



PR Measurement at Work in the Real World

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 @MariaSaltz

#PowerOfPR

Adobe's Social Presence

~24 million
followers & growing

345 accounts
globally

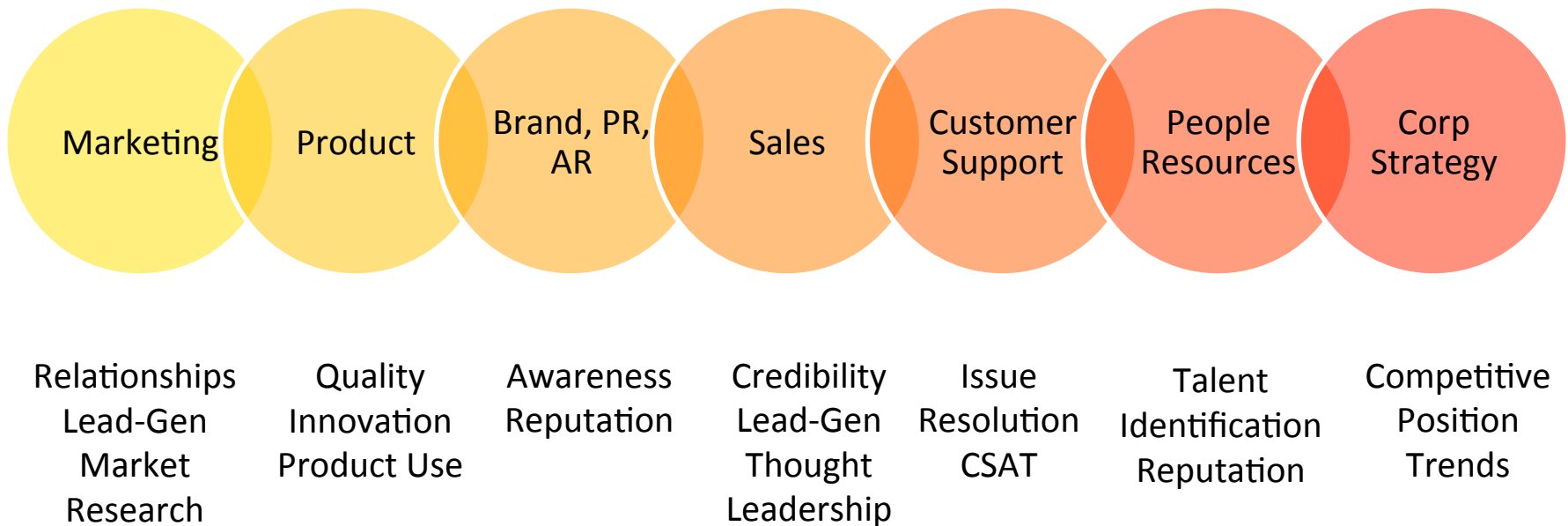


63K daily
mentions

~20 million
monthly site visits
from social

Social impacts every function across the organization

Listening on Social connects us directly with customers
and informs the business



Why Listen?

Real-time Social listening gives us a unique opportunity to gain deep insights into success of the event.

Content Quality

Which topics and presenters are resonating?

How do they feel about the announcements?

Event Experience

What are they saying about the experience?

Are there issues that need attention?

Business Impact

Real-time product feedback.

What is the business impact of increased Social Buzz?

Challenges of Real-Time Listening at Events

- Data Volume
- Real-time query modification
- Multiple platforms with unique constraints
- Topic identification and clustering
- Separating signal from noise
- Taking action in real time



