Rubiklab use cases of Social **Media Listening projects**



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

social conversations, brands gain real-time understanding of emerging trends, opportunities, and potential crises.

studies, exploring sensitive topics, analyzing campaigns, or optimizing workflows - the methodology provides unique advantages.

data source into your market research stack.

The following case studies demonstrate the versatility of our social listening solutions across industries. Whether complementing tracking

keep your data relevant in a fast-paced societal and business landscape.

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

Automate redundant tasks to get more value from your data

se cases

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

Enhancing Legacy Data with Rubiklab

Public Transportation Satisfaction Enhancement with Social Listening

Enhance customer satisfaction for a public transportation provider. Methodology

satisfaction surveys.

Objective

Outcomes

Utilized Rubiklab's social listening tools to complement monthly

focus strategy.

Emerging Trends

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

Objective Use social listening and media analytics to predict and identify

emerging trends across multiple product categories.

CPG Agency - Predicting and Identifying

Identified sector-wide trends and drafted implications for retailers and suppliers. Developed a dashboard ranking trends per sector perspective.

Methodology

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

Divided data based on consumer vs. industry specialist outputs.

Methodology

product launches and campaigns.

Political Analysis in a European Market **Objective** Predictive analysis of local elections based on social listening and media mining.

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

Objective

a Restaurant Chain

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

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

and sentiments associated with the allegations.

sensitive situation without direct surveys.

mentions related to the restaurant chain. Identified key themes

Enabled the brand to comprehend and effectively address the

Rare Eye Condition Patient Journey Analysis

well-being.

Methodology

Outcomes

Evaluate the impact of a rare eye condition on patients' lives and

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**

Outcomes

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

Clear view of the emotional impact of cancer patients, ups and

Gain a deeper understanding of the emotional impact by delving

into how cancer patients are emotionally affected.

downs on patients' journey.

to have a comprehensive view of patients' experiences.

National Heritage Sites Promotion for a

Measure the impact of a campaign promoting national heritage sites.

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

Provided recommendations on landmarks under-promoted in the

campaign that were popular among the audience.

Tourism Institute

with combined dataset insights.

Objective

Methodology

Outcomes

Objective

Methodology

Outcomes

Online Genealogy Platform Project

conversation topics. Extracted power words for semantic analysis. Engagement comparison mapping to Remembrance 2022. Post-categorization based on engagement and convergence.

UK, and Canada. Topic cluster analysis to identify core

Deep dive into conversations about military and wartime to

Data mining from social posts over the past 2 years in Australia,

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

Understand Brand's online sentiment, reputation, and

understand insights from consumer conversations.

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

Outcomes

service attributes.

Brief Emerging Trend Report.

Objective

to competing streaming services.

Industry-Wide Risk Assessment

Transformation for a Client

Gained insights into Brand's reputation, quality and variety of content, subscription patterns, value proposition, and comparison

Modernize the process of industry-wide risk assessment.

Methodology

view of risks.

Outcomes

Data Analysis

streamline data analysis.

Objective

Methodology

Streamlined the analysis process, saving significant time and effort. Facilitated the creation of comprehensive executive summaries. Established a reusable framework for future risk assessment projects, ensuring consistency and efficiency.

Automated Open-Ended Coding System for

Implemented a system that allows users to input a code frame or

Enabled users to automate open-ended coding, saving time and

Market Research Survey Data Automation

Develop an automated system for open-ended coding to

Replaced manual parsing of annual reports with automated analysis tools. Implemented a system to pinpoint risks with precise page and paragraph references. Automated code frame maintenance for accuracy. Provided a comprehensive, sector-wide

request suggestions based on their dataset. The system assigns multiple codes to each response and provides confidence scores for code suggestions. Facilitated the comparison of all suggested codes and their respective scores. **Outcomes**

improving efficiency in data analysis processes.

Objective

Methodology Implemented standard market research quality checks. Introduced additional checks, including pattern analysis across the entire

Streamline the preparation of transcriptions for qualitative interview recordings.

Methodology Implemented an automated system for transcription preparation.

for in-depth analysis. Supported multiple languages without limitations. Conducted confidence score calculations in the

Enhanced the efficiency of qualitative data processing for research



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.

Workflow Automation with Rubiklab We delve into our clients' workflows, identifying pain points and transactional hurdles. Our mission? Engineer solutions that reduce manual tasks and amplify the quality of results.

for Quality Enhancement Automate the process of cleaning market research survey data and identifying suspicious respondents.

Qualitative Interview Transcription Automation for Research

Developed an interactive interface for user-friendly checking. Enabled the download of transcriptions in Word and Excel formats

background.

Outcomes

Illitch Real

survey dataset. **Outcomes** Enhanced data quality by automating the cleaning process and flagging potential issues such as suspicious respondents.

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