



#socialsummit16

A flock of birds flying in a V-shape against a clear blue sky, symbolizing social data and action.

Social Data In Action

Insights and Impacts.

Didier Rombaut

@drombaut drombaut@cisco.com

Social Enablement and Innovation

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Cisco Marketing and Communications

Our Role and Purpose is to inspire people to Prefer, Choose and Advocate Cisco

Our Vision is to be an Innovative Leader in Real-Time, Personalized Marketing and Communications

Our Opportunity lies in creating Unified, Omni-channel Digital and Human Experiences

Listening & Analyzing



Listening & Acting



Engaging



- Total reach: 316,012,987 (+39% YoY)
- Total mentions: 62,764 (+36% YoY)
- Total social reach: 86,472,588 (22%)
- Total social engagements: 6,259



Influencing



Cisco Social
Ambassador



Energizing !

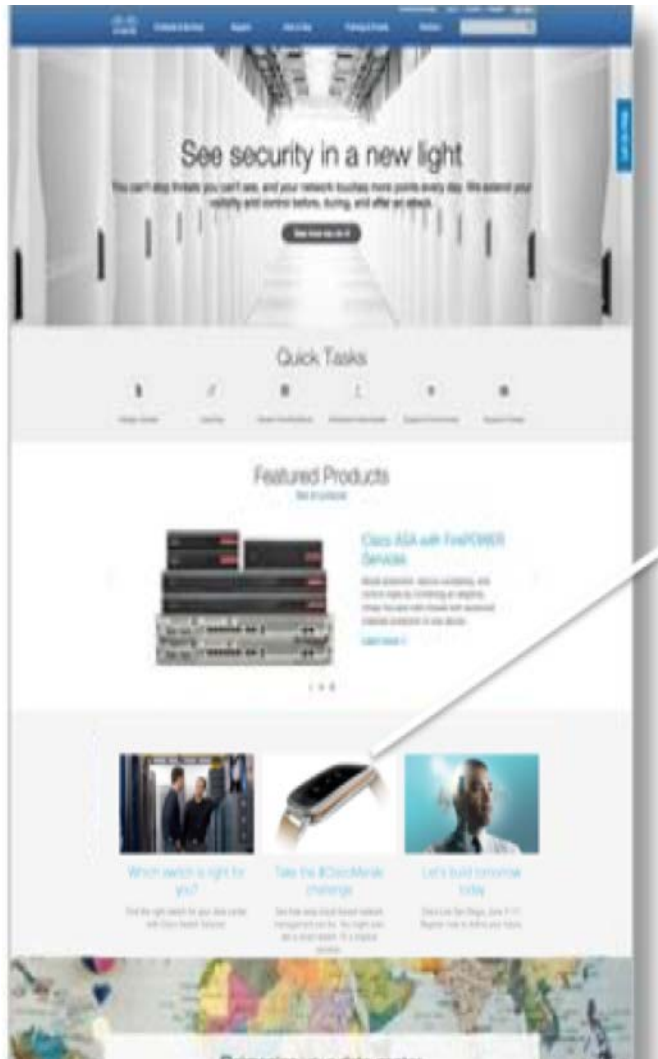
A photograph of two hikers climbing a large, jagged rock formation. The hiker on the left is wearing a yellow jacket and a backpack, while the hiker on the right is wearing a blue jacket and a backpack. They are both reaching up towards the top of the rock. The background is a misty, mountainous landscape.

Gamification!

Attribution



Social Scoring: Driving Conversion



Socially engaged visitors are **1.8x** more likely to view an infographic and **6.4x** more likely to view a video

2nd highest performing ad

Engaged contacts are more likely to respond to social offers

Audience Insights



Big Data

A woman in a light blue button-down shirt is holding a tablet and gesturing with her other hand while talking to a man. The man is in silhouette, wearing a dark shirt, and has his hand to his chin in a thoughtful pose. They are standing in front of a large wall of computer monitors displaying various data visualizations, including charts and graphs. The scene is dimly lit, with the primary light source being the screens themselves.

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Data Management Platform



1st Party Data



2nd Party data



3rd Party data

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Key Takeaways

- Social media requires a behavior change
- Social data is critical to change habits
- Agreement is key to get significant results
- Piloting is a necessary step
- A fast changing market is an additional challenge