Listening at Adobe Summit



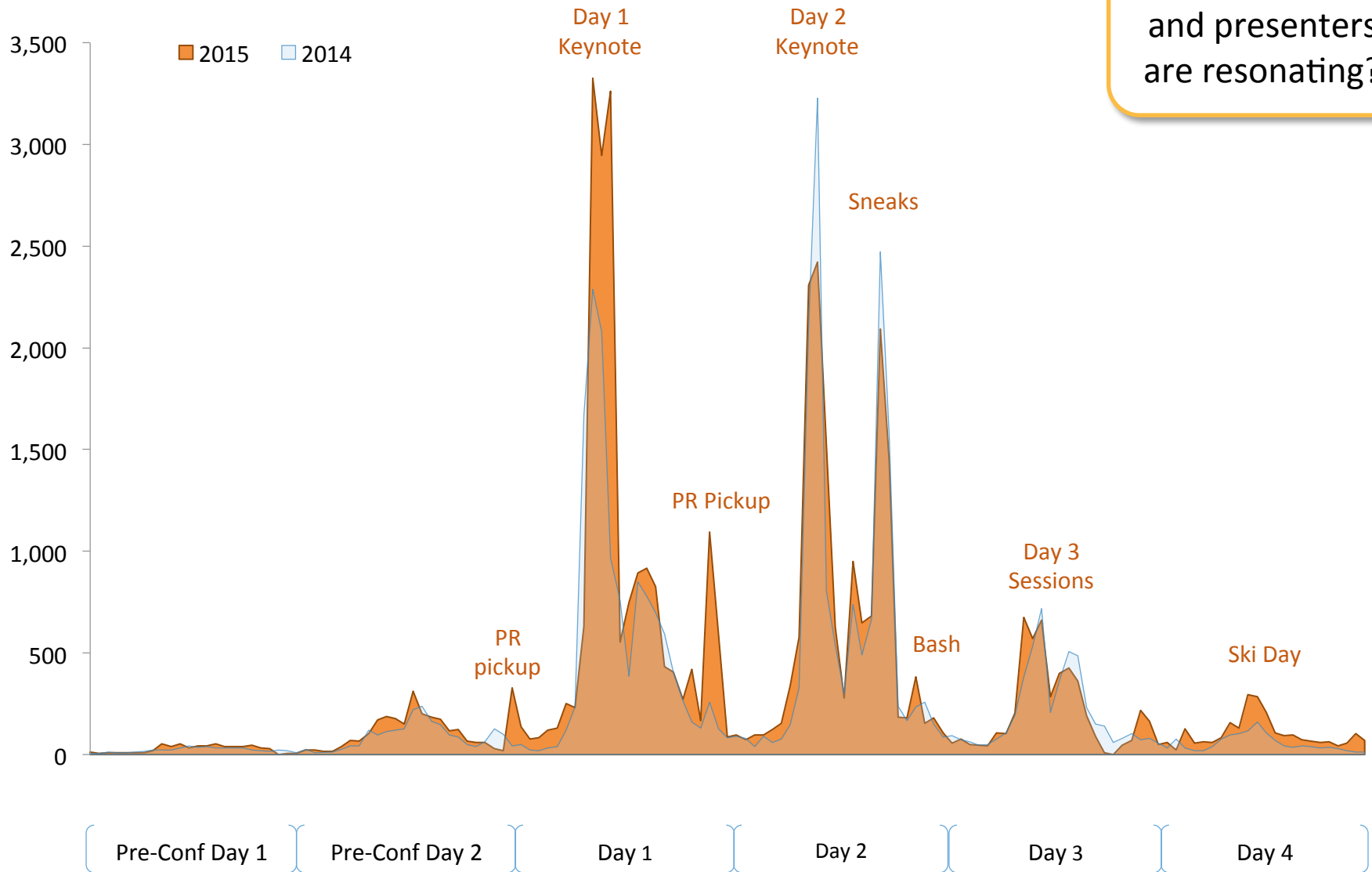
5,000 Attendees

47,000 Social Mentions

18,000 Unique Authors

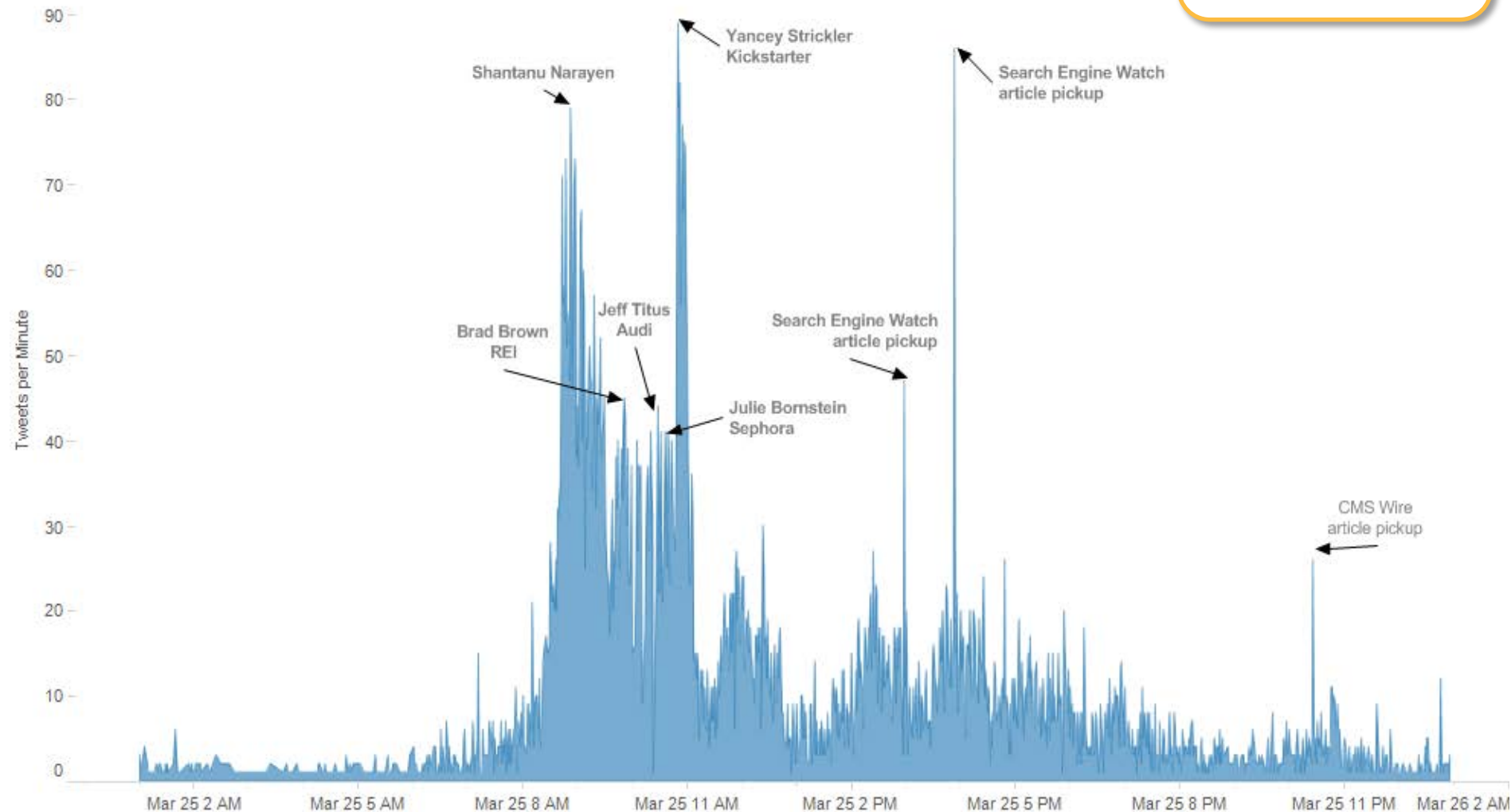
Summit Conversation – Tweets per Hour

Which topics and presenters are resonating?



Summit Conversation – Tweets per Minute

Which topics and presenters are resonating?

