



Online buzz research

# WaveMetric Advocacy Tracker: understanding consumer recommendations



# What would you do if you knew why consumers recommend your brand?



**Advocacy is the most powerful form of consumer engagement with a brand**



**Potential customers are strongly influenced by what your advocates say online**

# Imagine what you could do if you knew what your brand advocates are saying

## 1. Optimise marketing

- Refine marketing messages by better expressing your strengths
- Focus on marketing activities which drive the most advocacy

## 2. Improve products

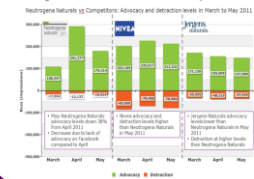
- Develop products aligned with why users recommend you
- Better understand the priorities of your target market

## 3. Enhance your brand

- Align your brand image with the values that drive advocacy
- Understand your brand's strengths over competitors

# WaveMetrix Advocacy Tracker helps you get the most out of consumer recommendations

## INDUSTRY OVERVIEW: May advocacy levels for Neutrogena Naturals are down from April



## Track recommendations for your brand and competitors

- Monthly reporting provides regular tracking and benchmarking against competitors

## "Gentle", "clean" and "soft" Neutrogena Naturals results and "best" quality drive advocacy



## Get granular and detailed insights

- WaveMetrix provide actionable insights by using human analysts to read and code all comments accurately and consistently

## Neutrogena Naturals advocacy in May is product specific and centres on the Purifying Facial Cleanser

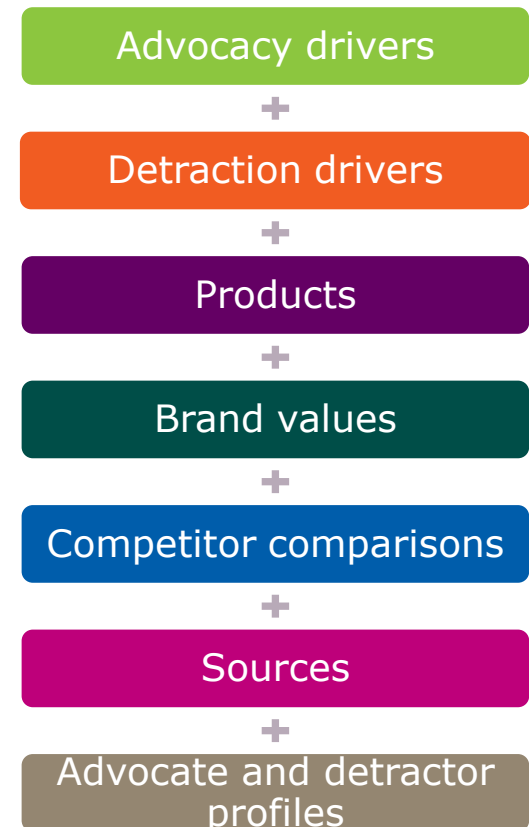


## Deep-dive into strategic areas

- Each report includes a deep-dive section on a specific topic to support your strategic needs

# Advocacy Tracker analyses all aspects of consumer recommendations

- Advocacy Tracker tells you why consumers recommend you or advise against you:
  - Using human coding allows detailed analysis month-on-month
- It also provides actionable insights across many dimensions:
  - Advocacy by product
  - Brand values impacted by advocacy
  - Competitor brands
  - Advocacy by site
  - Top advocates and detractors
- Deep-dive into any of these topics each month according to your priorities



# Advocacy Tracker comes in flexible scope options

	3 months	12 months
Your brand + 2 competitors	from <b>£4,950</b> p/month	from <b>£4,550</b> p/month
Your brand + 4 competitors	from <b>£6,580</b> p/month	from <b>£5,810</b> p/month



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