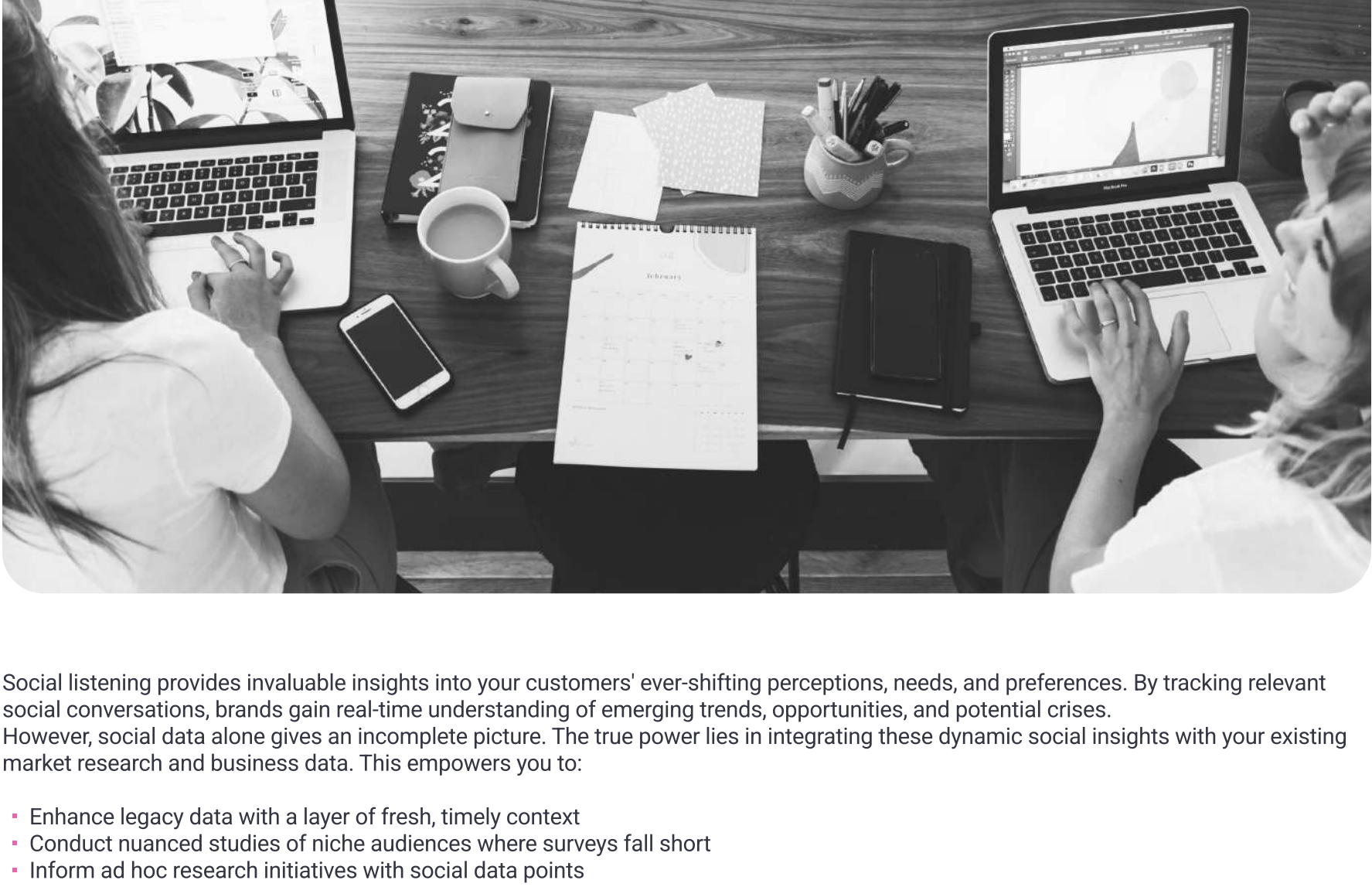


Rubiklab use cases of Social Media Listening projects



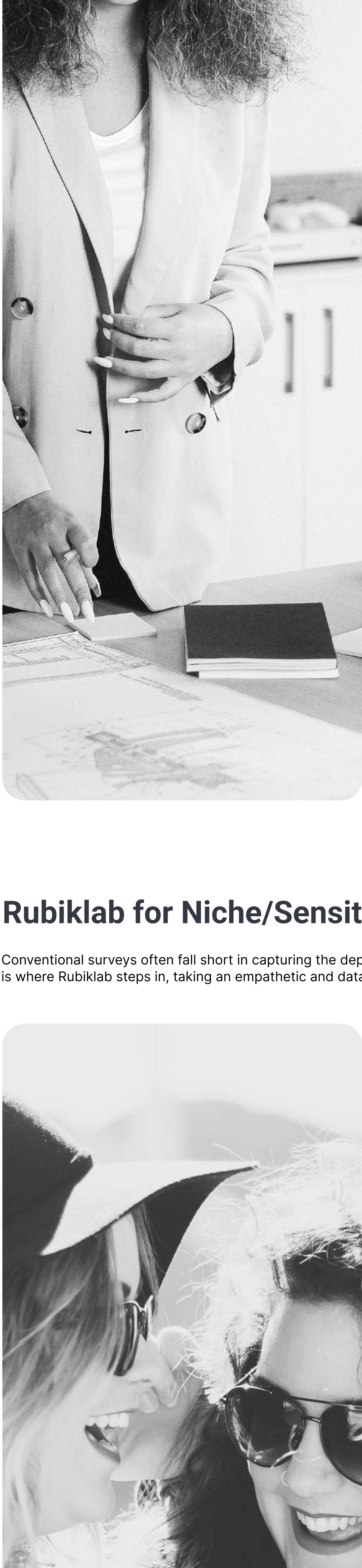
Social listening provides invaluable insights into your customers' ever-shifting perceptions, needs, and preferences. By tracking relevant social conversations, brands gain real-time understanding of emerging trends, opportunities, and potential crises. However, social data alone gives an incomplete picture. The true power lies in integrating these dynamic social insights with your existing market research and business data. This empowers you to:

- Enhance legacy data with a layer of fresh, timely context
- Conduct nuanced studies of niche audiences where surveys fall short
- Inform ad hoc research initiatives with social data points
- Automate redundant tasks to get more value from your data

The following case studies demonstrate the versatility of our social listening solutions across industries. Whether complementing tracking studies, exploring sensitive topics, analyzing campaigns, or optimizing workflows - the methodology provides unique advantages. We combine state-of-the-art analytics with human oversight to deliver robust, ethical, and actionable insights. This allows brands to understand customers, identify trends, and craft data-driven strategies with confidence. Let us show you how social listening can benefit your organization as well. The possibilities are endless when you integrate this dynamic data source into your market research stack.

Enhancing Legacy Data with Rubiklab

Traditional tracking studies provide robustness, but their static nature can miss the rapidly shifting nuances of today's world. Rubiklab integrates social listening into these studies, adding a layer of dynamic context. This combined approach catches emerging signals to keep your data relevant in a fast-paced societal and business landscape.



Public Transportation Satisfaction Enhancement with Social Listening

Objective
Enhance customer satisfaction for a public transportation provider.

Methodology
Utilized Rubiklab's social listening tools to complement monthly satisfaction surveys.

Outcomes
Enabled the client to address previously overlooked issues and align their strategies with customer needs more effectively. Identified additional pain points, including declining station security, homelessness concerns, and drug-related activities. Integrated newfound insights into the client's communication and focus strategy.

CPG Agency - Predicting and Identifying Emerging Trends

Objective
Use social listening and media analytics to predict and identify emerging trends across multiple product categories.

Methodology
Divided data based on consumer vs. industry specialist outputs. Identified sector-wide trends and drafted implications for retailers and suppliers. Developed a dashboard ranking trends per sector perspective.

Outcomes
Provided CPG agency with early detection of key market shifts, allowing them to adapt their product and marketing strategies proactively. The insights also identified underserved niches and opportunities for product innovation, leading to several successful product launches and campaigns.