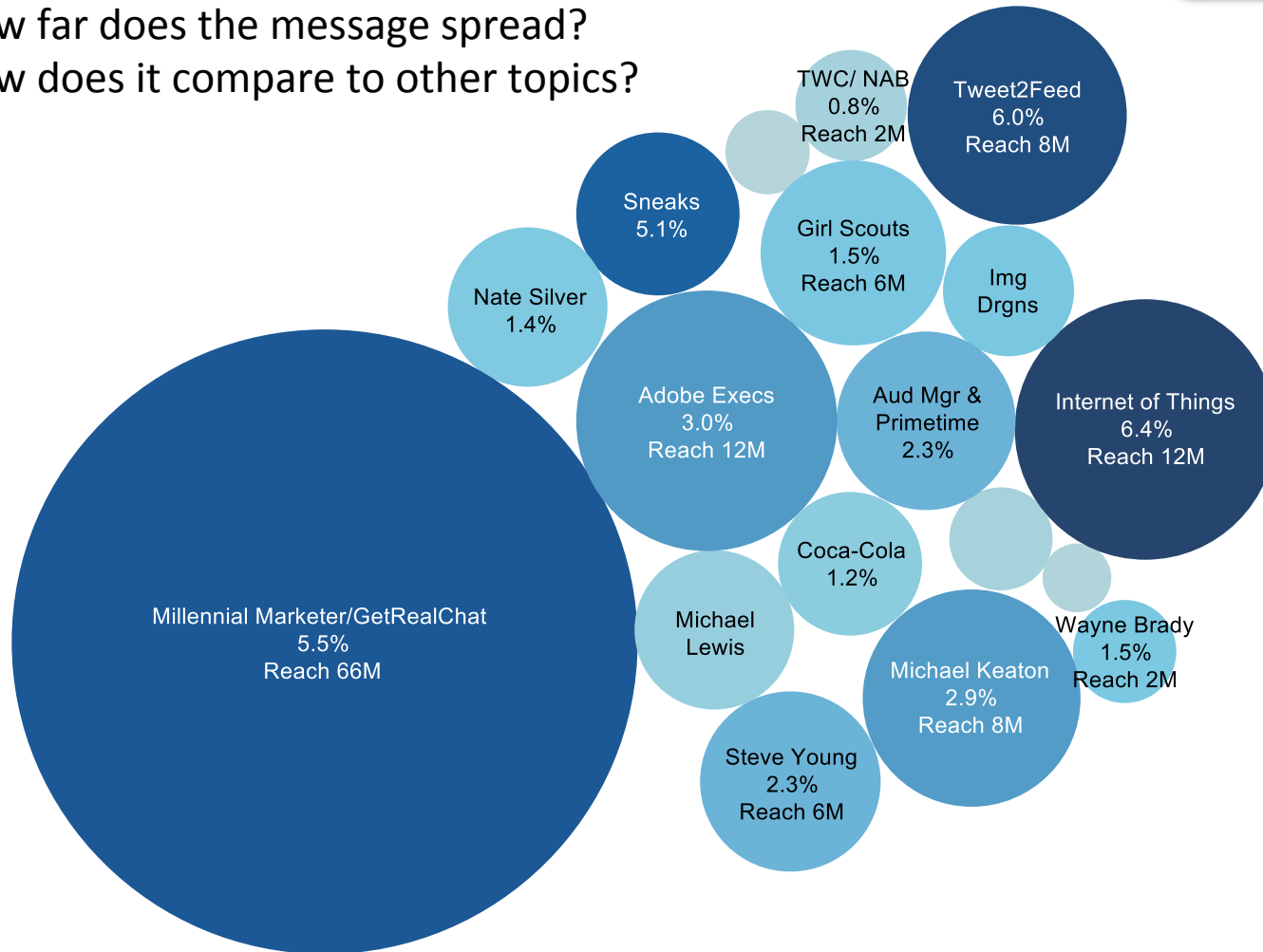


Key Conversation Topics

Which topics
and presenters
are
resonating?

Going deeper: Topic's Share of Voice

- What is resonating?
- How far does the message spread?
- How does it compare to other topics?

