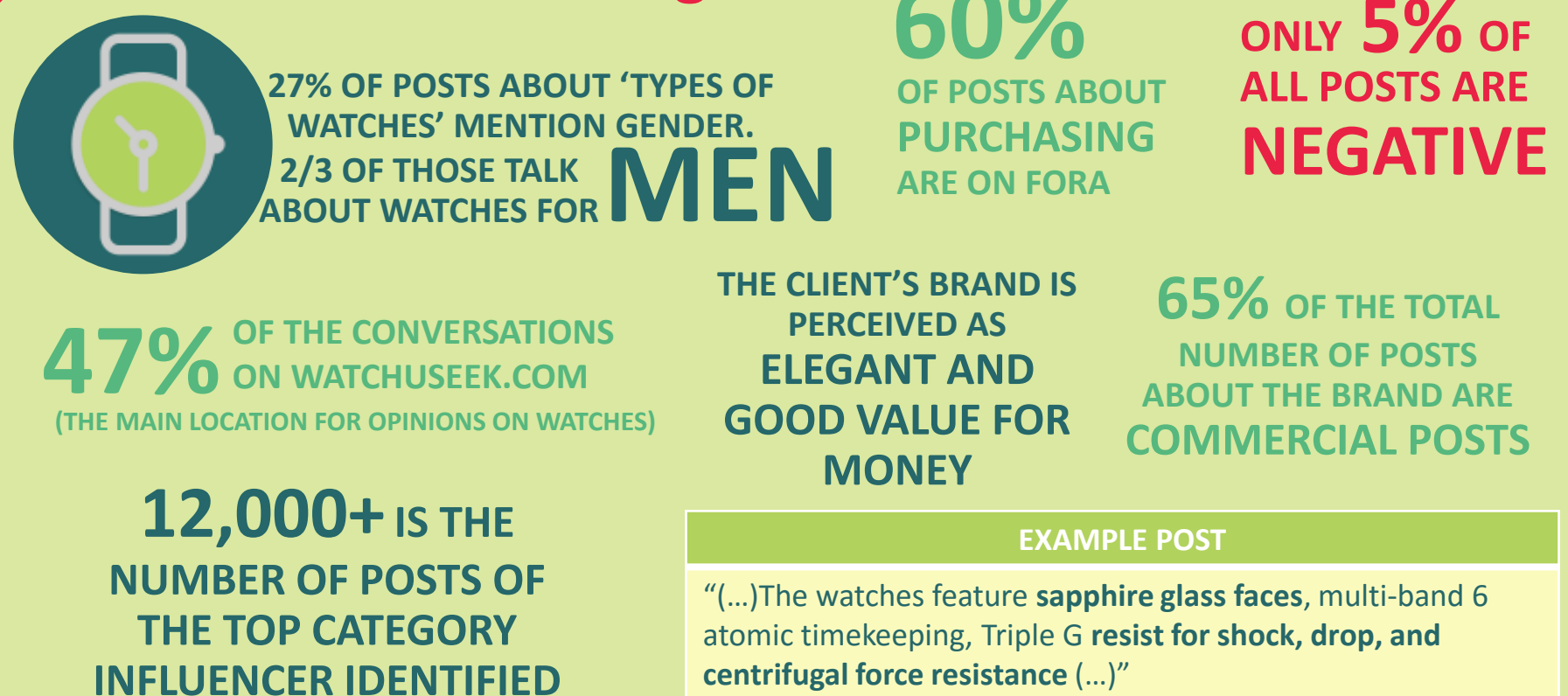
27% OF POSTS ABOUT 'TYPES OF WATCHES' MENTION GENDER. 2/3 OF THOSE TALK ABOUT WATCHES FOR **MEN**

60% OF POSTS ABOUT PURCHASING ARE ON FORA

ONLY **5%** OF ALL POSTS ARE **NEGATIVE**

47% OF THE CONVERSATIONS ON WATCHUSEEK.COM (THE MAIN LOCATION FOR OPINIONS ON WATCHES)

THE CLIENT'S BRAND IS PERCEIVED AS **ELEGANT AND GOOD VALUE FOR MONEY**

65% OF THE TOTAL NUMBER OF POSTS ABOUT THE BRAND ARE **COMMERCIAL POSTS**

12,000+ IS THE NUMBER OF POSTS OF THE TOP CATEGORY INFLUENCER IDENTIFIED

EXAMPLE POST

"(…)The watches feature **sapphire glass faces**, multi-band 6 atomic timekeeping, Triple G **resist for shock, drop, and centrifugal force resistance** (…)"

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