



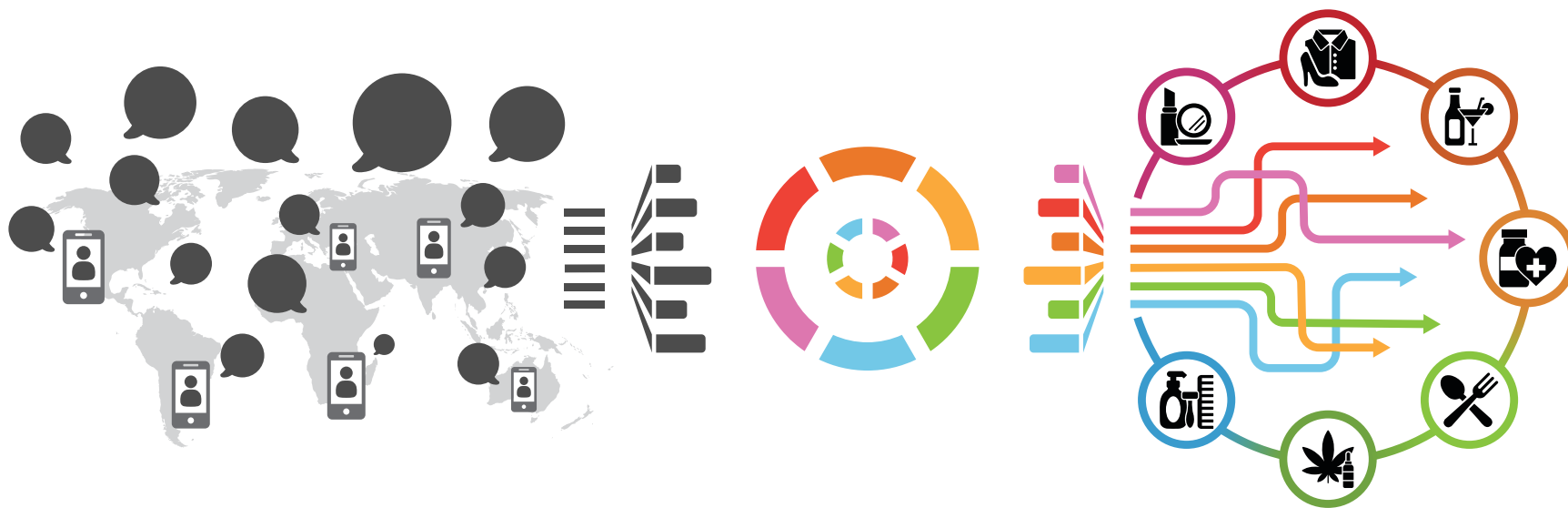
BRAND HEALTH REPORT



social standards

TABLE OF CONTENTS

1. Intro to Social Standards
2. Market Coverage
3. Measuring Brand Health
4. Social Conversation Volume
5. Consumer Loyalty
6. Positive Sentiment
7. Competitive Analysis
8. Trend Analysis
9. Getting Started








Social Standards is a consumer analytics platform powered by social data.

We provide actionable insights to cutting edge brands and investors who are ready for deeper answers than what boolean queries and panels can provide.

Our data enables us to track the performance of products, brands, and trends in your market and effectively measure the health of your brand.

SOCIAL STANDARDS' MARKET COVERAGE

Vertical		Key Inclusions
	Apparel/Fashion	Clothing, Footwear, Handbags, Headwear, Jewelry, Accessories, Swimwear, Fragrance
	Beauty	Cosmetics, Facial Skin Care, Nail Products
	Beverage Alcohol	Beer, Wine, Spirits, Cocktails
	Food & Beverage	Beverages, Food, QSR, Meal Prep Service
	Personal Care	Bath & Body, Hair Care, Oral Care, Topical Products excluding Face

“At J&J, we looked for quite some time to find a social analytics tool that would bring quality consumer insights in real time, that would be easy to be used by all, and that would help us develop the right concepts and products for the future, reducing our development time. When we met with Social Standards, we felt they were the perfect partners for our needs and we've been using their tools and services with great benefits.”

- **Sebastien Guillon, CEO, Michel et Augustin**
(former Global President J&J)



“If you can’t measure it, you can’t improve it.”

Traditional brand health studies are only accessible to the largest of brands—they are extremely expensive, require many months to complete, and translating the results into action can be difficult.

At Social Standards we make measuring your brand’s health simple and cost effective, with access to real-time information and an efficient turnaround time of 5-10 business days.

Our Brand Health Report allows you to measure your brand’s performance and provides actionable data on how your brand compares to the market—and to your competitors.