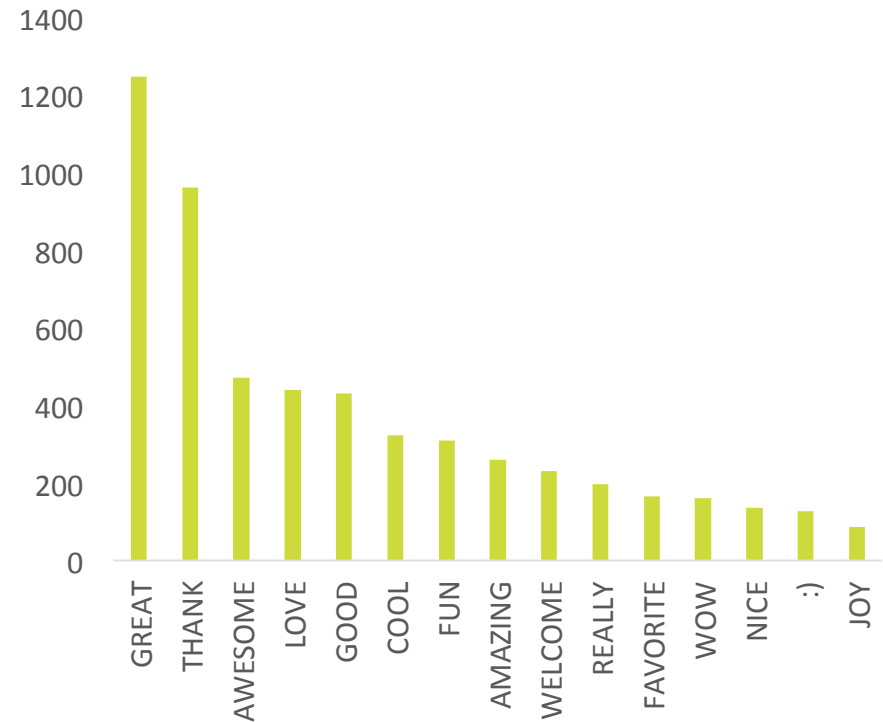


How was the Summit Experience?

What are they saying about the experience?

Attendees talk about their experience at the Summit

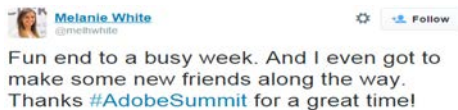
- 22% tweets included an emotive word
- The top 5 emotive words were used in 31% of emotive posts
- “Great” was the most frequently used word, mentioned in 12% of emotive posts



What contributed to the good Summit experience?

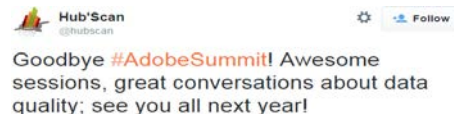
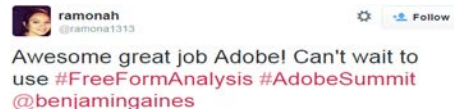
What was Great?

Attendees had a great time at the Summit



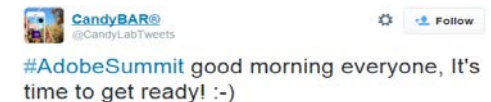
What was Awesome?

Conference related events, sessions and features



What was Good?

They wished others well,
gave accolades and were
eager to start the day



Opportunities to Improve the Summit Experience

Negative experiences and issues are immediately flagged to events team for fast resolution.

Are there issues that need attention?

Issues with unreliable WiFi connectivity

This is a known problem at Summit, wifi issues were also a pain point in 2014, but less frequent in 2015



Wifi Connectivity issues are slowing down my ability to live tweet. My apologies.
#AdobeSummit



Got 99 wifi problems... #AdobeSummit



Arg! Still no WiFi! #AdobeSummit

Disappointment with Summit App failure

This may have led to potentially lower survey response rates



I'd love to give @lieblink and @lonistark high ratings but the survey part of the #AdobeSummit app is down due to high traffic volume.