Political Analysis in a European Market

Objective
Predictive analysis of local elections based on social listening and media mining.

Methodology
Comprehensive data collection from varied platforms, including Twitter, traditional media outlets, and digital channels. Thematic exploration through cluster analysis. Linguistic analysis with power words extraction and semantic convergence testing. Engagement metrics from digital channels. Metrics set and correlations with weighted analysis for refined predictions.

Outcomes
Developed a robust framework for deciphering political dynamics and forecasting election outcomes.

Rubiklab for Niche/Sensitive Studies

Conventional surveys often fall short in capturing the depth of niche audiences or handling delicate subjects. This is where Rubiklab steps in, taking an empathetic and data-driven approach.



Addressing Sensitive Public Sentiment for a Restaurant Chain

Objective
Investigate and respond to rumors of racial discrimination surrounding a restaurant chain.

Methodology
Utilized social listening tools to discreetly monitor public sentiment. Analyzed online conversations, comments, and mentions related to the restaurant chain. Identified key themes and sentiments associated with the allegations.

Outcomes
Enabled the brand to comprehend and effectively address the sensitive situation without direct surveys.

Rare Eye Condition Patient Journey Analysis

Objective
Evaluate the impact of a rare eye condition on patients' lives and well-being.

Methodology
Explored online public forums to track the patient's journey. Assessed practical aspects such as healthcare costs and accessibility. Considered the daily mental health challenges faced by patients. Applied Rubiklab's methodology to provide an ethical, patient-centric perspective.

Outcomes
Informed solutions that address the multifaceted challenges of patients' lived experiences, enhancing their overall quality of life.

Oncology patients' emotional mapping

Objective
Gain a deeper understanding of the emotional impact by delving into how cancer patients are emotionally affected.

Methodology
Topic clustering and sentiment analysis on qualitative interviews. Enriching qualitative data with social media data to have a better understanding of the topic. Combining qualitative and quant data to have a comprehensive view of patients' experiences.

Outcomes
Clear view of the emotional impact of cancer patients, ups and downs on patients' journey.

Leveraging Rubiklab for Ad Hoc Studies

When it comes to conducting ad hoc market research projects, Rubiklab offers a valuable suite of services. Whether it's before initiating a study to identify crucial questions, or after completing the project to gain insights into potential biases in the data, or even as an alternative to traditional desk research, Rubiklab's approach enhances your research endeavors. Our dynamic methods keep pace with the evolving intricacies of today's world, ensuring that your data remains relevant in an ever-changing landscape.



National Heritage Sites Promotion for a Tourism Institute

Objective
Measure the impact of a campaign promoting national heritage sites.

Methodology
Analyzed mentions pre-, during, and post-campaigns. Combined sentiment analysis of reviews with forum conversations and social media posts. Correlated the share of voice for each site with combined dataset insights.

Outcomes
Provided recommendations on landmarks under-promoted in the campaign that were popular among the audience.

Online Genealogy Platform Project

Objective
Deep dive into conversations about military and wartime to understand insights from consumer conversations.

Methodology
Data mining from social posts over the past 2 years in Australia, UK, and Canada. Topic cluster analysis to identify core conversation topics. Extracted power words for semantic analysis. Engagement comparison mapping to Remembrance 2022. Post-categorization based on engagement and convergence.

Outcomes
Uncovered unique regional linguistic patterns, shedding light on how different demographics discuss and perceive wartime genealogy. The insights enabled the platform to tailor its marketing and outreach strategies more effectively, connecting with audiences in a more resonant and meaningful manner.

E-commerce Streaming Platform Analysis

Objective
Understand Brand's online sentiment, reputation, and service attributes.

Methodology
Sentiment analysis for Brand with basic segmentation. Service Experience Mapping to highlight hidden gems and pain points. Brief Emerging Trend Report.

Outcomes
Gained insights into Brand's reputation, quality and variety of content, subscription patterns, value proposition, and comparison to competing streaming services.