Core Metrics of Brand Health

Social
Conversation
Volume

Consumer
Loyalty

Positive
Sentiment

Competitive
Analysis

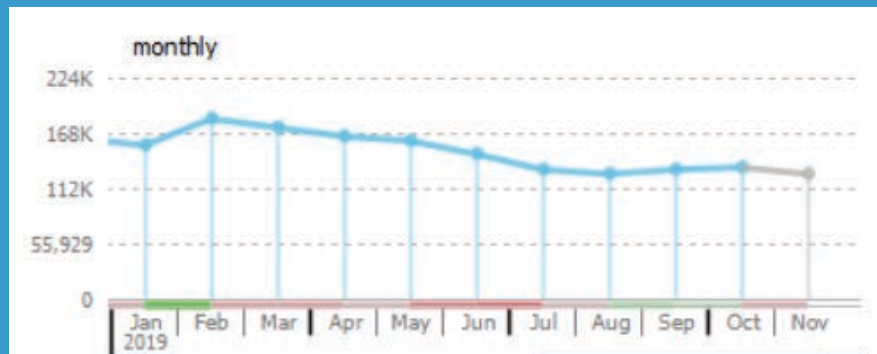
Trend
Analysis

SOCIAL CONVERSATION VOLUME

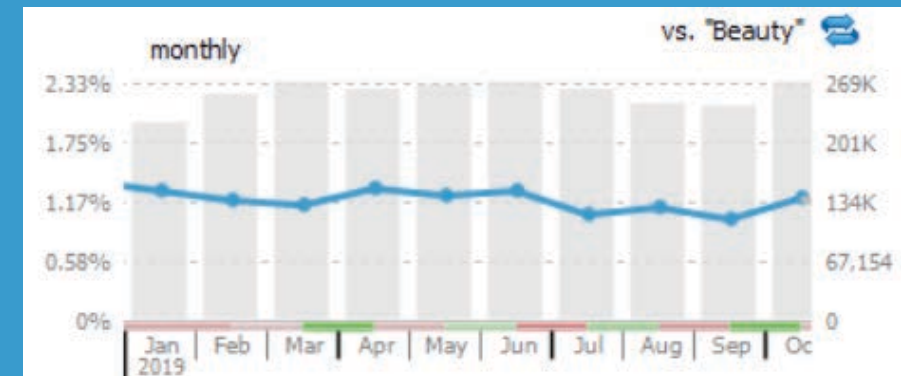
Instantly see how brand awareness and visibility has increased or decreased over the past 12 months.

Discover if your brand is performing above or below average compared to its category.

Raw Social Volume



Social Volume Benchmarked Against Your Category

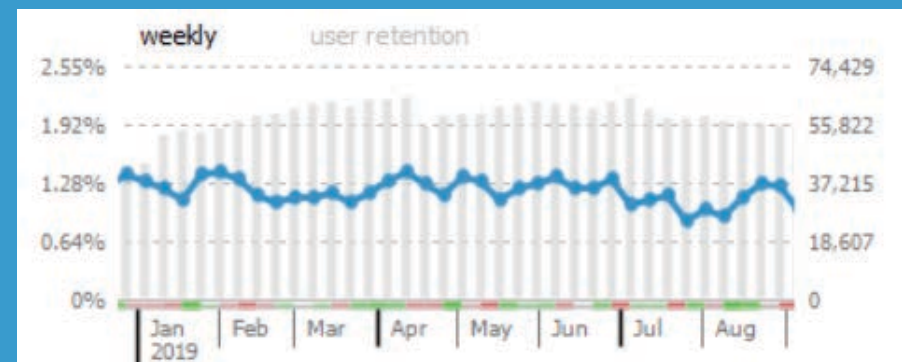


CONSUMER LOYALTY

Track the growth of consumer loyalty by examining your brand's user retention (consistent, repeated mentions) over a period of time. *(1-6 month scope)*

User retention impacts every important business metric that you (and your investors) care about, such as:

- Customer lifetime value
- Engagement
- Active user count
- Payback period
- ...and more



POSITIVE SENTIMENT

Measure consumers' positive sentiment toward your brand with 100% confidence.

Go beyond vanity metrics (such as likes and followers) to gauge the true temperature of your audience.

Determine if your brand is over or under indexing in positive sentiment, relative to its respective category.



The screenshot shows a dashboard with tabs for ACTIVITY, AUDIENCE, RELATIONS, and INFO. The INFO tab is selected, displaying various metrics. The 'positive sentiment' metric is highlighted in green at 80.9%. Below this, a table lists sentiment percentages for different categories, with 'Hair Care' showing 100.0% positive sentiment.

avg post/year:	1,800,936	
avg post/day:	4,934	
spam:	15.0 %	
positive sentiment:	80.9 %	
Hair Care:	26.7 %	100.0 % posts
Retail:	26.6 %	99.9 % posts
Beauty:	24.0 %	90.1 % posts
Apparel / Fashion:	6.5 %	24.3 % posts
Media:	2.9 %	11.0 % posts
Personal Care:	2.6 %	9.6 % posts

Example: 69.6% of social posts about Brand X demonstrates positive sentiment. The remaining 30.4% of posts are uncategorized as they don't meet our stringent requirements for confirming positive sentiment.

COMPETITIVE ANALYSIS

Identify your top competitors and discover how your brand stacks up.

Detailed intel on your competition empowers you to:

- Benchmark your brand's performance compared to competitors
- Better understand your brand's position in the market
- Spot who's stealing—or losing—conversation share
- Analyze your brand's strengths and weaknesses
- Align your strategy more closely with customers' expectations

TREND ANALYSIS

Confirm the leading market trends and measure the strength of relationship to your brand.



Identify the top trends consumers are talking about in your market vertical.

Discover how strongly your brand aligns with the hottest trends.

Measure how much conversation share your brand owns for each trend.

“Social Standards enables us to better understand our customer and their preferences in a way we never have before. The insights have helped drive strategy and partnerships to grow our business.”

- Amanda O’Keefe, Executive VP, Primal Kitchen



Contact sales@socialstandards.com
for information on scope, methodology,
pricing, and how to order your custom
Brand Health report.