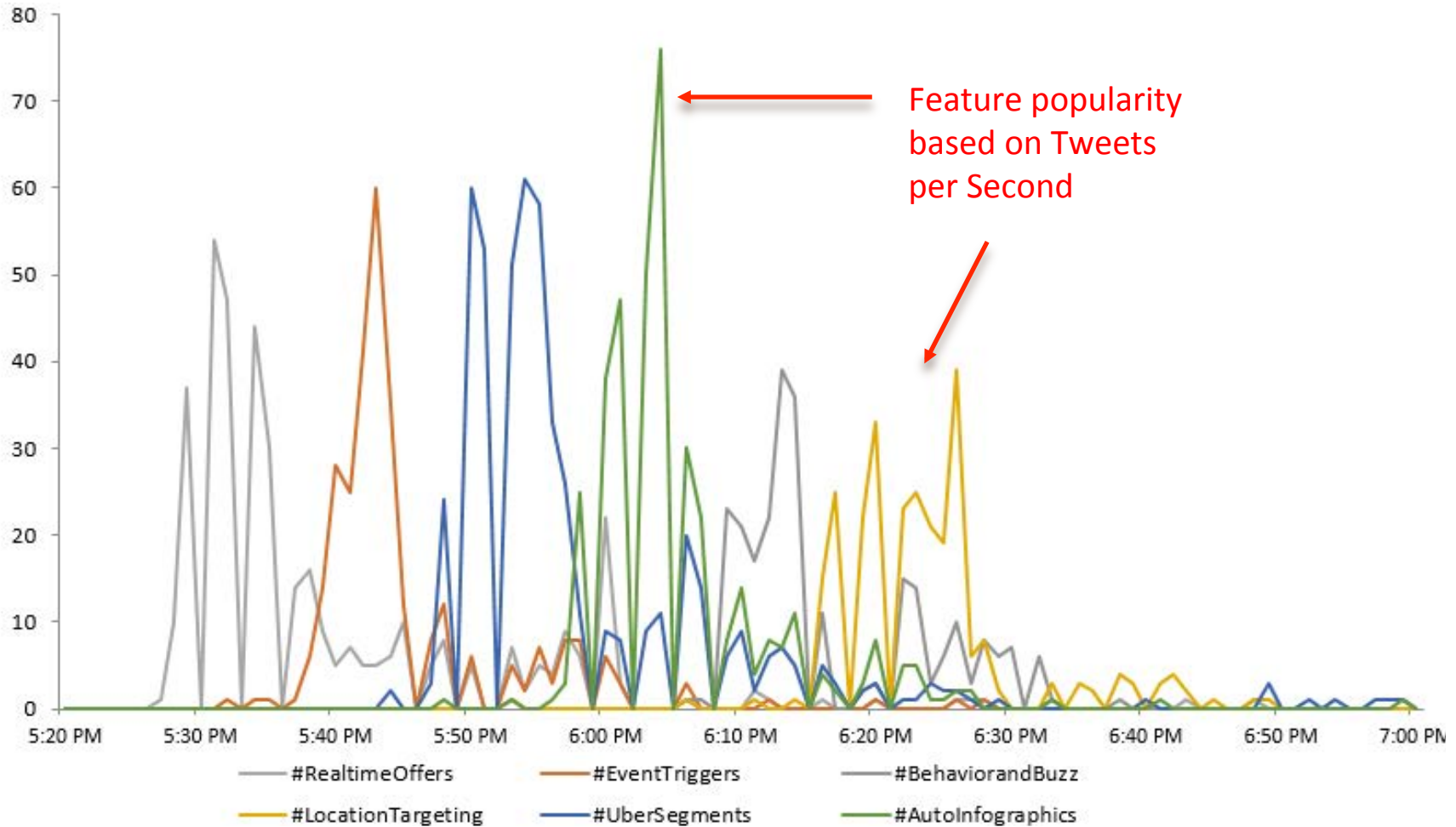


@Adobe come on guys. You keep asking us to take a survey but your app fails to load it. #AdobeSummit #LoadTest

Product Sneaks – Tweets per Second

Sneaks: Focus group of 5K+ participants -
Real-time feedback on product features

Real-time product
feedback.



Listening at Adobe MAX – The Creativity Conference



5,500 Attendees

70,000 Social Mentions

32,000 Authors

Sentiment and Emotions

How do they feel
about the
announcements?

