

# Social listening and primary research for a car modding parts manufacturer

## Client

A European manufacturer of car modding parts.

## Opportunity

SG Analytics' client was experiencing a disappointing turnover across its product lines against the background of record sales in the car tuning scene due to growing demand following a new installment in a popular movie franchise. Hence, the sales of their competitors were growing as per market expectations. The client suspected a social media marketing/branding related issue.

## Value Delivered

1

SG Analytics provided the client with a detailed understanding of its brand's reputation and consumer's perception of the overall industry.

2

SG Analytics' social reputation model provided the client with an easy-to-use-metric to monitor its social media and messaging initiatives.

## Tools Used



Sysomos



Tableau



Tubular

## Solution

SG Analytics' team leveraged a combination of analytics and primary research methodologies to provide a holistic view of the client's brand perception by end-consumers. We divided the problem into the following three major parts:

### PRIMARY RESEARCH AND SURVEY DATA INTEGRATION:

- SG Analytics engaged with the marketing and consumer insights group of the client to develop a survey aiming to understand whether the consumers' requirements or perception of the overall industry had changed.
- The survey was rolled out leveraging a CAWI methodology and targeting/retargeting tools that focused on consumers who had previously indicated interest in car tuning.
- Our team integrated the survey data with Tableau using the Web Data Connector functionality to provide real-time updates on the dashboard.

### SOCIAL MEDIA DATA CONSOLIDATION:

- Using natural language processing and text mining techniques, our data scientists analyzed conversations across social media channels and conducted a sentiment analysis to gauge consumer satisfaction and sentiment of relevant end-customers who had bought car tuning parts either from the client or one of its competitors.

### REPORTING AND DASHBOARD BUILDING:

- SG Analytics developed a combined dashboard to demonstrate the research and analytics results in a structured and actionable manner. The dashboard showcased relevant key metrics including industry and brand sentiment as well as various other metrics gathered from the survey.
- Benchmarking the client against its competitors, SG Analytics also modeled a social reputation score (relative, absolute).

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