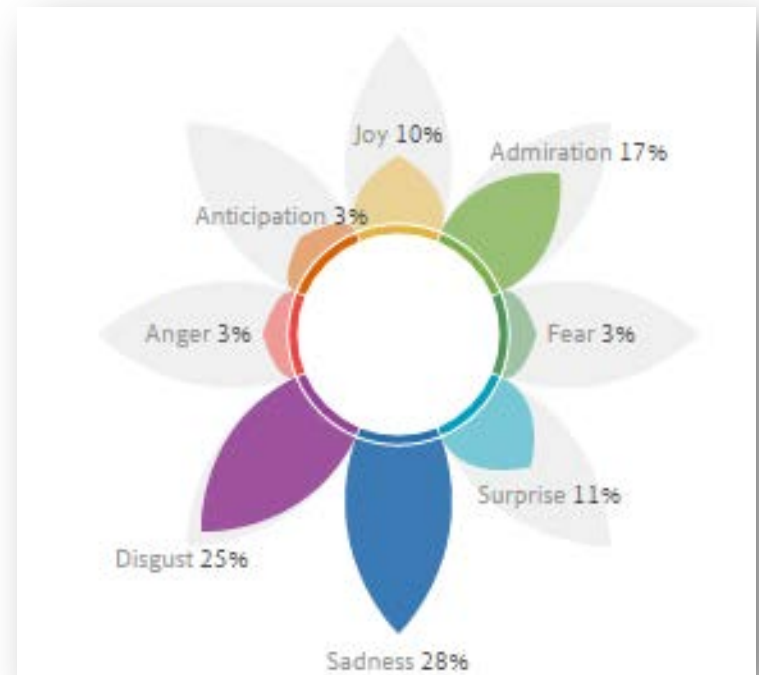
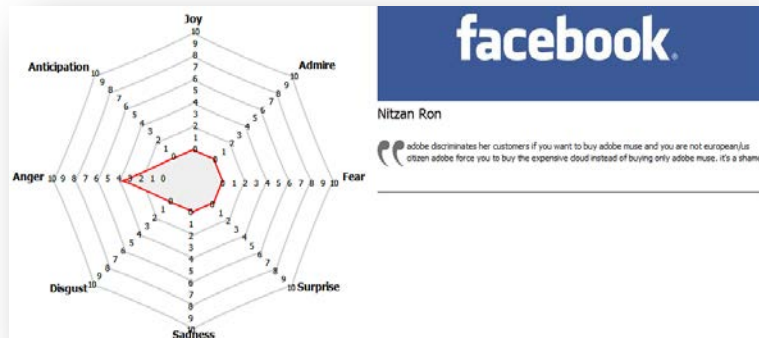
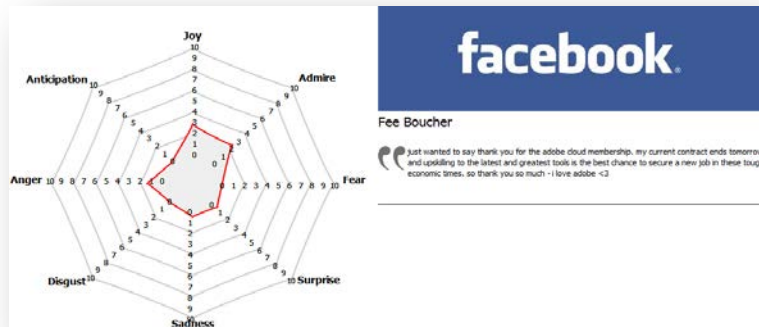


Sentiment and Emotions – it's complicated!



Emotion Detection

Emotion Detection scores conversations on multiple dimensions!



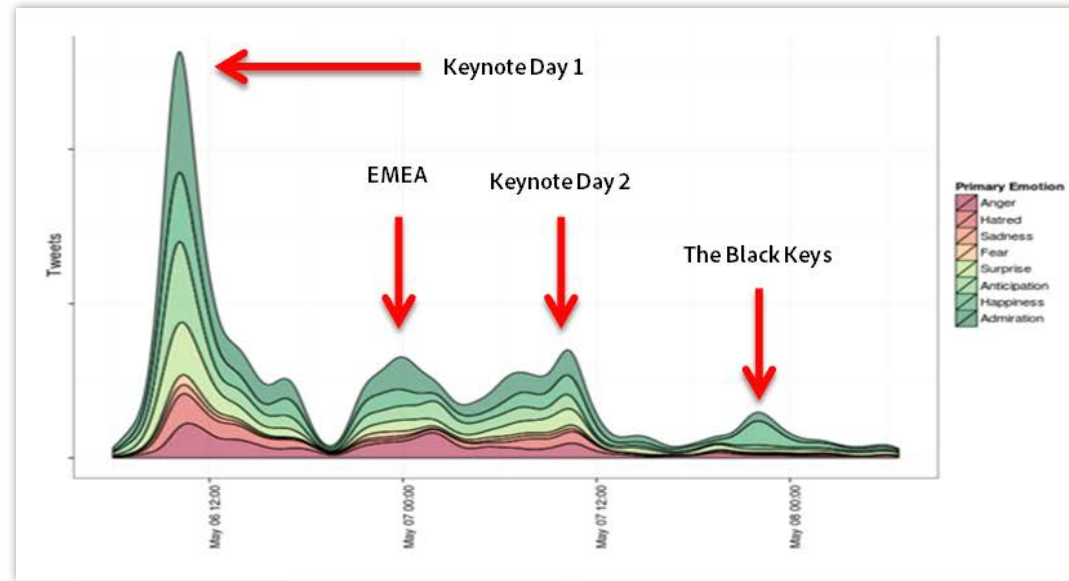
Trending Emotions For Major Announcement

How do they feel about the announcements?

- Real-time monitoring of reactions to the controversial announcement
- Trend emotions over time
- Drill down into each emotion to identify underlying common themes, informing communication strategy
- Segment emotions by key influencers and advocate groups
- Identify detractors for opportunities to engage individually



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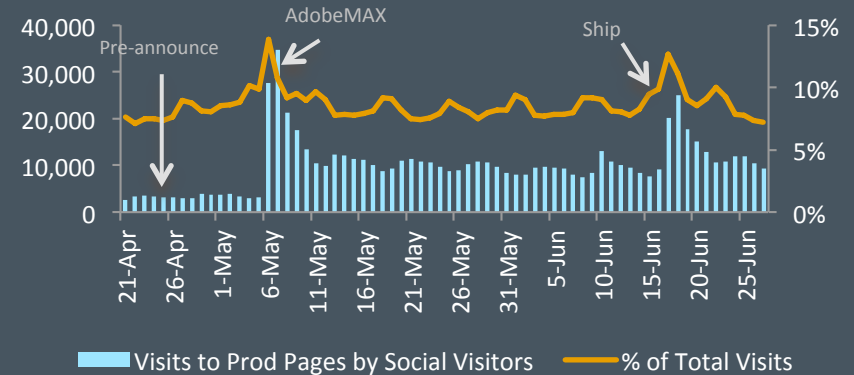
Measuring Social Impact on Business

What is the business impact of increased Social Buzz?

- **9% of traffic to Product Pages from Social Visitors** (more than 12% during AdobeMAX Conference and Ship Announcement)

3.4X pre-announce volume

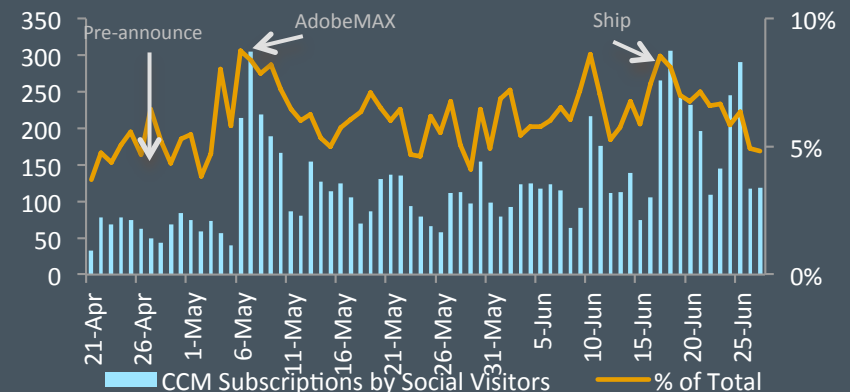
Visits to Product Pages from Social



- **6.5% of new Subscriptions by Social Visitors** (more than 8% during AdobeMAX Conference and Ship Announcement)

2X pre-announce volume

New Subscriptions from Social



Key Takeaways

- Social listening provides real time feedback on what is working and what is not working at an event and ability to take immediate action.
- Defining questions you want to answer ahead of time allows to set up listening strategy to provide relevant data.
- Listening insights can help improve current and future event experience.
- Successful social strategy has direct impact on key business drivers.



**BIG DATA.
BOLD CREATIVITY.**